

**A Call to Action for the Common Good**  
*'making hope possible rather than despair convincing'*  
**Call for Evidence: Guidelines for Contributors**

Thank you for your interest in our project! Between January and May 2015, we are issuing a call for evidence, in order to gather existing experience of applying common good principles to address real-life practical challenges. We are making this evidence available to a wider audience through our [website](#).

We very much welcome your contributions. **We'd like them to be in some way provocative or challenging – after all, we want to stimulate change.** They don't need to be restricted to the UK; they can also illustrate common good thinking from elsewhere. We invite contributions in any of the following forms:

**1. Blogs - stories**

Do you have a story which brings common good principles to life? If so, please send us a short 'blog', ideally 400- 600 words, written from a personal perspective (eg. "last month I went to see...", "over the last few years I've ...."), telling a vivid story but also referring to wider implications and insights.

**2. Opinion pieces**

Do you have ideas about how things could be done differently, using common good principles? If so please send us a short article, ideally 400-750 words, which sets out fresh and provocative thinking, indicating what is wrong with current practice, and including ambitious but well-founded and positive ideas for new forms of action or organisation.

**3. Case studies**

Perhaps you know of something which would form a good case study? If so please send us a short description, with relevant contact details, so that we can follow it up. Alternatively we would be delighted if you can provide a case study yourself. Case studies will be ideally 750-1,000 words, written in the third person, and structured as follows:

- **Background** (c.150-200 words): Please set out the context, and the challenges being addressed, and why those involved decided to take action.
- **The common good approach** (c.300-400 words): Please describe what was done and in particular how common good thinking was applied – eg though the decision-making process, participation, nature of the relationships developed, the long-term vision, etc.
- **What was achieved** (c.150-200 words): An overview of the outcomes for community, society, business, etc, including both quantitative and qualitative results. Do mention aspects which were unsuccessful or disappointing as well as those which were positive.

- **Lessons learned** (c.150-200 words): Please summarise key learning points and any suggestions on what can be done to motivate similar approaches elsewhere.

#### 4. Research and analysis

Do you know of published research or analysis on the benefits of common good practice, from the UK or overseas, which provides evidence about the benefits of common good practice? These may be economic, social, environmental benefits, or a combination of these. Please provide a few lines (eg 50-75 words) summarising the research and a web link.

Please send all contributions to [commongood@csv.org.uk](mailto:commongood@csv.org.uk) – THANK YOU!

#### Our common good principles

- **COLLABORATION:** many things that add mutual value to our lives are only created through relationships between people and the commitments they make to each other and this must be more fully celebrated and nurtured, for people to come together and take action to make a difference
- **INSTITUTIONS WITH A SOCIAL PURPOSE:** organisations in all sectors should set out and follow a core purpose which truly serves society and respects the dignity of people
- **AN INCLUSIVE SOCIETY:** the structures and systems by which our society is organised must be fully inclusive, working for everyone including future generations, not just the greatest number or the favoured few
- **SHARED DECISION-MAKING:** everyone must be at the table when decisions are made which affect them – no-one should be excluded, and estranged interests should be brought into dialogue for the sake of the common good

These four principles mean that we are not value neutral:

We stand for...	We stand against...
Collaboration	Competition for its own sake
A culture based on relationships	A culture based on transactions
Solidarity	Intolerance
Long term ambition	Short term gain at any cost
Doing by people	Doing to people
An economy serving human needs	Dominance of consumerism
Safeguarding the future	Exploiting resources
No one left behind	Extremes of wealth and opportunity
Valuing difference	Fearing difference
Liberating resourcefulness of the many	Command and control by the few

For more information please see our [website](#) or email [commongood@csv.org.uk](mailto:commongood@csv.org.uk).