

FAIR'N GREEN®

The seal for holistic sustainability



RESPONSIBILITY for people, nature & the climate

OUR VISION

Fair and Green e.V. is an independent association that aims to establish **sustainable business practices across all industries.** We are working towards an economic system in which **economic, environmental and social concerns** are given equal consideration. We are doing this so that the world will be in a better state for future generations than it is today.

We want companies to **adopt sustainable business practices** and to contribute to sustainable development by offering sustainable products.

OUR MISSION

We develop **real-world solutions** for **sustainable business management** that protect the environment, preserve nature and ensure that people are treated fairly. We believe that **preserving and strengthening biodiversity, promoting a greater variety of species** and **protecting the climate** are key components of ethical and sustainable business management.

We are confident that a new form of business management is both necessary and possible – and we're doing our bit to make this a reality.



THE SEAL for holistic sustainability

FAIR'N GREEN is a modern and **dynamic certification standard** developed for viticulture. The underlying system covers **central environmental aspects** as well as **economic and social factors** and the entire value chain.

The list of criteria is **reviewed and adapted on a regular basis** by a scientific advisory board. New aspects that arise from public discourse are continuously integrated. In this way, the system is **constantly being developed!**

In order to be certified, companies must meet **strict criteria** from the beginning of the certification process.

Did you know ...?
Originally founded in Germany, FAIR'N GREEN has already established itself in lots of European countries and in Israel.

Each company commits to continuously improving on their **sustainability.** This is checked and documented annually by means of audits and **on-site visits.**

The certification catalogue for wineries, for example, includes over **160 criteria** and covers areas such as **sustainable business management** and **compliance with environmental standards** and **social standards.**

160

The companies commit to demonstrating a high level of **social responsibility** and ensuring **respectful cooperation** with fair wages for seasonal workers and harvest workers.

The companies commit to preserving cultural landscapes and working to promote **biodiversity** and species conservation. The **value chains** are also investigated and reviewed according to a number of criteria.

CERTIFICATION at the highest level

CONSULTING & support

Only companies that consider all aspects and pass **independent audits by GUTcert** (a company that specialises in environmental audits) is permitted to carry the FAIR'N GREEN seal.

Due to the commitment to **make continuous annual optimisations** and constantly take sustainability into consideration, FAIR'N GREEN establishes an attitude to work and to life in general.

We have **high expectations** of our members when it comes to sustainability. That's why we provide them with comprehensive advice and support: We create **sustainability reports** and **life cycle assessments**, calculate a company's **carbon footprint** and recommend further development steps.

in all aspects of sustainability



DEVELOPMENT STEPS

- Promoting biodiversity and species conservation on all vineyards
- Improving soil quality
- Ways to reduce energy consumption in the winery
- Ways to reduce CO_2 emissions that have a direct, positive effect on the climate

Employees are always **actively involved** in the further development of a company. In this way, we ensure that our consulting approach is **cooperative, customised and comprehensive.**

LIFE CYCLE assessment

"The annual life cycle assessment carried out by FAIR'N GREEN is an important tool for us. It helps us to determine how we are performing with regard to sustainability in the individual areas of our work, in terms of resource consumption and in terms of plant protection. The open exchange this promotes allows us to constantly improve the way we work. Future generations will be glad we did it!"



ANDREA WIRSCHING
Winemaker

An important component of the FAIR'N GREEN certification is the **life cycle assessment that is updated annually for all member companies.** This assessment analyses the volume of grapes processed or the area of the vineyard in relation to the **amount of electric and thermal energy, diesel and water consumed,** as well as the **soil compaction** by machines in the vineyard.

We provide our wineries with **with targeted comparisons with other companies**, based, for example, on the size of the operation and the region of the company.

This is because only those who know **their own environmental efficiency** and know how to rank this can **continue to make improvements!**

All companies receive **concrete and customised recommendations** on how to optimise their environmental impact. At our annual members meetings, wineries that have performed particularly well in certain areas explain their methods. This creates a **network for dialogue and knowledge transfer** and allows the companies to make continuous improvements.

ANNUAL REPORTS,
targeted comparisons,
clear recommendations

RESOURCE efficiency



Winemaker
PHILIPP KUHN

"Minimising our consumption of resources is something that is very important to us. We are even trying to completely eliminate our use of precious drinking water, instead using rainwater collected in cisterns. The analyses carried out as part of the FAIR'N GREEN certification process help us to continuously improve our efficiency. The comparisons with the data and experiences from colleagues in the industry serve as a particular source of motivation."

The **careful use** of available resources is one of our **core topics.** In addition to the life cycle assessment, we also offer **more in-depth efficiency analyses** in collaboration with the university TH Bingen and with Weincampus Neustadt. We support research in this area just as actively as its practical application.

We encourage our wineries to work together with their employees to define which specific and practical methods they can implement to **further reduce their consumption of resources.**

This combination of up-to-date research results, motivated and enthusiastic employees and modern technical solutions has been proven to be successful in practice.

KNOWING CONSUMPTION FIGURES,
identifying areas of activity,
optimising working practices



"FAIR'N GREEN demonstrates in exemplary fashion how we can reduce the use of pesticides. The Toxic Load Indicator serves as a yardstick and impetus for the continuous improvement of plant protection practices in winegrowing enterprises."

LARS NEUMEISTER

Pesticide expert

PLANT PROTECTION integrated in a sustainable way

We believe that plant protection begins long before the first sprays: With targeted measures aimed at **improving soil quality,** promoting **beneficial organisms** and improving the vines' natural defences.

Minimally invasive work such as **gentle pruning of the vines** or **vine training to create airy canopies** help to prevent vine diseases and pests. We are focussed on technical cultivation, manual and mechanic measures that **protect the vines** but also leave **the vineyard's ecosystem in its natural state.**

We are very critical of the use of herbicides and insecticides. Both of these substance groups are only used in exceptional cases.

Together with Lars Neumeister, who evaluates pesticides e.g. for Greenpeace, we developed the **"Toxic Load Indicator" (TLI) evaluation system** for viticulture: This enables our members to minimise the potential damage resulting from chemical-based plant protection and to use options that pose the lowest risks to humans and nature.

FAIR working conditions

Fair working conditions are a core foundation of the certification system:

- Fair wages
- A safe workplace with written employment contracts
- A positive work atmosphere
- Flexible working hours
- Compatibility of family and work life

FAIR'N GREEN companies invest in the **training and further education** of their staff to harness their full potential, **work together with their employees** to develop operational processes and encourage suggestions for improvement.

Inclusion and integration are a given and serve as an enrichment to society and employers.

Social engagement takes the form of regional projects that pursue **environmental, cultural or social objectives** and serves an important part of establishing good relations on a local level.



OUR partnerships

SUSTAINABILITY from vine to glass



WITH FAIR'N GREEN CERTIFIED PARTNER

For us, holistic sustainability means expanding the FAIR'N GREEN certification to value-adding partners, beginning with label manufacturers and wine dealers.

This means that **individual production stages** can also be organised in a sustainable way: Both partners from the upstream stages (such as suppliers and packaging manufacturers) and from the downstream stages (such as transport, sales and retail) are assessed in relation to their **commitment to sustainability.**

This makes it possible to offer products on a long-term basis that **comply with maximum sustainability standards on all levels** and which can therefore truly be referred to as "holistically sustainable" according to our understanding of this concept.

SPECIES. DIVERSITY. FUTURE. LIFE.

In 2020, working together with Hochschule Geisenheim University as a scientific partner, Fair and Green e.V. launched AmBiTo, the first Germany-wide project aimed at **increasing biodiversity in viticulture.**

Working **closely with winemakers,** we develop and test regional and custom biodiversity measures.

As part of this work, we develop different **flower mixes** that make the vineyards burst with colour and also provide new opportunities for rare plant species and provide endangered animal species with **new habitats and shelters.**

AMBITO
Arten. Vielfalt. Zukunft. Leben.

You can find more information at: www.ambito.eco

The findings and research results from the project are recorded in a **digital toolkit,** which is available to all wine-growing enterprises and interested parties.

Funded as part of the biological diversity federal programme by the Federal Office for Nature Conservation (BfN) with funds from the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

leben.natur.vielfalt
das Bundesprogramm

Bundesministerium für Umwelt, Naturschutz und nukleare Sicherheit

BfN Bundesamt für Naturschutz



PROMOTING biodiversity as a building block of sustainability

BIODIVERSITY & species protection go hand in hand



Species protection is an issue that is particularly close to our hearts. We are currently developing new projects aimed at preventing the extinction of specific **native species** in wine-producing regions whose **habitats often overlap with vineyards.**



The little owl (Athene noctua) and **the green lizard (Lacerta viridis)** are two native species at risk of extinction whose **habitats are rapidly disappearing.**

Fallow land, meadow orchards and individual structural elements such as trees or heaps of stones help to preserve the habitats.

In cooperation with Hochschule Geisenheim University, we are launching targeted projects aimed at creating **optimal living conditions** for **high levels of biodiversity** within agriculture and maintaining these over the long term.

Purposefully **establishing fodder plants** and **maintaining dry-stone walls** helps preserve and expand the **habitat of the Apollo butterfly,** which is mainly found in the Moselle region.

BECOME CO_2-neutral with Save Climate

We realise that we are all **responsible for protecting the environment and the climate**. That's why, in 2017, we launched the Save Climate Initiative in cooperation with the FAIR'N GREEN wineries. Our aim is to **support and advise** the companies on their journey towards **CO_2-neutral production** – from procurement of all products through production and sales.

As part of this process, CO_2-reduction measures will be introduced, such as:

- Improving **energy efficiency**
- Switching to **green electricity,** including the use of solar and photovoltaic systems
- Promoting **e-mobility**
- Switching to **lightweight glass bottles**
- Extensive **recycling** and active waste prevention measures
- **Climate-friendly** construction
- Reducing **air travel**
- **Regional** procurement

Certification as a "climate-neutral product" or "climate-neutral company" is achieved by offsetting emissions.

We recommend selected projects according to the Gold Standard of the United Nations, that benefit the climate and also provide **real added value** for the local community. For example, reforestation projects improve **social and environmental living conditions.**

The internationally recognised Greenhouse Gas Protocol and the ISO standards form the basis for all calculations of the carbon footprint of a product and a company. The analyses required for this are implemented in a consistent manner.

SAVE CLIMATE
www.save-climate.com



In this way, we fully meet our basic principle of accepting **responsibility for people, nature and the climate.** All of our projects and initiatives are constantly being developed. And as part of this process, new ideas lead to new projects. **Dynamic, modern, solution-oriented.**

THE SEAL for holistic sustainability

Interested in holistic sustainability and want to find out more?
Then get in touch with us or follow us on Facebook or Instagram.

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BÖLN
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