

# PlanetHAUS Participation Policy

## 1. Purpose

PlanetHAUS is a nonprofit event produced by Dream Machine to advance climate literacy, sustainability, and responsible business practice. Its purpose is educational. It exists to help people encounter credible ideas, practices, and organizations that bear on a more sustainable future. It is therefore not a general advertising platform, not a sales fair, and not a badge-granting body. Organizations participate because their presence serves the mission of the event.

## 2. Basic Rule

An organization may participate in PlanetHAUS only when Dream Machine determines that its participation advances the mission of the event, shows credible alignment with sustainability, climate responsibility, or responsible business practice, offers real educational, demonstrative, or illustrative value to attendees, and can be conducted in a factual, non-promotional manner. No organization is entitled to participate. Participation is a curatorial decision made in service of Dream Machine's charitable purpose.

## 3. Who Belongs at PlanetHAUS

PlanetHAUS is for organizations doing real work that helps people understand more sustainable ways of making, sourcing, operating, designing, financing, or living. This may include established companies, emerging companies, nonprofits, brands, manufacturers, service providers, technology firms, infrastructure organizations, and community initiatives. Perfection is not required, but good faith is. Formal certification is not required, but evidence is. The question is not whether an organization is flawless. The question is whether it is doing real work and can speak truthfully about it.

## 4. How an Organization May Qualify

An organization may qualify in either of two ways.

The first is through recognized commitments, credentials, or standards. An organization may show alignment with a credible framework, pledge, disclosure regime, or third-party standard relevant to its field. Examples include climate or impact frameworks such as SBTi, CDP, The Climate Pledge, or quantified greenhouse gas measurement; materials, chemical safety, or circularity frameworks such as Cradle to Cradle, Green Seal, OEKO-TEX, TRUE, or similar

programs; sourcing and production frameworks such as Fair Trade, FSC, GOTS, Regenerative Organic, or similar standards; labor or supply-chain responsibility frameworks such as B Corp, Fair Labor Association, Sedex, Open Supply Hub, or comparable systems; and community investment or giving commitments such as 1% for the Planet or similar programs. These are examples, not entrance tickets. No single badge is required.

The second is through documented sustainability practices. An organization may show, through public information or other credible documentation, that it is taking concrete steps toward more responsible practice. Such evidence may include public sustainability or impact disclosures, a clear explanation of what the organization does and how it operates, measurable efforts to reduce environmental or health harms, participation in learning networks or coalitions related to sustainability, and honest discussion of tradeoffs, unfinished work, and next steps. A polished story is not enough. A documented practice is better than a slogan.

## **5. What Reviewers Should Look For**

In deciding whether an organization belongs at PlanetHAUS, Dream Machine may consider whether the organization is transparent about its operations, inputs, and impacts; whether it shows awareness of the environmental, material, sourcing, labor, or systems issues relevant to its field; whether it is taking concrete steps toward lower-impact or more responsible practice; whether its claims are credible and properly limited; whether it can discuss both progress and shortcomings honestly; whether it demonstrates responsible workplace, worker livelihood, or inclusion practices where the organization's size and structure make those matters relevant; and whether it is meaningfully connected to the themes and educational aims of the event. These are guideposts, not a scoring machine.

## **6. Conduct at the Event**

Participation at PlanetHAUS must fit the character of the event. Participation is not advertising, and it does not imply endorsement by Dream Machine or PlanetHAUS. Claims made by participants must be factual, supported, and properly qualified. Deceptive, exaggerated, or inadequately supported environmental or social claims are not allowed. Overt selling, pricing pushes, inducements to purchase, and comparative advertising may be limited or prohibited. Dream Machine retains editorial and curatorial control over the event. Recognition, when given, is acknowledgment, not endorsement. To invite someone into the room is not to certify them, and to acknowledge their presence is not to recommend their wares.

## **7. No-Cost Participation for Emerging Organizations**

Dream Machine may, in limited cases, invite an emerging or resource-constrained organization to participate at no cost, but only when doing so materially advances the mission of PlanetHAUS. To qualify for such participation, the organization must support sustainability, climate responsibility, or eco-conscious living through its products, services, or practices; must

face a real financial barrier to paid participation; must offer educational or demonstrative value beyond mere brand exposure; must agree to comply with the factual and non-promotional conduct standards in this policy; and must not be invited in order to confer improper benefit on Dream Machine insiders, officers, directors, or key contributors.

Any such invitation must be based on neutral and consistently applied criteria. It must not chiefly serve the private commercial interests of the invited organization. A nonprofit may sometimes give a mission-serving opportunity to an organization that cannot afford the ordinary price. That is not the same thing as giving away a marketing benefit because someone is favored.

## 8. Simple Test

A useful internal test is this:

**Can we explain, in plain language and without embarrassment, why this organization belongs at PlanetHAUS based on what it does, how it operates, and what it is trying to improve?**

If the answer is no, the organization is probably not a fit, or the case has not yet been made.

## 9. Clarifications

PlanetHAUS is not a certifying body. Participation does not confer credit under any outside pledge, framework, or certification scheme, and it does not imply endorsement by Dream Machine or PlanetHAUS. Different categories of participation may exist, but all participants must meet the same core standard of mission alignment, educational value, credibility, and appropriate conduct.

## 10. Documentation and Review

Participation decisions should be documented at a level appropriate to the circumstance. If an exception is granted, or if no-cost participation is approved, the basis for the decision should be noted. This policy should be reviewed at least annually, or before each event cycle, to ensure continued alignment with Dream Machine's charitable purpose, event goals, and applicable legal guidance.

## **Appendix — FAQ**

### **Why does PlanethAUS have participation criteria?**

Because the event has a mission. Without criteria, the mission becomes a slogan and the room fills with people who merely know how to market themselves.

### **Do we need a certification?**

No. Certification may help show credibility, but it is not required.

### **What if we do not have formal certifications?**

Then show documented practice, real effort, and honest explanation.

### **Can an organization participate at no cost?**

Sometimes. But only when the invitation materially serves the mission, the organization faces a real financial barrier, and the arrangement does not chiefly serve private commercial interests.

### **Does participation mean PlanethAUS endorses us?**

No.

### **Is PlanethAUS a sales event?**

No. It is an educational event with standards for factual and non-promotional participation.

### **How do we know whether we are a fit?**

If you can explain plainly what you do, how you operate, what impacts you create or influence, and what you are doing to improve those impacts, you may be a fit. If all you have is branding language, you are probably not.