



The innovation project **QuartaVista** (latin: “Four perspectives”) doesn’t limit accounting of entrepreneurial activities to financial aspects, but considers the dimensions society, nature and knowledge as equally important. Therefore, this collaborative innovation project is developing a navigation system for value-based enterprises. **QuartaVista – a navigation system for value-based enterprises** is funded by the **Federal Ministry of Labour and Social Affairs** (BMAS) and started in November 2018 in the context of INQA. INQA, „Initiative Neue Qualität der Arbeit“ (english: Initiative New quality of Work) was launched by the Federal Ministry of Labour and Social Affairs with the aim to foster projects which combine technological and economic change with social innovations.

The project *QuartaVista – a navigation system for value-based enterprises* gathers economic variables which, in addition to financial profit, consider the three dimensions “society”, “nature” and “knowledge”. As a consequence, businesses are enabled to strategically direct themselves towards these dimensions and to navigate accordingly. With this new economic understanding, modern businesses and the entire economy can safeguard future success.

Drawing on its expertise in the consideration of social-ecological factors in economy and finance (see earlier research project **Calculating Correctly** <https://www.regionalwert-ag.de/?p=10472>), **Regionalwert AG Freiburg** (*Regional Value Shareholder Enterprise Freiburg*) is developing a concept to define, gather, and evaluate ecological, social, knowledge-based and regional-economic values and risks.

Accounting of these values and risks extends the classical evaluation of entrepreneurial success, facilitating a four-dimensional navigation- and balancing system. The development of a digital navigation system is conducted in cooperation with expertise partners SAP SE, Parmenides Foundation and Cognostics AG. The navigation system is being tested in field labs, so-called **Innovation Spaces**. Partners hosting Innovation Spaces are organic enterprises in Germany such as Bodan (wholesale enterprise for natural food, Baden-Wurttemberg), Bohlsener Mühle (Lower Saxony), Bingenheimer Saatgut AG (Hesse) and Regionalwert AG Freiburg with several partner businesses (Baden-Wurttemberg).

### **Project aim:**

QuartaVista develops new ways **to analyse, lead and account enterprises from a multi-dimensional perspective**. With this aim, it considers economic activities not only in a classical financial way. Three further dimensions are additionally integrated: (1) How is the business interacting with the environment? How is it using resources and which kind of resources are part of its business model? Is it having a negative impact on the environment? Is it contributing to natural cycles and the conservation of cultural landscapes? (2) How is the business interacting with society? Is it creating qualified workplaces? Is it offering education? Is it offering further education to its employees? What is its contribution to a solidarity community? (3) What is the business’ contribution

in terms of knowledge creation? Is it active in science and development? Is it applying for patents? Does it redevelop soft skills and implicit knowledge?

On the one hand, the project wants to enable businesses to consider these factors in future decision-making, on the other hand, it contributes to the communication towards owners, society and policy.

**Further links:**

- <https://www.experimentierraume.de/info/english/>

**Regionalwert AG in a nutshell:**

Regional Value AG is a citizen shareholder corporation. As such, we organize the interaction between investors and partner companies in order to build a sustainable regional economy in the Freiburg region. We interlink value-based economy with socio-ecological value-creation. We shape this dialogue according to transparency and acknowledged criteria. So the impact of the money invested is always provable and can actively be influenced by the stakeholders. This is what taking responsibility for the region and for our daily food means to us.

Our aim is to rethink and (re)create a regional economy. Our long-term goal is the economically profitable food sovereignty of the population, organized in regional value chains.