



## **VALFAIR Pledge**

1. Together we strive to live, create and leave behind healthy values.
2. As humans we have a special responsibility for our living space with its creatures and resources. We accept this responsibility as free and self-determined subjects of the biosphere with a loving attitude.
3. For us, added value means creating benefits. We contribute to the realization of added value both as providers and as consumers of products and services.
4. Healthy value creation aims to satisfy human needs without harming others. This includes the values for the customers, the community and the provider itself and their optimization (TOP criterion). Financial profit is an essential part of value creation, but not its most important goal.
5. We are happy about healthy value-added results and report on them. We want to market and spread them together.
6. We form a free community in which we interact and support each other as producers and buyers (value creators) as well as friends and fellow human beings.
7. We maintain our common attitude, which is based on self-determination and responsibility, voluntariness and independence, dignity and respect, cooperation and appreciation, transparency and honesty, fairness and solidarity, aspiration and renunciation, as well as reliability and trust.