Today’s Presentation

› Introduction to ISEAL
› What is a standards “system”
› What makes sustainability standards credible?
› What core elements do sustainability standards contain?
› Driving improvement and collaboration
› Challenges and opportunities
ISEAL Alliance Mission

A better world through effective standards systems

Our Strategies

› Drive consensus on best practices
› Innovative collaboration
› Shared learning
› Stakeholder engagement
› Awareness building
› Advocacy

“Sustainability standards have the potential to transform global markets but in order to achieve this they must scale up with unprecedented speed and efficiency”
A Growing Movement

Full Members

Associate Members

A Brief History of Standards

Organic movement begins

1940s

Organic certification begins

1970s

Launch of first Fairtrade label, Max Havelaar

1988

Launch of FSC

1993

Emergence of competitors to FSC

Late 1990s

Buyer commitments to FSC

1991
Continued...

- Large market player commitments
- Sustainability of soy - Roundtable on Responsible Soy created
- Sustainability of sugar - Bonsucro created


2002-2007 Second generation of standards

- 2004: Sustainability of palm oil - Roundtable on Sustainable Palm Oil created
- 2007: Second generation of standards
- 2012: Third generation of standards

ISEAL has 15 members & 43 affiliates

- Labour Standards based on ILO

- ISEAL has 15 members & 43 affiliates

- Sustainability of sugar – Bonsucro created
- Sustainability of palm oil - Roundtable on Sustainable Palm Oil created

How does a standard system work?

1. STANDARD-SETTER
   - Multi Stakeholder input
   - Standard
   - Standard Criteria

2. CERTIFIER
   - In compliance with the standard’s criteria?

3. SUSTAINABILITY LABEL
   - Accreditation Body
   - Capacity building organisations

- RSPO (Roundtable on Sustainable Palm Oil)
- SAI (Standards Australia)
What makes a sustainability standard credible?

First and foremost, it delivers social and environmental impact effectively and efficiently

To do this, each part of the system must operate well

Roadmaps to global recognition of good practice and improved impact

<table>
<thead>
<tr>
<th>ISEAL Codes of Good Practice</th>
<th>Referencing ISEAL Codes</th>
</tr>
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<tbody>
<tr>
<td>Impacts Code (2010)</td>
<td></td>
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<tr>
<td>Assurance Code (2012)</td>
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<td>Current Scoping for a code or guidance on Claims and Labelling</td>
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ISEAL’s Draft Credibility Principles

- Effectiveness
- Rigour
- Relevance
- Accuracy
- Operational efficiency
- Impartiality
- Co-ordination

Engagement
- Accountability
- Transparency
- Accessibility
- Truthfulness
- Capacity

What do Sustainability Standards Address?

› Combination of best scientific understanding and societal norms and values
› Reference internationals norms (e.g. ILO Core Conventions)
› Reference best management practices (BMPs)
› Developed in a multi-stakeholder process
› Compromise between best practice and politically feasible
› Cover a subset of core environmental and social issues
› No standard covers everything

www.isealalliance.org/credibilityprinciples
**Core Issues - Environmental**

- Ecosystem integrity
- Biodiversity
- Water
- Waste
- Energy
- GHG / Carbon emissions
- Chemicals
- Soil

**Core Issues - Economic**

- Financial viability (of enterprise)
- Income – minimum wage or access to living wage
- Increasing attention paid to:
  - Productivity, quality
Collaborative Learning

Driving innovation in standards

› Impacts on poverty
› Producer access
› Costs and barriers to certification
› Auditing efficiencies
› Step programmes
› Harmonisation in thematic areas

Driving Improvement

standards stringency

interactive tools

- stepwise improvement
- partnership
- community
- traceability
- public-private partnerships

highest level standards

lowest performers

- mandatory standards
- green market regulations

"best" & "better" practices

% of market share
Raising awareness of value of credible standards in achieving national priorities

› Focus on China, India, and Brazil
› Raise awareness on credible standards
› Help national standards become credible and internationally relevant
› South-South networks to stimulate learning
› Stimulate flagship projects in each country
› Support international standards originating in these countries

Opportunities and Challenges

› Demonstrate positive impacts and continuous improvement
› Improve small producer access and benefits
› Increase focus on quality and productivity in standards
› Modular approaches between standards
› New models of cooperation between national and global initiatives to drive impact
Thank You!  www.iseamalliance.org