

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.

What is the (r)evolutionary thing about Valfair?

- The Valfair attitude, principles and structures enable people and businesses to achieve their full potential within the constraints that exist in most parts of our economy and society today.
- In the end, this will make a big difference and pave the way to a better world.

What's next?

- If a member recommends you for inclusion, you will be invited by the local Valfair community to attend a meeting as a guest.
- There you will get more insight and most likely all the answers to your questions about Valfair.
- The last step is your admission after approval by Valfair International.

www.valfair.net

Welcome to



Hi, Fairdinand!
I'd like to invite you to
my Valfair Community!



Hi, Valerie! Nice,
thanks! But what is
it about?

The Valfair network connects people and businesses to promote healthy value creation that serves to meet human needs in a reliable and sustainable way and from which one can live without living at the expense of others. This only works if both the providers and the consumers have the same good attitude.

Wow ... Yeah, it sounds relevant to me.

Did you
learn that
by heart?

Valfair idea:

- healthy added value as game changer for individual, social and professional life
- to behave respectfully and sustainably as a provider and customer and to use the power of self-efficacy
- to work and consume responsibly, network, develop your potential, celebrate and feel at home in a loving community – locally and globally

Valfair principles:

- be good and reliable – everywhere
- promote healthy creation of value
- keep it valuable, fair, short and simple
- **TOP** criterion = triple optimization of profit with long-term prioritization:
 1. customer benefit – 2. common good – 3. self-interest

Valfair Community (VC):

- structure: local communities
- members: invited locals
- membership fee: local decision
- part of Valfair International



Valfair Hub (VH) & Valfair League (VL):

- structure: local hubs that make up the league
- members: invited local companies
- membership fee: see membership info
- part of Valfair International



Valfair International:

- supporting association (c/o DEUGE e. V.)
- to be converted into a foundation
- head quarter in Berlin, Germany
- membership fee: see membership info



Valfair Meetings:

- weekly (physical/virtual/hybrid mode)
- special meetings for special reasons
- reporting on outcomes and awarding best value creators
- inviting and admitting new members

Areas of Value Creation (AVC):

- 12 AVCs cover the entire range of added value
- from No. 1 Communication to No. 12 Service & Trade
- hub members represent local AVCs



Valfair Seal:

- for members of the Valfair League
- to be renewed yearly
- based on attitude (Valfair Pledge)
- connected to Valfair Dashboard



Valfair Dashboard (VD):

- reporting tool
- linked to specific marketing services

Valfair Awards (VA):

- local awards: best performers among hub members
- annual votings in local communities
- awards in each AVC
- entrance ticket to attend the Valfair World Convention
- global awards: best performance among league members

Valfair World Convention (VWC):

- annual meeting (hybrid mode) to discuss relevant developments and celebrate the Valfair Awards winners
- starting in 2024 in Berlin and Kyiv