



## WeFair Participation Criteria 2021

### General criteria for exhibitors at WeFair

All products and services on exhibition at WeFair must comply with the following participation criteria and furthermore meet the goals of WeFair.

The production, acquisition, processing and disposal of all products on exhibition must always ensure human dignity and leave the least possible impact on the environment, also when it comes to energy and transport expenditures.

The products on display:

- must meet the *ILO Declaration on Fundamental Principles and Rights at Work* (freedom of assembly and unification, no forced labour, no child labour, no form of discrimination)
- must ensure a living wage
- must meet the fundamental principles of resource preservation and aim at (re-) establishing closed, natural cycles
- must not contain any constituent, which may be harmful from an ecological and/or a health-related perspective
- must not release any constituent from the product itself or from the use of the product, which may be harmful to the environment and/or the health
- must have an ecological and social added value (a general ecological and social added value compared to similar established products available on the market)
- must be compatible with repair and recycling/upcycling.

75% of the company's revenue must be generated with products fulfilling WeFair's participation criteria (according to the seals of quality accepted by WeFair and/or the social and ecological added value in comparison to similar products).

In case of sub companies, the core business regulation from the previous paragraph comes into effect, if the corporate parent passes the exclusion criteria.

Experts from our sponsoring organizations Südwind, Klimabündnis and Global 2000 examine the compliance of all participating companies with WeFair's criteria.

## **Certificates accepted by WeFair**

WeFair guarantees that all products on display have an ecological and/or social added value compared to similar products available on the market.

This added value is proven by:

- product certificates from independent inspection authorities (seals of quality)
- multi-stakeholder-initiatives, the company, as a whole, has joined
- Documents reviewed by WeFair, which proof a social and ecological added value

The exhibitors commit themselves to inform the visitors about the social/and or ecological added value in a low-threshold and transparent manner. Ideally there is seal of quality for both, ecological and social standards (e.g. organic and Fairtrade coffee (two seals of quality) or a GOTS certificate (one seal of quality covering social as well as ecological aspects)).

Exhibitors, who (e.g. due to financial reasons) don't possess any seals of quality, will be closely examined by our experts, to ensure the fulfillment of our criteria.

Hereafter you find specific seals of quality and requirements, according to the different areas of the fair (assorted alphabetically, not cumulative):

## NUTRITION

In this segment WeFair aims at raising awareness for sustainable nutrition, which has less impact on the environment and the resources available and furthermore is beneficiary to the health and ensures fair wages and ethical working conditions, both inland as well as in foreign countries.

The exhibitors', the caterer's and sponsored products on display take the following aspects in account (ideally in combination):

- seasonal
- regional
- organic
- fair

Organic agriculture, with its renouncement of GMOs, pesticides and artificial fertilizers, as well as meticulous controls taking place regularly, is an alternative to conventional agricultural production.

### Seals of quality:

- **AMA Gütesiegel**  
The AMA seal of quality certifies a quality control system for organic food and beverages. It distinguishes products, which consist of 100% organic ingredients and whose origin of raw materials is transparent.

- **Bio Austria**  
Bio Austria, a network consisting of 12.500 domestic organic agriculturists, is Europe's biggest association for organic agriculture. Bio Austria-members not only need to comply with the European organic-farming-regulations, but also need to fulfill several other, much stricter, regulations – eg. the prohibition of polystyrene packaging or the use of fishmeal as animal feed.

### Demeter

Demeter is an organic agricultural network based in Germany, with a strong focus on biodynamic agriculture. Thereby a closed-loop-economy is valued highly. That implies, that the agriculturist only keeps as many animals, as he/she can feed from his/her own land. Demeter exceeds the standards of the European organic-farming-regulations, whereby especially species-appropriate animal farming is a requirement.

- **EU Organic Logo**  
The EU organic certification aims at making certified organic products easier recognizable for consumers. Furthermore, the labeling regulations facilitate monitoring by the authorities. It ensures a fair competition and is mandatory for all prepackaged ecological and organic foods and beverages in the European union.
- **Fairtrade Certification**  
The Fairtrade seal distinguishes ethically cultivated and traded products. Thereby steady prices and long-term trade relations are made possible for small farmer

cooperatives. Furthermore, the Fairtrade standards ensure democratic organizational structures, environmental protection and safe working conditions.

## **ETHICAL FINANCIAL INVESTMENT**

In this segment WeFair is striving for the subsequent goals:

The investment products on display must comply with the general criteria of WeFair and may not contradict the exclusion criteria (violating human and/or labor rights, exploitative child labor, nuclear power, gambling game, animal experimentation, weapons).

Another requirement is the fundamental affirmation towards a sustainable and ethical economical system.

Apart from classic investment products, alternative forms of monetary systems, civic participation and/or fixed asset investment should be supported.

Seals of quality:

- **The Austrian Eco-Label**

The Austrian Eco-Label stands for quality of life, a high level of environmental sustainability and clear and transparent information. It aims at highlighting environmental-friendly product alternatives. The Austrian Eco-Label is awarded to products, tourist enterprises and educational institutes. Hereby it informs about the environmental impact of consumer goods, caused by production, usage and disposal.

## LIFESTYLE

The efficient use of renewable energy sources for heating and electricity is essential for a sustainable lifestyle. Furthermore, there are numerous options for consumers to embrace an everyday life, which is resource-conserving and sustainable, be it in the area of culture, media or concerning resource-efficient products.

In the lifestyle segment, a broad variety of possibilities for conscious and sustainable consumption are being presented. One of the main goals is to show the visitors, which sustainable and long-lasting products are available on the market.

### Seals of quality:

- **Blue Angel**  
Products and services, which are indicated with the German eco-label Blue Angel, are more environmentally friendly than comparable, conventional products and services. The focus hereby lies on aspects concerning the environment, the health and performance characteristics.
- **The Austrian Eco-Label**  
The Austrian Eco-Label stands for quality of life, a high level of environmental sustainability and clear and transparent information. It aims at highlighting environmental-friendly product alternatives. The Austrian Eco-Label is awarded to products, tourist enterprises and educational institutes. Hereby it should inform about the environmental impact of consumer goods, caused by production, usage and disposal.
- **EU Organic Logo**  
The EU organic certification aims at making certified organic products easier recognizable for consumers. Furthermore, the labeling regulations facilitate monitoring by the authorities. It ensures a fair competition and is mandatory for all prepackaged ecological and organic foods and beverages in the European union.
- **EU Eco-Label (Euro-Flower)**  
The European Eco-Label is a transnational eco-label, which is established as a coherent label for environmentally friendly products and service in the European market. Consumers are thereby enabled to identify more sustainable and healthier products and services at first sight.
- **Fairtrade Certification**  
The Fairtrade seal distinguishes ethically cultivated and traded products. Thereby steady prices and long-term trade relations are made possible for small farmer cooperatives. Furthermore, the Fairtrade standards ensure democratic organizational structures, environmental protection and safe working conditions.



## FASHION

In this segment WeFair wants to assure, that the production, acquisition, processing and disposal of the products on display takes place under humane conditions and with the least possible impact on the environment.

Specifically this implies the adherence to the code of conduct of the *Clean Clothes Campaign* (no forced labour, no discrimination, no child labour, no excessive working hours, freedom of assembly and the right to establish/organize labour unions and negotiate collective agreements, operational health and safety measures, occupational safety and the payment of living wages) and the renouncement of the use of environmentally harmful substances (pesticides, GMOs, etc.).

The re-utilization of existing resources (upcycling) reduces the impact on the environment and constitutes appreciation towards human and material resources.

### Seals of quality, memberships:

- **The Austrian Eco-Label**

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- **Fairtrade Certification**

The Fairtrade seal distinguishes ethically cultivated and traded products. Thereby steady prices and long-term trade relations are made possible for small farmer cooperatives. Furthermore, the Fairtrade standards ensure democratic organizational structures, environmental protection and safe working conditions.

- **Global Organic Textile Standard (GOTS)**

The Global Organic Textile Standard (GOTS) refers to the processing of textiles made from organic natural fibers. It ensures environmental standards along the whole production chain while also guaranteeing adherence to social criteria.

- **International Association of Natural Textile Manufacturers (IVN)**

IVN stands for the Association of Natural Textile Manufacturers. It focuses on reasonable conservation of resources, as well as the protection of the environment and human health during production processes just as during use. The environmental impact, constituent hazardous materials and furthermore the disposal and the recyclability are meticulously examined. Moreover, health protection, on the producer's end, as well as on the consumer's end is of major importance.

- **Membership in the multi-stakeholder-initiative Fair Wear Foundation (FWF)**

The Fair Wear Foundation aims at improving the working conditions of employees in the textile industry. Therefore, the Fair Wear Foundation regularly examines the



improvements of its members, offers counseling, contributes know-how and hereby strengthens the efficiency and effectiveness of the processes taking place.

## MOBILITY

Gentle forms of mobility and increased usage of public transport should ensure a sustainable development of mobility. As a result, WeFair offers a platform to all alternative forms of mobility, which relinquish the use of fossil powers. Possible sectors are:

- Public transport, carsharing and carpooling systems
- Gentle forms of mobility, like walking or cycling
- Electric vehicles using 100% renewable energy sources

### Seals of quality:

- **The Austrian Eco-Label**  
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## TOURISM

Tourism has a very high potential in contributing in the efforts of environmental protection. On one hand, the journey to tourist destinations must involve gentle forms of mobility and public transport, all other forms of transport must be used as little and efficient as possible.

On the other hand, environmental and resource protection also needs to be considered when it comes to the stay itself, specifically regarding the accommodation, the local transport options and the diet.

Furthermore, sustainable tourism also implies good working conditions and the social satisfaction of the local population. The minimum criteria for tour operators are:

- Advertisement of offers, which can be rated as environmentally friendly and socially fair. E.g. Hiking journeys, use of organic-hotels, travel deals with a focus on public transport as a means of transport, ethical journeys
- Seals of quality, that ensure ecological, social, economic and cultural compatibility (see below)
- Organic seal of quality or eco-label certified regions or hotels
- Regions with special offers regarding gentle mobility and gentle forms of tourism

### Seals of quality:

- **The Austrian Eco-Label**  
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- **EU Eco-Label (Euro-Flower)**  
The European Eco-Label is a transnational eco-label, which is established as a coherent label for environmentally friendly products and service in the European market. Consumers are thereby enabled to identify more sustainable and healthier products and services at first sight.
- **Klimabündnis Partner-Enterprise**  
The Klimabündnis-enterprise-network unites approximately 1200 Austrian companies and has become established as an important platform for those enterprises, which want to contribute to environmental protection and furthermore communicate this concern to the public. These environmentally-friendly companies come from various sectors and have committed to improve their own climate footprint: Together with Klimabündnis they have developed measures, they now gradually implement.

In contrast to “classic energy counseling”, the Klimabündnis-consultation, apart from energy and heating, also involves general climate-relevant topics like mobility, ethical

and ecological acquisition as well climate justice. It is important to us to approach companies interested and to pick them up, wherever they stand at that moment. Because eventually the path towards sustainability and resource-conservation should be a path walked together.

# WeFair +more Exclusion Criteria

## **HUMAN RIGHTS**

Massive violation of internationally accepted norms, as for example the *UN Declaration of Human Rights*, by the company itself and/or subcontractors. Violation of the rights of the local community and/or indigenous people.

WeFair does not partake in business with products which could serve the suppression of protests, politically motivated civil commotions or any form of violation of human rights. This comes into action specifically when handling business with a direct link to countries, where politically motivated civil commotions, military conflicts or any other violation of human rights take place.

## **LABOR LAW**

Massive violation of at least 1 of the 4 fundamental principles as defined by the *ILO Declaration on Fundamental Principles and Rights at Work* (freedom of assembly and the right to establish/organize labour unions, no forced labour, no child labour, no discrimination) as well as systematic evasion of minimum working standards (e.g. in the area of safety and health, wages, working hours).

## **EXPLOITATIVE CHILD LABOR**

Exploitative child labor according to the definitions of UNICEF and the ILO either by the company and/or subcontractor.

## **NUCLEAR POWER AND „EXTRACTIVE INDUSTRIES“**

WeFair doesn't accept any company as a cooperation and/or sponsoring partner, which partakes in the construction and business of nuclear power plants or "extractive industries", or are involved in any form with companies that do so.

## **GAMBLING GAME**

WeFair doesn't accept any company as a cooperation and/or sponsoring partner, which partakes in any form of gambling game.

## **ANIMAL EXPERIMENTATION**

WeFair does not accept any products (e.g. cosmetics, detergents), which in the process of testing involve animal testing on live animals, where the animals involved are harmed and/or are caused suffering, unless these tests are legally mandatory.

## **WEAPONS**

WeFair doesn't accept any company as a cooperation and/or sponsoring partner, which produces weapons and military goods.