



ZIWIRA'S GUIDELINES FOR BUSINESSES AND BLOGGERS

We at Ziwira value honest organic living/conscious learning businesses and bloggers who have a vision to create a bright and eco-friendly future. For this reason, we ask that each one of our Ziwira Collective members meets a specified criteria.

Below, you will find a set of guidelines which must be met so that Ziwira's community continues to maintain its essential core values:

1. Ziwira Collective members (both businesses and bloggers) must value fair exchange, transparency, authenticity, community, and environmentalism.
2. All products and services must deliver on the promises made by the business and/or blogger.
3. All written reviews published on the Ziwira website must be honest and properly sourced.
4. Any health/wellbeing claims made by bloggers or companies must be supported through scientific evidence and research. You will be asked to provide all relative documents pertaining to the validity of the claims you are making.
5. All products, services, advice, and reviews must be in compliance with the Campaign for Safe Cosmetics Red Listed Chemicals. Anything deemed toxic to the environment or human bodies is NOT permitted on the Ziwira website or any of Ziwira's social media outlets.
6. All products must be sustainably sourced and the manufacturing processes must not cause any form of detriment to the environment.
7. All services must have a sustainable business model.
8. If a company/blogger is found to be "greenwashing" their services or products, Ziwira will be forced to rescind its support. Greenwashing is defined as a marketing tactic whereby you present a service, product or information as environmentally friendly when it is not."



EAT

SERVICES - All services related to catering/food production must be organic (no GMO), locally sourced, whole foods. If claiming specific health benefit from product, it must be peer reviewed and scientifically proven.

Products - Products sold on site must be organic (no GMO), whole foods, minimal processing. If claiming specific health benefit from product, it must be peer reviewed and scientifically proven.

SWEAT

SERVICES - All services/member-ships to facilities must be fair price for exchange of services. Services must promote healthy and holistic fitness. Service must be well reviewed.

Products - Fitness products must align with the above criteria. Must be eco friendly and made sustainably.

WORK

SERVICES - Business model must be sustainable, value fair exchange, authentic and genuine. Must have social proof that service is viable. **Products** - All products must have been sold a minimum of 24 times.

BEAUTY

SERVICES - All services must be must comply with the Campaign for Safe Cosmetics Red Listed chemicals.

Products - All services must be must comply with the Campaign for Safe Cosmetics Red Listed chemicals

**product must work

FASHION

SERVICES - We do not know what the guidelines should be here yet. Please pitch us your companies values and success related to the environmental movement

Products - All appeal must be sustainably derived. The process of manufacturing should also be eco friendly.

ADVENTURE

SERVICES - All services related to travel must ask for compensation in fair exchange. Must not promote exploitation environmental practices.

Must fall in line with the values of Megan and Michael who want to see the world and other cultures. **Products** - Travel products must be either made from recycled materials, or promote a decreasing of waste, or decrease CO2 emissions.

Ziwira is Babylonian for "Green House".

The green house, is a source for what is organic, natural, non-toxic, and nourishing. It is the preferred source for those who choose to Live Consciously.



ECO TECH

SERVICES - All services must value what Ziwira does, value fair exchange, authentic and genuine. Must have social proof that service is viable

WELL BEING

SERVICES - Apps and other services must focus on holistic healing (mind,body,soul). Service must work, with valid success stories/ social proof.
Products - Any products with health claims must be supported by scientific evidence. Must work and be backed with social proof.

FAMILY

SERVICES - All services should be related to preventing or supporting pregnancy and non-toxic lifestyles/ products for children and parents. Products - Must be non-toxic, able to facilitate/prevent pregnancy, able to boost the health and wellbeing of children and/or parents. Must be proven to work through success stories/reviews.

HABITAT

SERVICES - Business model must be sustainable, value fair exchange, authentic and genuine. Must have social proof that service is viable
Products - Products must be eco friendly, non-toxic and sustainably developed.

SPECIAL NOTE

- ** All Businesses and bloggers selling products with health claims must attach all relevant documentation and evidence pertaining to their claim
- ** If a company/blogger is found to be 'green washing' their services or products, Ziwira will be forced to rescind its support
- ** Eco Friendly is defined as a product, process or service which does not cause detrimental damage to any part of the Earth or the Earth's natural systems
- ** Greenwashing is defined as a marketing tactic whereby you present a service, product or information as environmentally friendly when it is not

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EAT

INFORMATION - All blog postings must be authentic and sourced. No calorie restrictive diets.
Products - Electronic products must be authentic and scientifically backed. Food must be organic. ANY health claims must be scientifically proven.

SWEAT

INFORMATION - All fitness claims must be backed with evidence/success stories (this can include your experience). Reviews must be honest.
Products - Must comply with business criteria.

WORK

INFORMATION - All personal eco growth stories must be authentic

Products -

BEAUTY

INFORMATION - All posts must be sourced.

Products - Must comply with the Campaign for Safe Cosmetics Red Listed Chemicals

FASHION

INFORMATION - All blog posts should be 100% authentic. Fashion tips/trends should feature a strong relation to environmentalism (reuse, recycle, remake)
Products - All apparel or electronic goods should follow the above guidelines. Physical products must be made ethically and sustainably. Low environmental impacts during manufacturing.

ADVENTURE

INFORMATION - All written posts by bloggers which will be featured must have sourced facts, must give honest opinions even if sponsored.
Products - Any travel products must meet the same criteria as businesses

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ECO TECH

INFORMATION - All products discussed should be eco-friendly and developed sustainably. All opinions should be the blogger's own, even if they are sponsored.
Products - All products sold by bloggers/independent entrepreneurs must be eco-friendly, sustainably developed.



WELL BEING

INFORMATION - All posts must approach well being from a holistic perspective, must recommend only scientifically proven remedies. All personal success stories must be legitimate and truthful.
Products - Electronic or physical products must actually work, with valid success stories. All ingredients must be sustainably sourced.



FAMILY

INFORMATION - All blog posts should be sourced, honest reviews/opinions/stories. Any recommendations must not harm the female/male or child's body. Must be backed with research.
Products - Aligns with business's criteria.



HABITAT

INFORMATION - All blog postings must be authentic and sourced. No calorie restrictive diets. All opinions must be authentic.
Products - Electronic products must advocate for home decor/products to be eco friendly and sustainable. Physical products must be eco-friendly, non-toxic and sustainably created.

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- ** All Businesses and bloggers selling products with health claims must attach all relevant documentation and evidence pertaining to their claim
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