GOETHEANUM COMMUNICATIONS

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**Economy in tune with humanity and nature**

**Multidimensional sustainability standard ‘Economy of Love’**

**There is no such thing yet as an uninterrupted, transparent and sustainable supply chain. By using ‘impacTrace’ to investigate the impact products have on the economy, on culture, society and on the environment, ‘Economy of Love’ establishes their true‘ costs. Helmy Abouleish, one of the standard‘s initiators, is a partner within the World Goetheanum Association.**

Helmy Abouleish is convinced that “responsible customers do not want to destroy the world.” In order to make responsible decisions, buyers need information on the environmental impact created at any stage in the supply chain, on the effects on society and on how the process supports the development of every person involved in the production. By assessing these factors, the quality label ‘Economy of Love’ promotes the goals of an associative economy and fair trade: not only the ‘fair’ price is established but also the ‚’true‘ price. For this, as many components as possible need to be included that contribute to the impact a product has and which should ensure a life in tune with human dignity and nature. ‘Economy of Love’ was developed by the Egyptian Biodynamic Association and certified by the Center for Organic Agriculture in Egypt.

Interest in the label has been expressed from within the Fair Trade, Fair Wear and biodynamic movements. Sekem is one of the interested parties. “Since ‘Economy of Love’ meets biodynamic and Fair Trade requirements, some of Sekem‘s European partners already recognize the new standard as being on a par with Fair Trade”, says Helmy Abouleish. The label is inspired by the visions of Ibrahim Abouleish, who founded Sekem as a social enterprise with far-reaching cultural goals.

Sustainability reports and the research conducted by Sekem and by Heliopolis University in Cairo, Egypt, are consulted in order to establish the true price of a product. They consider the often externalized costs of water, the CO2 balance and factors such as renewable energy, social security, fair wages and people‘s individual chances of development from an ethical point of view.

(2070 characters/SJ; translation by Margot M. Saar)

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