

ISEAL Alliance

Better Standards, Bigger Impacts

Why Sustainability Standards Matter



Sifting coffee in Brazil ©David Dudenhoefer, Rainforest Alliance

Growing Movement of Voluntary Standards

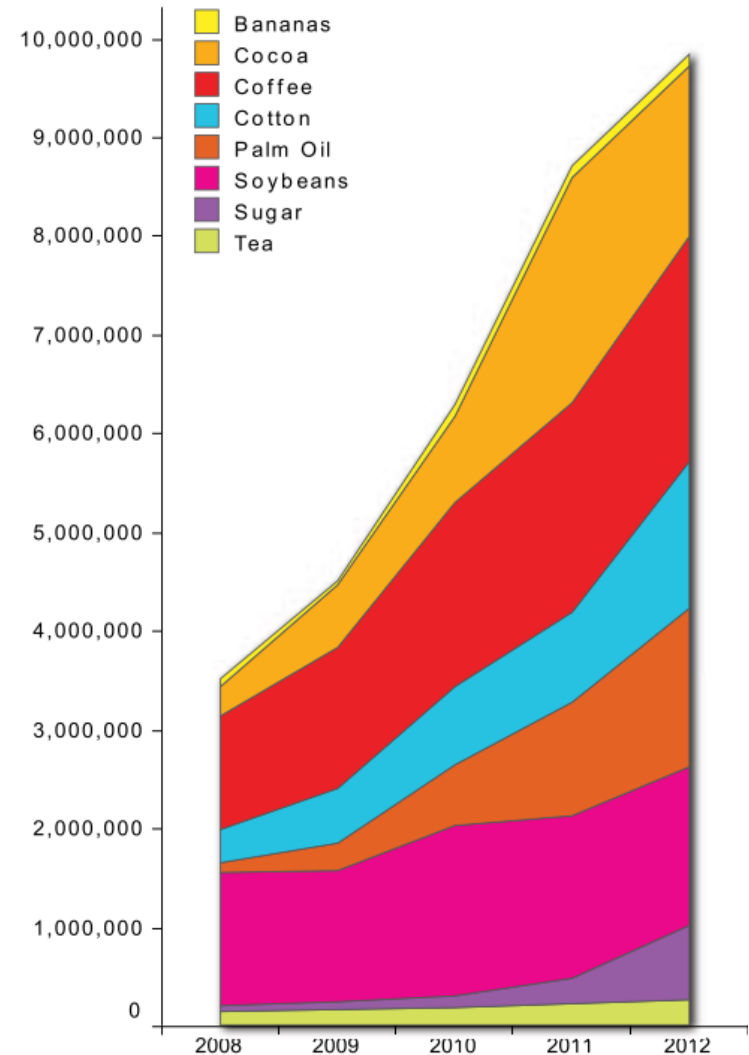
Full Members



Growth of Certified Production

- › Standard compliant production is increasing dramatically
- › Market penetration rates are significant in some sectors

FIGURE 4.1 GROWTH OF STANDARD-COMPLIANT PRODUCTION (2008–2012, HECTARES COMPLIANT).



Understanding business needs for information about the business case and impacts of sustainability standards



ABOUT THE SURVEY


101
Business
leaders
were surveyed

They
represented
86
companies 

People
were
contacted
because they had
engaged
before with ISEAL 


9 out of 10
respondents currently use
**sustainability
standards**


8 out of 10
using standards, said they are
considering
expanding their use

THE FINDINGS

About the business case:

7 out of 10

individuals said there is a
strong
business case

Businesses agree there is a
**strong
business
case** 
for using standards but
1 in 4 need
more evidence that standards provide
business value to their suppliers, clients,
and trading partners

1 out of 5 
lack sufficient evidence to
convince
decision makers
in their companies of the business
case for using standards

Respondents
in emerging
markets
are more
convinced
of the business case 

What makes standards systems credible?



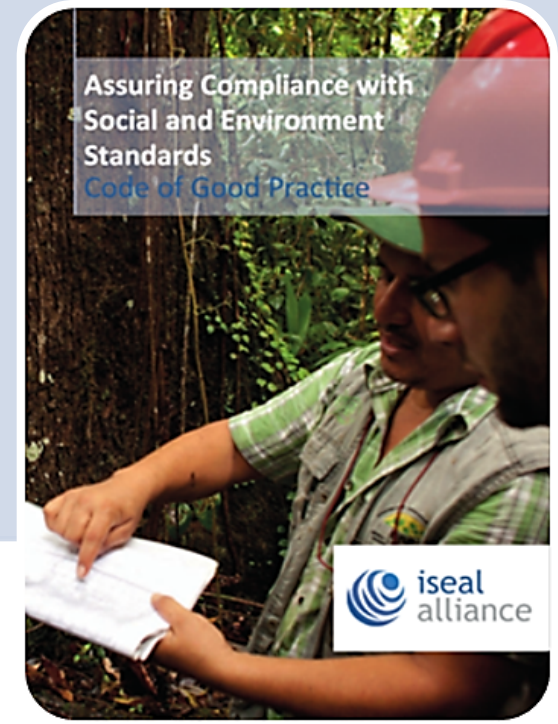
Standard-Setting Code

promotes meaningful participation and local relevance



Impacts Code

helps standards define and measure their impacts, and improve



Assurance Code

supports rigorous and consistent assessments

Recognition of Credible Practices

Credibility Principles underpin all ISEAL Codes

- › **Standard-Setting Code** (Revised 2014)
 - › **Impacts Code** (Revised 2014)
 - › **Assurance Code** (2012)
 - › **Claims Good Practice Guidance** (2015)
-
- › **Credibility Principles** (2013)



Endorsements of ISEAL Codes and Credibility Principles



Companies ISEAL Works With

› ISEAL Stakeholder Council and Steering Committees



› Ongoing engagement (sample)

› Impacts Projects



Business Demands of Standards

- › **Evidence** of impacts
- › **Solutions at scale**; sustainable sourcing regions
- › **Reduce costs**; increase efficiencies
- › **Streamlining certification** and labelling (audit fatigue)
- › More **consistency and harmonisation** of standards
- › **Integrate** with other tools



Communities of Practice

M&E Peer Learning

- › Implementation of the Impacts Code

Assurance Working Group

- › Technology, risk-based approaches, capacity building through the audit

Claims and Traceability

- › Challenges about managing claims
- › Different chain-of-custody models

Communications Network

- › Shared language and messaging



ISEAL brings members together to share experiences, learn and innovate



Maldives Pole and Line Tuna Fishery © Nice and Serious / MSC

Evolving Role of Standards

- › Sector-based **partnerships** for scaling up
- › Quantifying impacts toward the **Sustainable Development Goals**
- › Standards systems as:
 - Sustainability **thought leaders**
 - **Risk-based verification** for critical issues
 - Information and **capacity building** platforms

Thank you!



iseal
alliance

www.iseal.org