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Gift-Giving in Business

Economy of Francesco
Management & Gift Village
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What is gift-giving?

Giving something valuable to someone without expecting any return.

Giving for nature, for people, and for future generations

Genuine altruism: love & compassion

To be **gift-generative** the companies should develop **new business models** which make gift giving a **foundational aspect** of their **functioning**, not just an add-on element.

What can a company give?

Any positive value can be a gift that is beyond economic rationality and market considerations. (It is called “supererogatory action”.)

Leket Israel



Leket Israel
The National Food Bank



Joseph Gitler, the Founder



The Concept of Leket („Gleanings,,)

It derives from the Torah, (Lev. 19:9 and Lev. 23:22), which specifies that ears of grain that fall from the reaper's hand or the sickle while being gathered during the harvest must be left for the poor (along with other agricultural gifts to the poor, as specified in the Torah.

The National Food Bank

Leket Israel is the leading **food rescue organization** in Israel, serving 175,000+ needy people weekly. It rescues surplus agricultural produce and collects excess cooked meals for **redistribution** to the needy throughout Israel via its network of 200+ **nonprofit organization** partners.

Westmalle Brewery



The best bear in the world

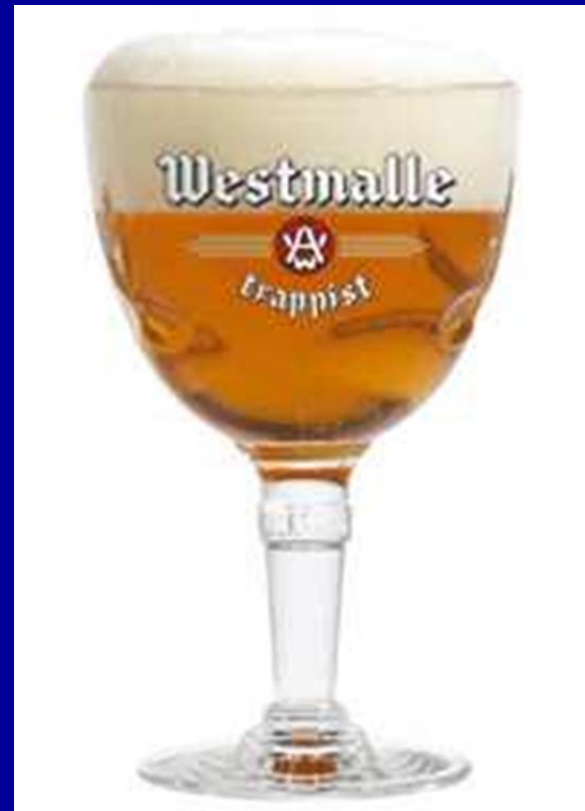
Extraordinary quality

Organic materials

Clean production

Ethical practices

Total profit for charity



Budapest Bike Maffia



Radical act of kindness: serving the homeless people in Budapest.

Providing homeless people with fresh food and special health services on a daily basis.



Organic India



ORGANIC
INDIA®



Bhavani Lev and Bharat Mitra

Co-founders of
Organic India



Holistic sustainable business which supports human well-being and respect for Mother Nature.

Supplying genuine, organic products and processes for sustainability-aware, healthy living.

Sustainable livelihood for farmers in India.

Patagonia



**DON'T BUY
THIS JACKET**

patagonia
patagonia.com

COMMON THREADS INITIATIVE

REDUCE
WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR
WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE
WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on

RECYCLE
WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE
TOGETHER we reimagine a world where we take
only what nature can replace

patagonia



Our only shareholder is the Earth



Yvon Chouinard:
Founder and Owner
of Patagonia.
He donated his
company to the
Earth.

What do they give?

Organization	Gift
Leket Israel (Judaism)	Food otherwise wasted
Westmalle Brewery (Christianity)	Extraordinary quality above the market standard & total profit for charity
Budapest Bike Mafia (Humanism)	Fresh food and special health services for homeless people.
Organic India (Hinduism)	Decent livelihood for the famers & increased soil quality
Patagonia (Buddhism)	Total profit to the Earth

Every spiritual tradition of humanity requires helping the poor and suggests some form of frugality, voluntary simplicity, or spiritual poverty.



**Geertgen tot Sint
Jans (1490):
St. John meditating**

Gift-generative business leader

Non-materialistic value orientation (i.e. less emphasis on money, wealth, status, and recognition) and higher spiritual purpose.

Opportunistic gift-giving is counter-productive

It is perceived as **corruption** by the **stakeholders** who react accordingly.

Corporate philanthropy is not real if it just about „buying moral satisfaction”.

Only **genuine gift** based on **true altruistic motivation** works.

Reading

Laszlo Zsolnai: “Commentary on the Identity and Supererogatory Actions of Companies” *Business and Society Review* (2022 May) 127:395–402.

<https://onlinelibrary.wiley.com/doi/full/10.1111/basr.12269>

Thank you!

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