



**Danellandia**  
The world of real values  
The world of Peace

## FAIR DEAL CHARTER – respecting people and Nature

Open letter to leaders in politics and business

Dear leader,

Business that is damaging to Nature and/or to people should be phased out soon.

A Fair Deal Charter based on human values and to be respected by all companies world-wide would offer a means to select companies on the basis of their human value content.

A value that is more important than the financial value.

Please visit [www.fairdealcharter.org](http://www.fairdealcharter.org) to learn more about the charter.

It can be hoped that in the future all companies will feel morally and cosmically obliged to comply with the Danellandia Fair Deal Charter.

And that only companies respecting the charter will really be able to do business anymore.

When consumers are correctly informed about the ethical standards held up by companies, they can put pressure on them to change if needed.

Business that respects Man and Nature! In the interest of all and of planet Earth!

### **Danellandia Care Label - DCL**

Companies wanting to include the Danellandia Fair Deal Charter in their statutes or marketing strategy and wanting to do all that they can to comply, can incorporate them.

We are considering to launch the Danellandia Care Label or DCL to be granted to companies doing their utmost to comply with the Danellandia Fair Deal Charter.

We hope one day, all companies will want to have this "ethical quality label".

Consumers and suppliers will feel much better and secure and in the end (honest) companies too.

Many thanks and kind regards,

**Danellandia Peace Foundation**

*Fair Deal Charter*

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