

Economy of Love

Ethics
2021



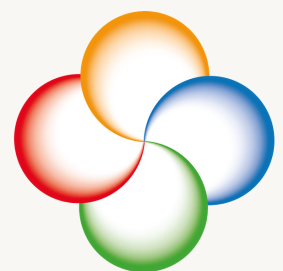
A monarch butterfly with orange and black wings is perched on a green, leafy plant with small purple flowers. The background is a soft-focus natural setting.

VISION

Our vision is a transparent world economy that actively regenerates nature and supports individuals to live a mindful and fulfilling life, acting with love.

MISSION

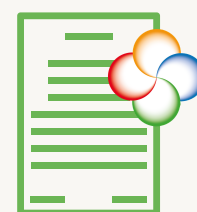
Our mission is to create a certification system that promotes transparency and collaboration between producers and consumers for a more sustainable economy that reflects each individual's values.



Economy of Love Overview

Economy of Love (EoL) is a holistic sustainability standard initiated by the Egyptian Biodynamic Association (EBDA) to promote sustainable production and consumption. The vision is to have an economy that is harmonious with nature, regenerative of the environment, fair, and reflective of human dignity and respect; in other words, an economy where consumers and producers can act upon their values and support sustainable development goals.

Economy of
Love aims to
do so through:



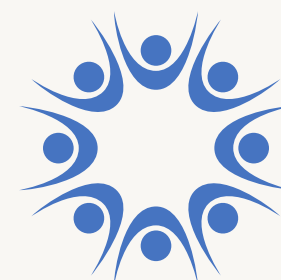
EoL Certification

Developing a **holistic** certification standard for sustainable & ethical value chains.



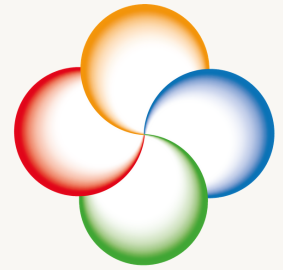
impacTrace

Bringing **transparency** to end-consumers over how their products are made, who made them, and what's their impact on the environment and people.



EoL Education

Raising the **awareness** of the community on **sustainable living and working**, and fostering their understanding through interactive educational programs.



Economy of Love Wheel of Balance

Creating Balance in our Economy

We define a sustainable economy as one that serves the global community for the long term. To do so, our outlook must be **holistic**; we must do business, but also develop our communities through education and art, protect the earth and its balance, create fair and dignified work environments. At Economy of Love, we defined holistic sustainability as the balance between the four dimensions of **society**, **economy**, **culture**, and **environment**. Imagine a world that cares about economic benefit but gives little value to protecting the environment, the people's livelihood, and the development of communities; that imbalance inflicts harm on people and creates an unsustainable economy that destroys nature.



Environment

The active regeneration of the environment through biodynamic farming, and sustainable production practices.



Culture

The empowerment of life-long learning and creative engagement with each other and the community.



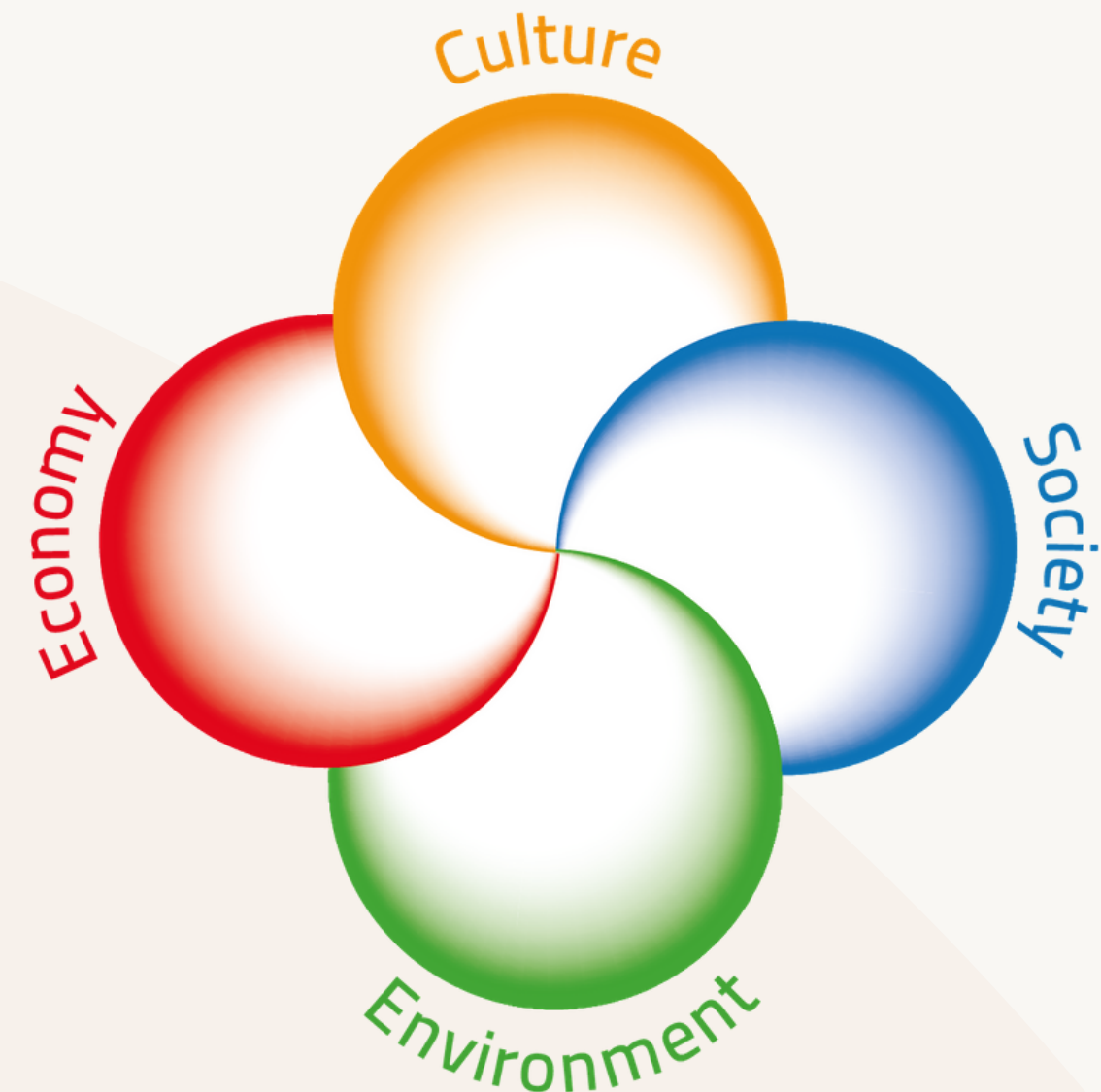
Economy

The fair creation and distribution of value to all stakeholders through a transparent economy that reflects the true costs of products.



Society

The promotion of fair and dignified working conditions in which every individual feels safe and respected.



EoL supports...



... Farmers in:

1. Receiving technical training on sustainable farming practices.
2. Receiving fair compensation.
3. Protecting their rights through contractual agreements with companies.
4. Being part of a network that shares best practices and supports with challenges.
5. Building a bridge to the end-consumer

...Companies in:

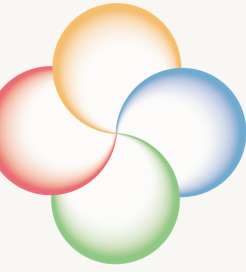


1. Highlighting sustainable and ethical principles.
2. Providing transparency across the entire value chain.
3. Strengthen customer trust and loyalty.
4. Increase customer satisfaction.
5. Enhance stakeholder relationship management.
6. Creating a corporate culture reflecting fairness and respect within the organization.

... End-customers in:



1. Making informed and responsible purchasing decisions.
2. Finding information about the supply chain.
3. Knowing the impact of the product on people and the environment.
4. Connecting people to the origin of their products, and the people who made them.
5. Support supply chains working towards holistic sustainability.



Certification Scope

EoL certifies the entire value chain starting at the production site, the farm. Then to processing factories and companies until the distribution. This process ensures that the final EoL certified product is creating a positive impact on people and the environment throughout its entire supply chain.

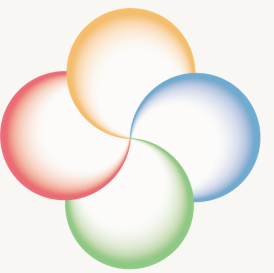
Certification Process

In order to get the certification, the entire value chain must be audited by a third-party independent certification body, currently, the Center for Organic Agriculture in Egypt (COAE) is conducting the EoL audits in Egypt.





Economy of Love Certification



Certification Criteria Overview



- Following Biodynamic production/processing standards.
- Reducing packaging and using recycled material.
- Implementing sustainable water and waste management systems.
- Reporting on Greenhouse Gas (GHG) Emissions.
- Offering ecological awareness trainings for employees.



- Providing data to conduct full cost accounting.
- Establishing solidarity agreement between stakeholders.
- Providing wages that allow for a decent standard of living.
- Creating transparency in stakeholder relationships.
- Offering sustainable-economic awareness trainings for employees.

- Providing fair and dignified working conditions.
- Providing employees with health & social insurance.
- Supporting stakeholders through the engagement in round tables.
- Ensuring a sustainable impact on and engagement with the local community.
- Offering awareness training on creating fair societies for employees.

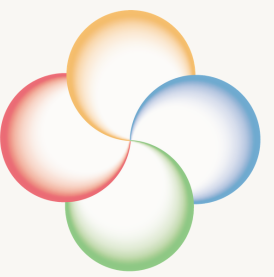


- Factory supervisors and managers receive training to create space for cultural events.
- Conducting regular creative activities with employees.
- Respecting the local traditions/culture of the employees.
- Encouragement of life-long learning, well-being, and creative expression.
- Working with local initiatives to support the local communities.





Economy of Love impacTrace



Empowering customers through Transparency

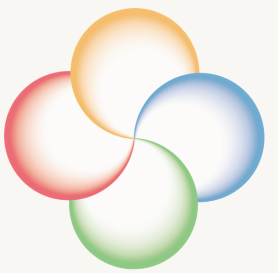
impacTrace is a transparency tool that accompanies the EoL certification. Through impacTrace consumers and stakeholders can scan a QR-Code on the package and gain access to information about their products-how they were made, and what measures were taken to make it an ethical and sustainable product.

Try it out!
Scan the code
and trace a product





Economy of Love impacTrace



impacTrace aims to allow customers to answers the following questions:

1

Who made this product ?



2

What is the impact on the people, environment, the value distribution, and individual potential unfolding?



3

How is this product made?



4

What is the True Cost of the product when externalities are accounted for?





Economy of Love Education Program



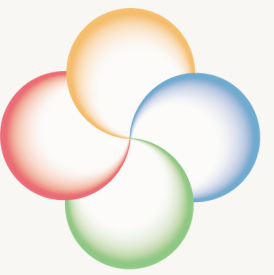
Building Communities

The Economy of Love Education program is a series of workshops given to farms and companies in the supply chain of an EoL certified product, as well as for traders and interested end-customers. The aim of EoL Edu is to nurture the paradigm shift from **me-to-we** to promote the growth of a culture built on solidarity, fairness, responsibility, and transparency focused on sustaining the health of people and the planet.





Economy of Love Education Program



Methodology

The Program is tailored to each group and uses a participatory learning approach, interactive workshops, peer-based learning, and experiential learning, to create a safe space that deepens the understanding of the EoL values.

Content Overview

Environment: Reconnection -- fostering a sense of connectedness towards nature and an awareness of environmental challenges.

Economy: Solidarity -- Exploring human needs, money, and the global economic system and how to shift the perspective from me-to-we.

Society: Equality/Respect -- Developing social skills and strengthening knowledge of human rights for a healthy society.

Culture: Diversity -- Exploring the value/role of health, education, arts, and spiritual practice in human life.

Join the Economy of Love Movement

To collaborate with EoL

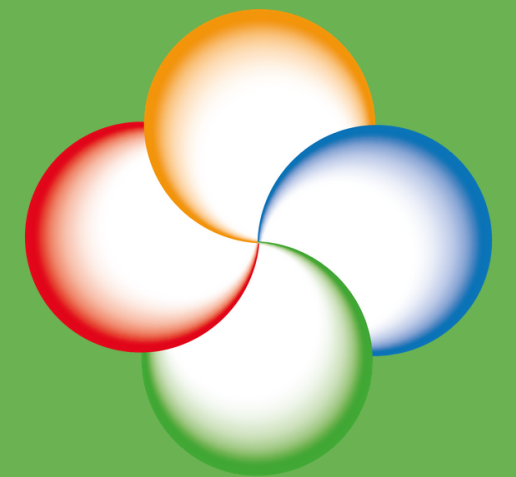
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Economy
of Love