Sustainable Economic Performance Advisory

- Corporate Social Responsibility
- Intangible Capital
- Economy and Finance
Our vision

Goodwill-management was founded by Alan Fustec in 2003 following the observations that:

• We have to reinvent our current business models which have very negative externalities and we should invent new ways to create wealth.

• We are rapidly moving towards an economy based on intangibles and to adapt to this change we need to devise new methods to measure this wealth.

These trends underline the strategic objectives of our organization since its beginnings.

Our mission

Helping our clients to re-invent their business models by integrating the environment and civil society into their decision making process.

Our belief

‘Values create value’

Our offer in a 3x3:

Measure and develop responsible economic performance...

Our services are positioned to meet your needs

3 areas of application

...for Buildings

...for Companies

...for Cities & Territories

3 fields of expertise

Corporate Social Responsibility

Intangible Capital

Economy and Finance
3 fields of expertise for
3 areas of application

CSR

- Pioneers of CSR consulting in France and main promoters of the Lucie Label.
- More than 100 references in the evaluation and implementation of CSR strategies.
- More than 50 economic performance measurement studies published.
- Measurement of a business’ global footprint.
- Forerunners in ISO 26000 integration in building design.

Intangible Capital

- Creation of the 1st French national guideline for measuring intangible capital, commissioned by Madame Christine Lagarde, former Minister of Finance and Economy for France.
- Evaluations of intangible capital for various countries, including Belgium and France.
- Intangible capital valuation of all the CAC 40 companies.
- Intangible valuation of all the buildings in La Défense, Europe’s biggest business district.

Economy and Finance

- Consulting with our clients on mergers and acquisitions and equity financing transactions.
- Measuring the economic footprint of an organization on a territory in terms of wealth and employment created, based on the principle of the Keynesian multiplier.
- Socio-economic cost benefit analyses of industrial investments and calculation of total return on investment.
- Valuation of natural environment and of biodiversity.

What sets us apart?
The three differentiating aspects that make our offer unique are:

- Quantitative analyses of your organization which include an assessment of the intangible value of your assets.
- Robust and formalized and open source methods.
- All our recommendations to our clients are based on responsible business principles.

Our human capital
A multidisciplinary team of consultants and researchers:

- Alumni from top ranked schools such as HEC Paris, ETH Zurich, ESSEC, Arts et Métiers, Agro, Université Paris 5.
- Professors from top ranked French business schools and universities (HEC Paris, CNAM, CELSA-Sorbonne...)

Our knowledge capital
Our methodologies and tools cover more than 3000 pages:

- Thésaurus-Bercy-Territoire: Measuring the intangible capital of a territory.
- Thésaurus-Ecopolis: Designing eco-buildings and calculating their intangible value.
- Thésaurus-RBC: Measuring the economic performance of sustainable development initiatives.
Our clients:

Banking, Insurance and Finance
CAISSE DES dépôTS
CRÉDIT agrICOLE
GROUPE BANQUES POPulAIRES
GROUPE CAISSES D'ÉPARGNE
NATIXIS ASSURANCES
SOCIÉTé GÉNÉRALE

Public Sector
ANSM
COMITé NATIONAL OLYMPIQUE
INFRABEL (BELGIum)
INPI
LA FRANÇAise DES JEUX
ONCF (MOroCCO)
SNCF

Services and Utilities
BAKER TILLY
CISCO
GROUPE LA POSTE
STREGO
SUEZ ENVIRONNEMENT

Territories and Countries
BELGIum
CITY OF MELLIN
CITY OF RENNES
KINGDOM OF MOroCCO
LA DÉFENSE (BUSINESS DISTRICT)

Construction & Real Estate
BOUYGUES
EFIDIS
GECINA
PASt-DE-CALAIS HABITAT
UNIBAIL-RODAMCO

FMCG
AUCHAN
KIABI
MIDAS
NORAUTO

Social and Solidarity Economy
AUDIENS
B2V
FNARS
OPCALIA
SNADOM

Our consultants at Goodwill-management are highly skilled professionals motivated by a passion for developing and transmitting the best knowledge in the field of sustainable development.

11 books and reports including:
• Report to the President of the EESC for a public policy on intellectual capital for France
  October 29, 2013
• Manager la Génération Y avec les neurosciences
  Editions d'Organisation, 2010
• Valoriser le capital immatériel de l’entreprise
  Editions d’Organisation, 2006; Winner of Economic Book of the Year 2006 (Special Jury Prize)

20 academic publications including:
• The Story on the French touch on “Immatériels” a retrospective,
  Financial Reporting, November 2013
• Valorisation systémique du capital de savoir: ‘Une approche préliminaire’,
  Economies et sociétés (Review Listed), January 2012
• Mergers and acquisitions in the insurance sector: ‘Reducing the information asymmetry’,
  Journal of Intellectual Capital, November 2011

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