



# EcoWellness Group

## INtegrated ART I Holding AG



### **WE ARE INTRODUCING A NEW NAME FOR A HOLISTIC QUALITY STANDARD: ECOWELLNESS (German: ÖKOWELLNESS)**

It is the first standard worldwide to combine ecological, health-promoting and social parameters.

### **Facts & FAQs**

#### **HOW CAN I GET AN ECOWELLNESS LABEL & HOW CAN I GET A LICENCED ECOWELLNESS PARTNER? WHAT ARE MY BENEFITS?**

##### *Step 1*

In case you are interested you can get in touch with ECOWELLNESS GROUP, IFOAM or an accredited certification partner (in Middle and Eastern Europe these are Austria Bio Garantie (ABG), Agrovent, AB Cert and Bioinspecta Group). You will gain information about the contractual and business related chances and requirements within a 1-day workshop.

Workshop Fee: by agreement, from 300 Euro/participant (net) with at least 4 participants or 1.500 Euro (net) minimum daily rate.

##### *Step 2*

Either:

Pre-Evaluation of the processes and potential costs of implementation in your company  
Costs: based on agreed daily rates for FTEs (full time equivalent) covering Project Manager and Assistant, plus reimbursement of cash expenditures.

Or:

Evaluation of the general options and potential for certification of your process or product (-group) by – especially in case of innovations – the independent EcoWellness Qualification Board e.V. (This will be required especially for dietary supplements, Novel Food, Health & Functional Food, technical diagnostic systems and instruments requiring fundamental scientific and legal evaluation)

Costs: from 1.500 Euro (net) plus laboratory and external expenses as required.

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Member of: [www.IFOAM.org](http://www.IFOAM.org)

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Öko-Kontrollstelle: LACON GmbH  
Kontroll-Nr: DE-BE-003-62492-BD  
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Ecowellness Qualification Board

The EcoWellness Qualification Board e.V. is an independent non-profit association. Which is determining the test parameters and checklists for the governmentally accredited Certification Bodies in agreement with the license partner INtegrated ART I Holding AG, IFOAM and public authorities. The members consist of only independent Experts, associations, scientific institutions and certifiers majority-voted by the board.

This association can also help getting relevant research work (for example for products according to EU health claims regulation) funded or can inform you about the options. The conditions for are better for members than for non-members.

#### *Step 3:*

After the negotiations about the scope, duration and costs of licensing and yearly audits a license contract will be concluded with the standard owner INtegrated ART I Holding AG and certification contract with your responsible Certification Body.

#### *Step 4:*

Within the first year after the start of the implementation an audit will be performed according to the recommendations of the ECOWELLNESS Qualification Board, the regulations of the standard and the agreed conditions. This will generate TRUST and SAFETY into the claimed quality parameters among your company, your stakeholders, the clients and the public. In case of deviations from the agreed quality targets reasons of the deviations will be analyzed and timeframe and actions for improvements will be set. Like in all governmentally supervised processes the licence contract could be terminated with immediate effect and penalties could be awarded in case of gross negligent or premeditated behavior.

### **AND WHAT IS MY BENEFIT?**

The ECOWELLNESS standard and label make sense, if you want to generate a real and great USP. You can use sustainability and organic topics of your company, system or product together with health-promoting, social and ethical aspects and combine it into a standard, which is the highest and most innovative on the market. This will even secure your innovations and make a real difference on the market. It is the „Mercedes Benz“ among the standards. And the best does not know alternatives!

### **CAN I START WITH A SMALL AND PARTIAL SOLUTION FIRST?**

Yes. The entrance requirements are not as difficult as they look like:

For a restaurant, canteen or catering service a separate menu qualified by ECOWELLNESS would already be enough. For an Ecowellness - Hotel some criteria like the room quality, water and air quality and energy aspects would have to be added, or you just get the hotel restaurant certified.

A company introducing a basic health insurance can start „learning by doing“ with just a pilot-group, a package for primary prevention (Information and Training) and for secondary prevention (Metabolism – Diagnostic - Set plus separate menu or separate shelf/refrigerator). A certification and labeling in these cases would require a contract covering about 1-3 years.

An agricultural producer or processor can start with just one product, if he can ensure the identifiability of his product.

A technical instrument or process for health ensuring or promotion purpose needs to be certified by a certifier like TÜV, DEKRA, INTERTEK or similar for its technical or medical-technical safety prior to certification of additional ECOWELLNESS criteria like medical benefits, price value or scientific background. We can also accompany you and show you the way to successful pre-certification.

## **ASSISTANCE FOR RESEARCH, SALES AND INNOVATIVE DISTRIBUTION CHANNELS**

Our strengths are: High Flexibility, interdisciplinary scientific consultancy and EU-/worldwide research and sales together with our partner IFOAM.

Our questions are: WHY?, HOW? and WHY NOT?

We are offering pro-active, profit-oriented Sales- and Marketing assistance in the sectors Health and Medical through our network.

## **WHAT IS OUR MISSION AND VISION?**

Profit and benefit for EVERYBODY through passion, science and professional marketing as well as reasonable products and services.

### **Standard Owner:**

INtegrated ART I Holding AG

[www.ecowellness.eu](http://www.ecowellness.eu)

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### **Certification Partner:**

[www.abg.at](http://www.abg.at)

[www.agrovet.at](http://www.agrovet.at)

[www.abcert.de](http://www.abcert.de)

### **Accredited by:**

[www.ifoam.org](http://www.ifoam.org)

### **EcoWellness**

### **Qualification Board e.V.:**

Univ. Prof. Dr. Jürgen Vormann (Vorsitz)