



Participation Criteria WeFair

General criteria for exhibitors at WeFair

All goods and services exhibited at WeFair must comply with the participation criteria and meet the objectives of WeFair. The production, procurement, processing, and disposal of the exhibited products must be dignified, minimally environmentally burdensome, and require minimal transport and energy.

For the exhibited products:

The ILO Declaration on Fundamental Principles and Rights at Work (freedom of association and collective bargaining, forced labor, child labor, discrimination) must be observed, as well as:

- Livelihood wages must be paid.
- The principles of resource protection and the (re)establishment of closed, natural cycles must be fulfilled.
- Raw materials that are questionable from a health and ecological perspective must not be used.
- The product must not release any health- and/or environmentally harmful substances into the environment during its use.
- There must be an eco-fair added value (generally ecological and social added value compared to common products offered on the market).
- Repair and recycling (upcycling) capability must be ensured.

75% of the company's annual turnover must be generated from products accepted by WeFair (according to WeFair accepted quality seals and/or additional eco-fair added value compared to other products). Only products that meet the WeFair criteria may be offered at the fair itself!

For any subsidiary companies, the core business rule in the preceding paragraph shall apply if the parent company meets the exclusion criteria. Experts from the NGOs Südwind, Klimabündnis, and GLOBAL2000 verify compliance with these criteria for all exhibitors at WeFair.

Certifications accepted by WeFair

WeFair guarantees an ecological and social added value for all products exhibited at the fair compared to similar products commonly available on the market.

This added value is demonstrated by companies through:

- Independent product seals (quality seals)
- Multi-stakeholder initiatives that the company as a whole has joined
- Documentation verified by WeFair, demonstrating eco-fair added value

Exhibitors commit to making the ecological and/or social value of their products apparent to consumers during the fair in an accessible and transparent manner.

Exhibitors who do not have quality seals (for example, due to financial reasons) are thoroughly examined by our experts to ensure compliance with our criteria.

Below are the areas of WeFair with their respective area-specific quality seals and requirements (alphabetically sorted, not cumulative).

Nutrition

In this segment, WeFair aims to raise awareness for sustainable nutrition, which is both environmentally and resource-friendly, as well as healthy, and offers fair wages and working conditions for producers both domestically and internationally.

In principle, only food that is either organic-certified or can be classified as natural or rescued may be offered at WeFair.

The assessment of exhibitors is based on a point system, which is detailed below. To be admitted to participate in WeFair, a minimum score of 10 points is required.

- Companies that are entirely organic-certified:
10 points
- Companies that are not organic-certified but sell exclusively organic-certified products at the fair:
10 points
- Companies that are not organic-certified and do not sell organic-certified products:
0 points

Companies that are not organic-certified and do not sell organic-certified products but partially use organic-certified ingredients in the products offered at the fair:

1 point per 10% of organic-certified ingredients (average across the five best-selling products).

Additional Categories:

If a company, after examination of the aforementioned organic certifications, scores less than the required 10 points for participation in the fair, it can earn additional points in the following additional categories:

Close to nature (Private gardens, orchards, wild waters, wildlife)	3 Points
Vegan	3 Points
Fairtrade-Certificate	3 Points
Rescued food	2 Points
Regional	2 Points
Reusable packaging	2 Points
Social projects	2 Points
Sustainable packaging	1 Point

The following certifications are accepted as organic certification:

- **AMA Bio**

The AMA Bio-Siegel describes a quality assurance system for food. It distinguishes products made from 100% organic ingredients and whose raw materials originate from transparent sources.

- **Bio Austria**

BIO AUSTRIA is the largest association for organic agriculture in Europe, with 12,500 domestic organic farms. BIO AUSTRIA farms must not only comply with the EU Organic Regulation but also adhere to a wealth of additional, significantly stricter guidelines. These include, for example, a ban on the use of environmentally damaging materials such as styrofoam or the feeding of fish meal.

- **Demeter**

Demeter is a German organic farming association with a focus on biodynamic farming practices. It emphasizes a circular economy, meaning that farmers only keep as many animals as they can feed from their land. Demeter goes beyond the requirements of the EU Organic Regulation, particularly emphasizing animal welfare.

- **EU-Bio**

The EU Organic Logo makes certified organic products easily recognizable to consumers. Additionally, the labeling regulations facilitate inspections for authorities and agencies. It ensures fair competition and is mandatory for all pre-packaged organic food in the European Union.

- **Bioland**

Bioland is the largest organic farming association in Germany and South Tyrol. Bioland has strict guidelines, focusing on circular economy, soil fertility, animal welfare, pesticide bans, and biodiversity. Bioland's guidelines sometimes go significantly beyond the requirements of the EU Organic Logo.

- **Naturland**

Naturland is an internationally active organic farming association based in Germany, operating in 60 countries. In addition to strict ecological criteria, Naturland also has social criteria that guarantee fair production.

Ethical investments

In this segment, WeFair aims to achieve the following objectives:

The financial products offered must meet the general criteria of WeFair and must not contradict the exclusion criteria (violation of human and labor rights, exploitative child labor, nuclear power, gambling, animal testing).

Additionally, a fundamental commitment to a sustainable and fair economic system is required.

In addition to financial products, alternative forms of finance, citizen participation, and/or investment should be supported.

Certifications:

- **Österreichisches Umweltzeichen**

The Österreichisches Umweltzeichen stands for quality of life, high environmental compatibility, and clear and transparent information. It highlights environmentally friendly product alternatives. The Austrian Ecolabel is awarded to products, tourism businesses, and educational institutions. It aims to provide information about the environmental impact of consumer goods through production, use, and disposal.

Lifestyle

WeFair pays attention to the ecological origin of materials used and to fair and dignified working conditions when selecting lifestyle exhibitors.

Specifically, this means no forced and child labor, no excessive working hours, freedom of association, fixed employment relationships, payment of livelihood wages, and refraining from using environmentally harmful substances (pesticides, genetically modified raw materials, etc.).

Additionally, exhibitors can score points with upcycling, recycling, sustainable energy and packaging concepts, climate-neutral distribution, repair and return systems, wild collection, as well as ecological and social projects.

The entire company is evaluated, not just the products exhibited at WeFair.

Companies that do not (or only partially) produce themselves, acting as retailers of other brands, must generate at least 75% of their revenue from brands that meet our criteria (these must be clearly listed by the company for us).

All products exhibited at WeFair must meet the criteria below. The evaluation of exhibitors is based on a point system, detailed below. A minimum score of 10 points is required for participation in WeFair.

Materials

The following materials/products are considered sustainable:

- Products with the Österreichisches Umweltzeichen-Label
- Products with the EU Ecolabel
- Materials with organic certification
- All products with the Fairtrade label
- Upcycling + Recycling
- Domestic wood and FSC-certified wood
- Leather with Österreichisches Umweltzeichen certification, Blauer Engel, IVN certified, or other sustainability certification. Minimum requirement: Chrome-free tanned.
- Merino wool from controlled organic animal farming (kbT) or Mulesing-free
- Linen/flax from controlled ecological cultivation (kbA) or with other sustainability certification
- Synthetic fibers only PFC-free, recycled, and recyclable
- Untreated natural materials such as clay, wicker, grass for baskets
- Recycling silver/gold

For materials not mentioned above, individual examination by our experts follows, by providing a detailed description of the origin/processing (e.g., cut flowers from our own field, flowers/hydrolat for cosmetics, fragrances from our own garden, wild collection, etc.).

All products exhibited at WeFair must consist of 70% of the materials listed above.

Material Point Evaluation:

If more than 70% of all products in the company are made with the listed materials, the company receives 5 points.

If between 50 and 70% of all products in the company are made with the listed materials, the company receives 3 points. If less than 50% of all products are made with the listed materials, the company receives 0 points and is excluded from participating in WeFair.

A plan to increase the use of sustainable materials is welcomed.

Fair Production Conditions:

When assessing production conditions, certifications with the following quality seals are considered fair and sustainable:

- GOTS
- FairWear Foundation Leader Status
- FAIRTRADE Textile Production
- Production in Austria

If certifications with any of these quality seals are present, the company receives 5 points.

If the company can provide trustworthy evidence of fair production conditions through other means, 5 points are also awarded.

If fair production conditions can only be partially proven or appear to be in need of improvement, 2 points are awarded. For registrations in subsequent years, improvements in production conditions must be demonstrated.

If fair production conditions cannot be proven, 0 points are awarded, and the company is excluded from participating in WeFair.

Additional Categories:

If a company, after evaluating materials and production conditions, scores less than the required 10 points for participation in the fair, it can earn additional points in the following categories:

Social projects (Integration of people with special needs)	2 Points
Support for social or ecological projects	2 Points
Innovative raw materials (e.g., plastic from the ocean,...)	2 Points
Sustainable Transport	2 Points
Cradle to Cradle	2 Points
Repair services	2 Points
Wild collection (herbs, flowers)	2 Points
Products from own, organic cultivation/garden	2 Points
Reusable packaging	1 Points
Sustainable packaging	1 Point

Fashion

WeFair pays attention to both the ecological origin of materials used and fair and dignified working conditions when selecting fashion exhibitors.

Specifically, this means adhering to the Code of Conduct of the Clean Clothes Campaign (e.g., no forced and child labor, no excessive working hours, freedom of association, fixed employment relationships, and payment of livelihood wages) and refraining from using environmentally harmful substances (pesticides, genetically modified raw materials, etc.).

Additionally, exhibitors can score points with upcycling, sustainable energy and packaging concepts, climate-neutral distribution, repair and return systems, as well as ecological and social projects.

The entire company is always evaluated, not just the products exhibited at WeFair.

Companies that do not (or only partially) produce themselves but act as retailers of other brands must generate at least 75% of their revenue from brands that meet our criteria.

All products exhibited at WeFair must meet the criteria below. The following criteria are detailed with the points to be achieved.

The evaluation of exhibitors is based on a point system, detailed below. A minimum score of 10 points is required for participation in WeFair.

Materials

The following materials are considered sustainable:

- Materials with organic certification
- Upcycling
- Tencel/Lyocell
- Hemp
- Merino wool from controlled organic animal farming (kbT) or Mulesing-free
- Linen/flax from controlled ecological cultivation (kbA) or with other sustainability certification
- Leather with certification from Austrian Ecolabel, Blauer Engel, IVN certified, or other sustainability certification. Minimum requirement: Chrome-free tanned.
- Synthetic fibers only PFC-free, recycled, and recyclable

Deadstock/Overstock is considered conditionally sustainable, and 1 point is deducted.

All products exhibited at WeFair must consist of 70% of the materials listed above.

Material Point Evaluation:

If more than 70% of all products in the company are made with the listed materials, the company receives 5 points.

If between 50 and 70% of all products in the company are made with the listed materials, the company receives 2 points. If less than 50% of all products are made with the listed materials, the company receives 0 points and is excluded from participating in WeFair.

A plan to increase the use of sustainable materials is welcomed.

Fair production conditions

In the assessment of production conditions, we consider certifications with the following quality seals as fair and sustainable:

- GOTS
- FairWear Foundation Leader Status
- FAIRTRADE Textile Production

If certifications with any of these quality seals are present, the company receives 5 points.

If the company can provide trustworthy evidence of fair production conditions through other means, 5 points are also awarded.

If there are no certifications with the mentioned quality seals, the company must fill out a questionnaire on production conditions and provide corresponding evidence for the answers.

If fair production conditions can only be partially proven or appear to be in need of improvement, 2 points are awarded. For subsequent registrations, improvements in production conditions must be demonstrated.

If fair production conditions cannot be proven, 0 points are awarded, and the company is excluded from participating in WeFair.

Additional Categories:

If a company, after evaluating materials and production conditions, scores less than the required 10 points for participation in the fair, it can earn up to 3 additional points in the following additional categories, with each category being worth 1 point:

- Sustainable energy concept
- Sustainable packaging (avoidance of plastic, etc.)
- Repair services
- Innovative raw materials (e.g., plastic from the ocean, fishing nets, etc.)
- Sustainable transportation (short distances, climate-neutral shipping)
- Cradle-to-cradle, take-back system, recyclability
- Social enterprises (integration of people with special needs, etc.)
- Support for social or ecological projects

Mobility

Gentle forms of mobility and increased use of public transportation are aimed at ensuring sustainable development of mobility. Therefore, WeFair provides an opportunity for all alternative forms of mobility, excluding those that rely on fossil fuels, to present themselves.

Possible Areas

- Public transportation, car-sharing systems, and ride-sharing platforms
- Gentle forms of mobility, such as walking and cycling
- Electric vehicles with 100% renewable energy supply

Certifications:

Österreichisches Umweltzeichen

The Österreichisches Umweltzeichen stands for quality of life, high environmental compatibility, and clear and transparent information. It showcases environmentally friendly product alternatives. The Austrian Ecolabel is awarded to products, tourism businesses, and educational institutions. It aims to provide information about the environmental impact of consumer goods throughout their manufacturing, use, and disposal phases.

Tourism

Tourism has a high potential to contribute to climate protection. On one hand, gentle forms of mobility and public transportation should be prioritized for traveling to tourism destinations, while all other modes of transportation should be used sparingly and efficiently.

On the other hand, during the stay, accommodation, transportation, and nutrition should also prioritize maximum environmental and resource conservation. Additionally, good working conditions and social satisfaction of the local population are essential for sustainable tourism. The following minimum criteria apply to travel providers:

- Promotion of offers that are environmentally friendly and socially just. This includes activities such as hiking trips, the use of eco-hotels, travel packages focused on public transportation as a means of transport, and fair travel.
- Certifications that assess ecological, social, economic, and cultural compatibility criteria (see below).
- Regions certified with organic or environmental labels.
- Regions with a special emphasis on gentle mobility and sustainable tourism offerings.

Certifications:

- **Das Österreichische Umweltzeichen**
The Österreichisches Umweltzeichen stands for quality of life, high environmental compatibility, and clear and transparent information. It showcases environmentally friendly product alternatives. The Austrian Ecolabel is awarded to products, tourism businesses, and educational institutions. It aims to provide information about the environmental impact of consumer goods throughout their manufacturing, use, and disposal phases.
- **European Ecolabel (EU Flower)**
The European Ecolabel is a cross-border environmental quality label established in the European market as a unified designation for environmentally friendly products and services. Consumers are provided with the opportunity to easily identify more environmentally friendly and healthier products and services at first glance.
- **Climate Alliance Partner Company**
The Climate Alliance Business Network brings together approximately 1,200 companies nationwide in Austria and has established itself as an important platform for companies committed to climate protection and who wish to outwardly demonstrate this commitment. These sustainably managed companies come from various industries and are dedicated to improving their own carbon footprint. Together with the Climate Alliance, they have developed measures that they implement step by step.

In contrast to a "traditional energy consultation," Climate Alliance consulting includes not only electricity and heat but also generally climate-relevant topics such as mobility or fair and ecological procurement, as well as climate justice. It is important for us to meet a company where they are at, as it should be a collaborative journey towards greater sustainability and resource conservation.