

**CHARTER for Associative Economics
using the „fair & associative“ label for organic food**



In line with Rudolf Steiner's idea of the threefold social organism in general, and with respect to the shaping of the economic activity in particular, the following points are recorded as a Charter relating to the use of the „fair & associative“ label.

- 1) The companies and initiatives commit themselves to organize and regularly participate in market discussions involving representatives of the entire value chain of a product or an assortment. This will allow for the formation of « associative networks », where the methods of unilateral profit maximization inherent in today's system can mostly be suspended.
- 2) These market discussions will serve all parties involved to be fully aware of the processes and conditions within the value chain. As a result, each participant will be enabled to shape his own, autonomous acting in accordance with a view to the whole. The possible forms of cooperation are recorded and put into an agreement.
- 3) The participants in such associative groupings form the „fair&associative-Community“. They take part in regular workshops in regarding to the threefold social organism and its practical realization in the company's daily business.
- 4) Participating companies and local action groups undergo periodic evaluations according to a proven system measuring to their orientation towards the common good.
- 5) The label may, in accordance with the graphic guidelines, be used for the product and corporate communication, given that the conditions of this charter are met. The companies and initiatives adhere to this commitment by signing the Charter contract intended for this purpose.
- 6) To label a product with the „fair & associative“ label, mixed products require a minimum of 51 % of their components to have undergone an associative process. The distributing company discloses all parties involved within the entire value chain of a product, for example by means of a QR-Code on the product tag.
- 7) The participating companies and initiatives contribute to the costs related to the administration and the awarding process of the label, as well as to the organisation of the „fair & associative Community“.