ISEAL Alliance
Better Standards, Bigger Impacts

Why Sustainability Standards Matter
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
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)

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
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!

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