

The Economy of Communion (EoC) involves entrepreneurs, workers, managers, consumers and experts in the world of finance. It was launched in 1991 in São Paulo/Brazil by Chiara Lubich (foundress of the Focolare Movement) with the aim of building and showing a society where, following the examples of the first Christian community in Jerusalem, "there was not a needy person among them" (Acts 4:34).

After 20 years of its existence, the EoC businesses have been considered as the pillars of the project. They freely commit themselves to putting their profits in common, according to the following goals:

- To support the development of persons and communities that find themselves in need through shared projects based on reciprocity, subsidiarity and communion;
- To spread the culture of giving and of reciprocity;
- To develop the businesses themselves, creating jobs and wealth, directing all internal and external business life towards the common good.

In addition, the EoC gives life to industrial parks in the "small towns" of the Focolare Movement aiming at showing a living laboratory of an economy of communion. The EoC:

The EoC is an expression of a "Spirituality of Communion" in civil life;
It links effectiveness and fraternity;
In order to change the current economic behavior of pure profit-maximization, it emphasizes the "Culture of Giving";
It does not consider the poor mainly as a problem, but as a precious resource for the Common Good.

In January 2011, CUEA hosted the first academic Conference on the Economy of Communion on African soil, with the title "Economy of Communion: A New Paradigm for African Development".

CUEA is now committed in providing the course in EoC that will train professionals in the world of economy, who will in turn train others.

www.edc-online.org/en
www.focolare.org/en
www.cuea.edu

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The "Economy of Communion"

Short Intensive Course

The Catholic University of Eastern Africa (CUEA)
Faculty of Commerce

Nairobi • Kenya

11th to 24th July, 2011



The Economy of Communion

Short Intensive Course

Date: 11th to 24th July, 2011

Venue: The Catholic University of Eastern Africa
Faculty of Commerce

Lecturers:

- Giampietro Parolin
 - Lecturer in Social Accounting, University of Milan Bicocca
 - Financial Manager – ESU di Padova
- Vittorio Pelligra
 - Assistant Professor of Economics in the Department of Economics, University of Cagliari
 - Research Fellow CRENoS (Centre for North-South Economic Research)

This course is intended to empower economic professionals and students with knowledge and skills in promoting a new concept in the world of economy: The “Economy of Communion” (EoC).

- Costs:**
- Tuition: KES 10.000/= (US\$ 100,-)
 - Full board (food & accommodation) for non residents: KES 10.000/= (US\$ 100,-)

Giampietro Parolin

DEFINING, MANAGING AND MEASURING PERFORMANCE IN EOC COMPANIES

The aim of the first part of the course is to learn and workshop social accounting techniques to support the implementation of an Economy of Communion business.

- An introduction of EoC business model and its implications on accounting system
- Accountability in a EoC business and its consistency with strategy and governance
- Communion as multidimensional strategy and performance: economic dimension, relational capital and corporate culture
- Communion as multidimensional strategy and performance: Social and environmental quality, human capital - and working community, intellectual capital and communication
- The interplay of organizational culture and organizational structure: a dynamic evolution

Vittorio Pelligra

MICROFOUNDATIONS AND MACROECONOMIC CONSEQUENCES OF THE EOC MODEL OF FIRM AND MARKET

The aim of the second part of the course is to explore the microeconomic foundations of other-regarding behavior, its connection with the EoC model, and their macroeconomic consequences

- The problem of cooperation I: promises, threats, virtues
- The problem of cooperation II: altruism and equity
- The phenomenon of Trust: reputation, intentions, and the power of asking
- Inside the EoC firm
- Macroeconomic Perspectives