

ISEAL Alliance

Better Standards Systems, Bigger Impacts



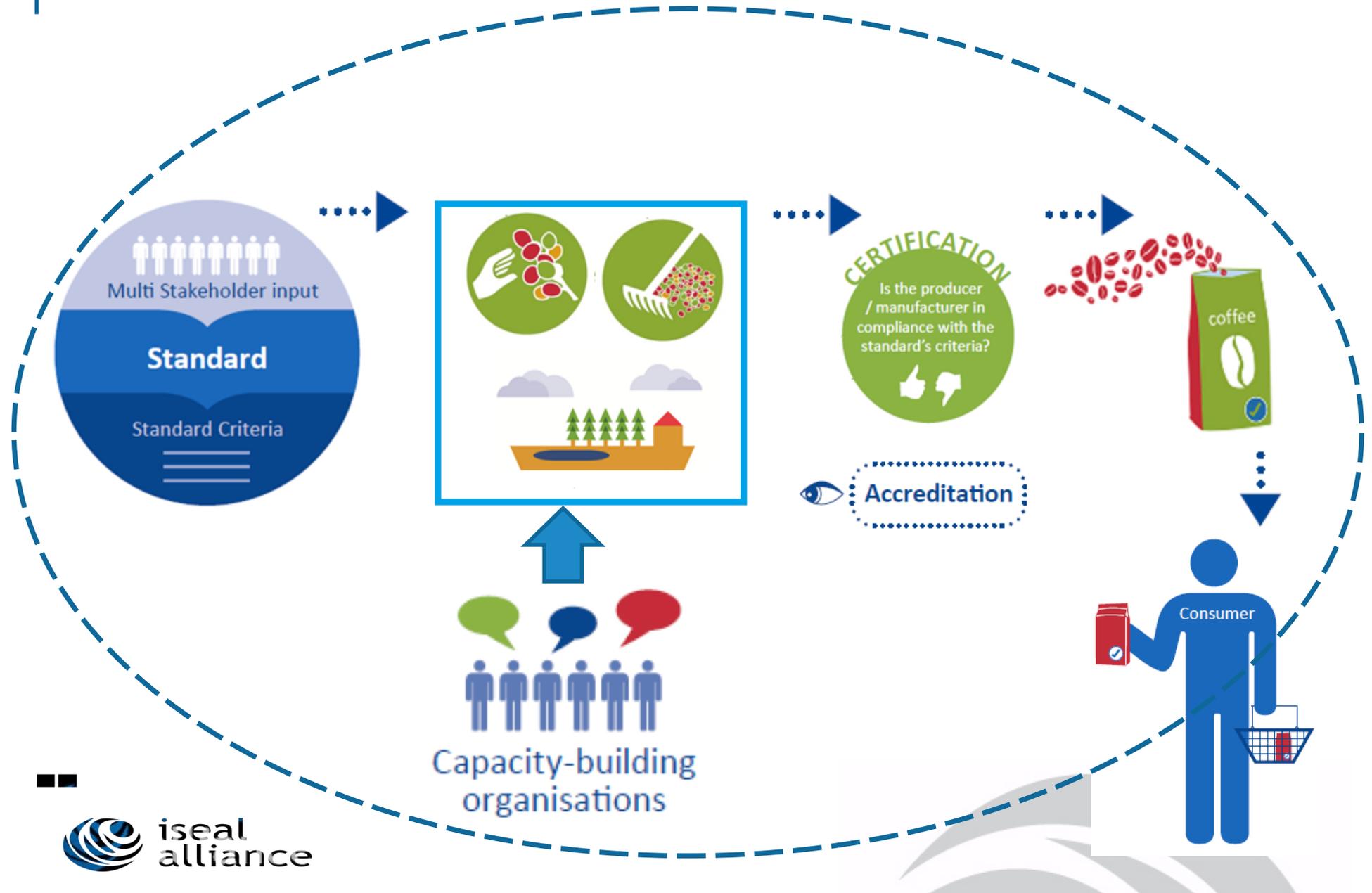
Karin Kreider
Executive Director

ISEAL Alliance: A Growing Movement

Full Members

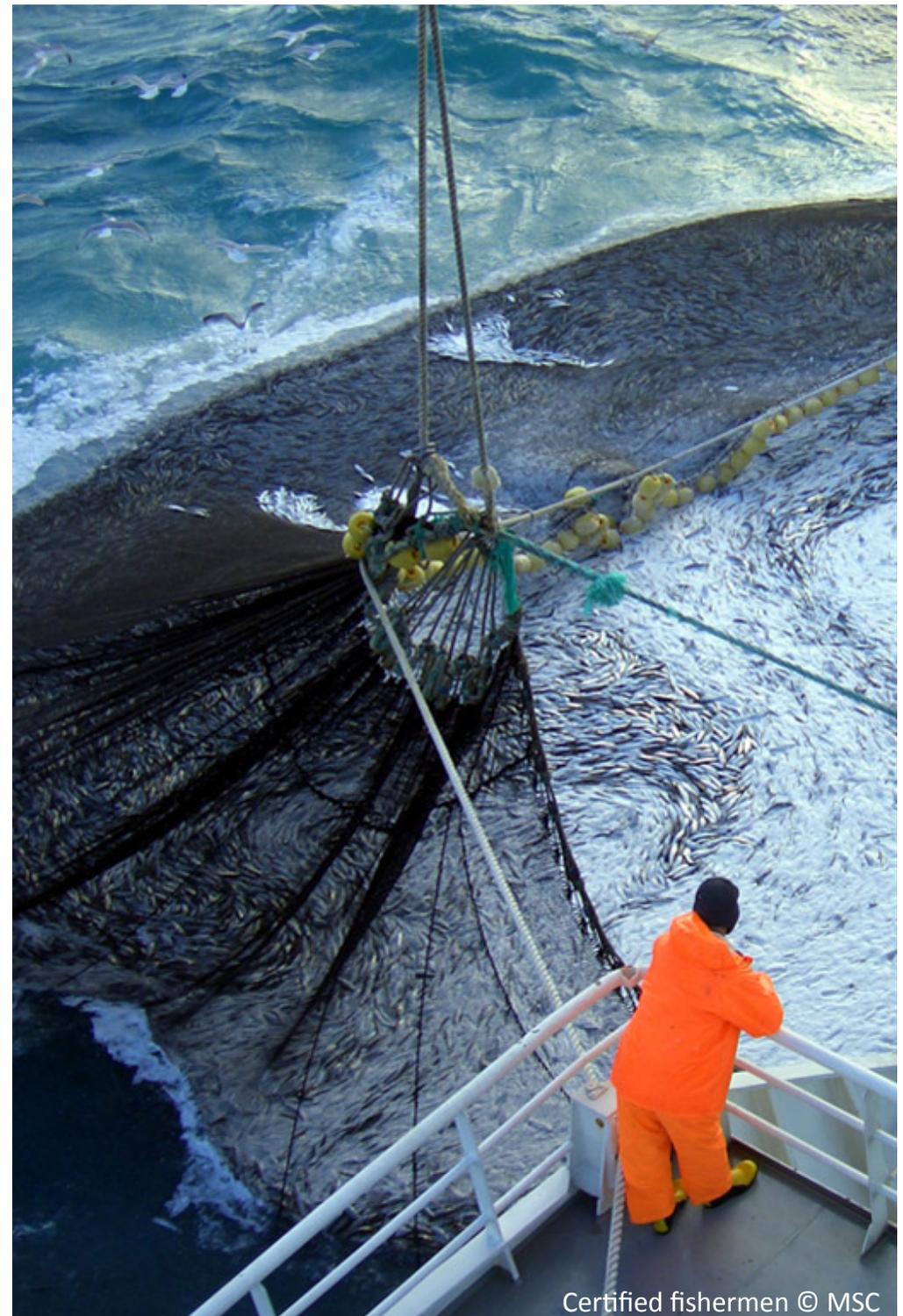


What are Sustainability Standards?



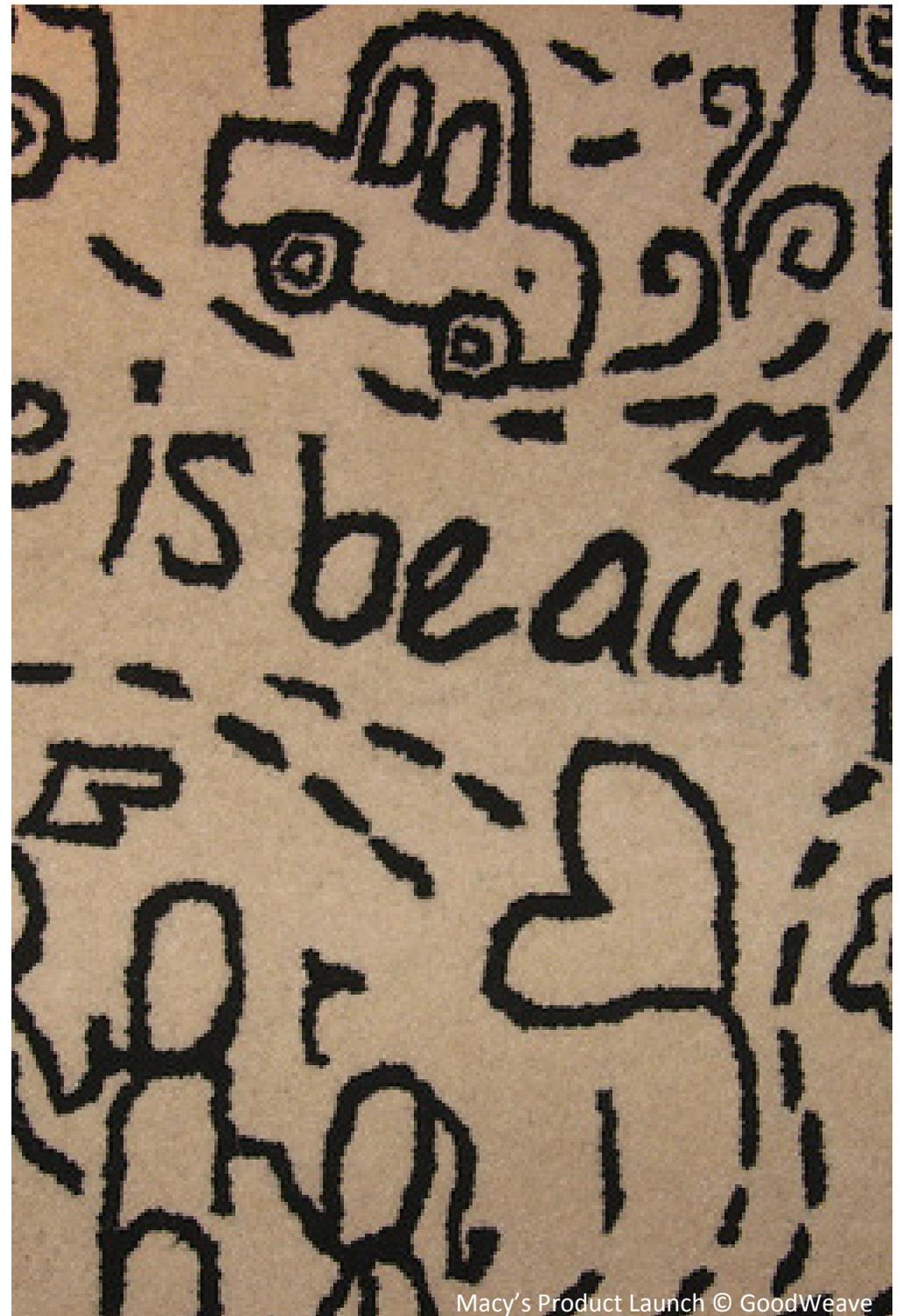
Sectors Covered by ISEAL Members

- › Textiles
- › Forestry
- › Fisheries
- › Aquaculture
- › Agricultural commodities: coffee, tea, cocoa, beef, cotton, palm oil, etc.
- › Biotrade
- › Biomaterials
- › Tourism and Sport
- › Jewelry (gold and diamonds)
- › Oil and gas



Standards Growth in New Sectors

- › Mining
- › Electronics
- › Infrastructure
- › Beef, leather, dairy, livestock
- › Rice
- › Climate/carbon



We work with standards, their users, and their stakeholders to...

- › Demonstrate and Improve Impacts
- › Improve Effectiveness
- › Increase Adoption
- › Define Credibility



Defining Credibility

ISEAL Credibility Principles: First global agreement on credible standard and certification



Sustainability



Impartiality



Improvement



Transparency



Relevance



Accessibility



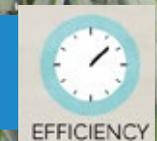
Rigour



Truthfulness



Engagement



Efficiency

Trends in Business

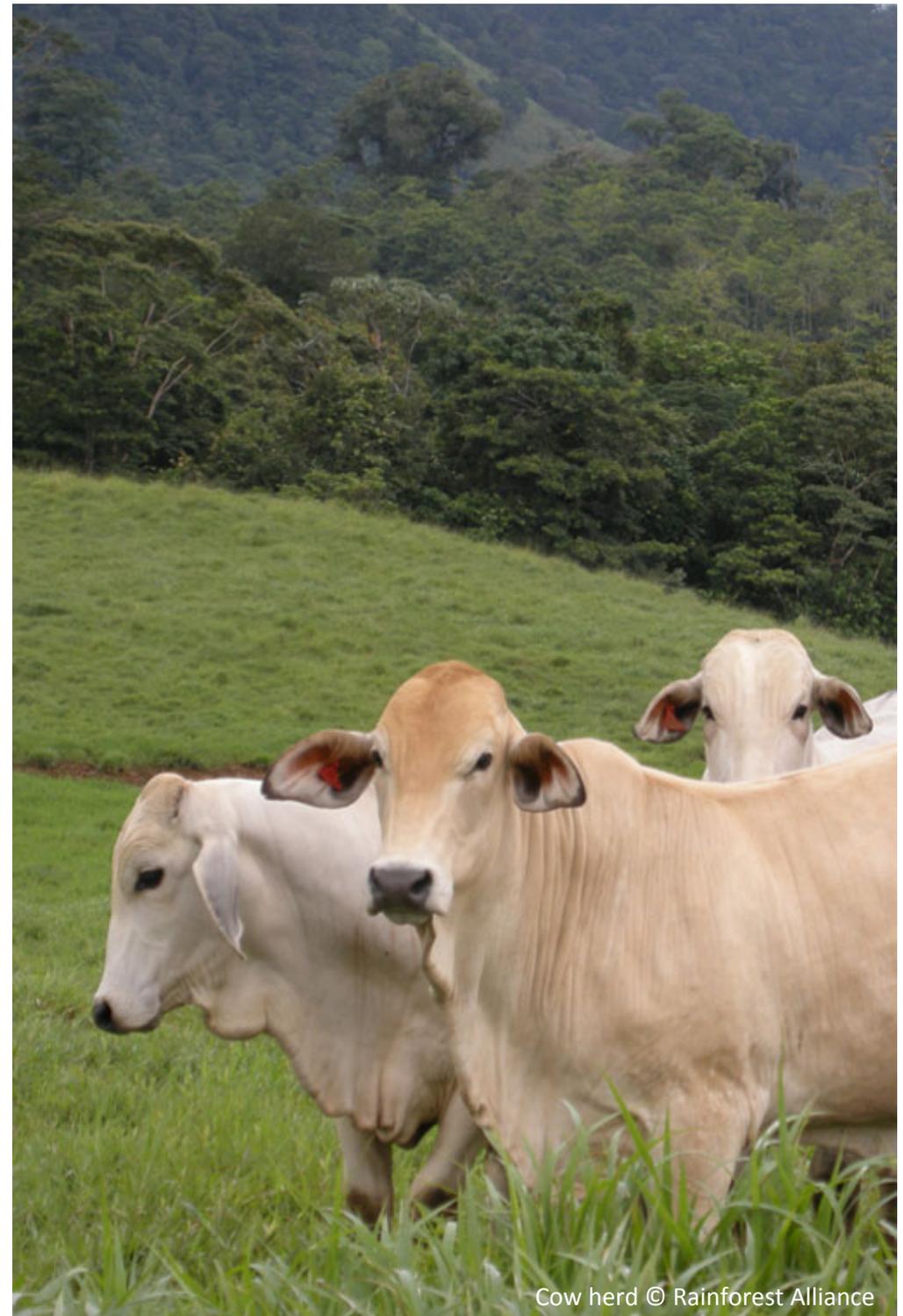
- › Sustainability goes global
- › 2020 sourcing commitments – challenges in reaching scale
- › Pre-competitive collaborative platforms
- › Considering a range of sustainability tools
- › Focus on addressing underlying issues: from auditing to capacity building



Washing and pulping coffee in Brazil © UTZ Certified

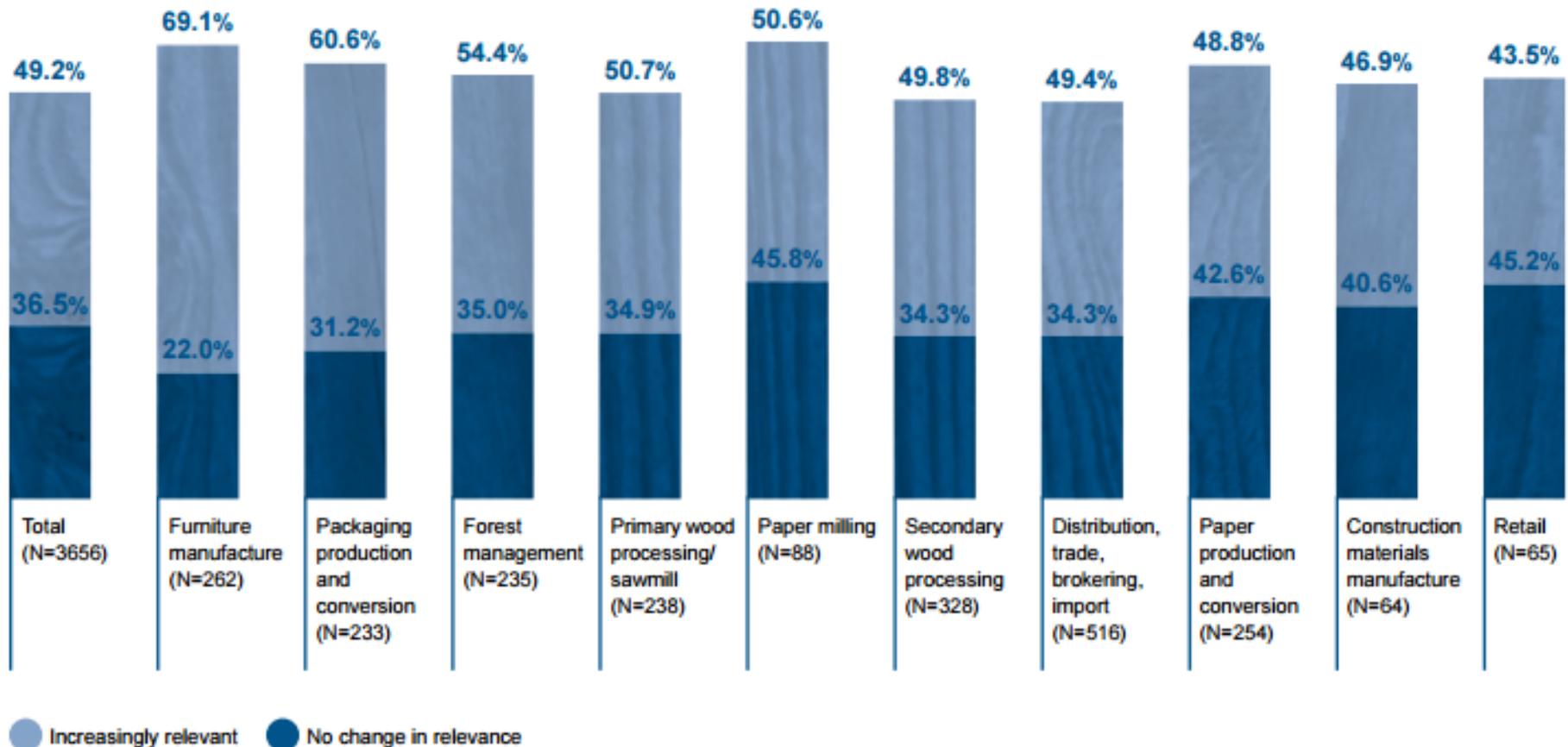
Finance Sector

- › Standards as risk mitigation tools
- › Environmental and social due diligence
- › Competitive Edge – ratings agencies
- › Soft Commodities Compact of Banking Environment Initiative



Interest in standards is growing

Perceived relevance of FSC certification by sector

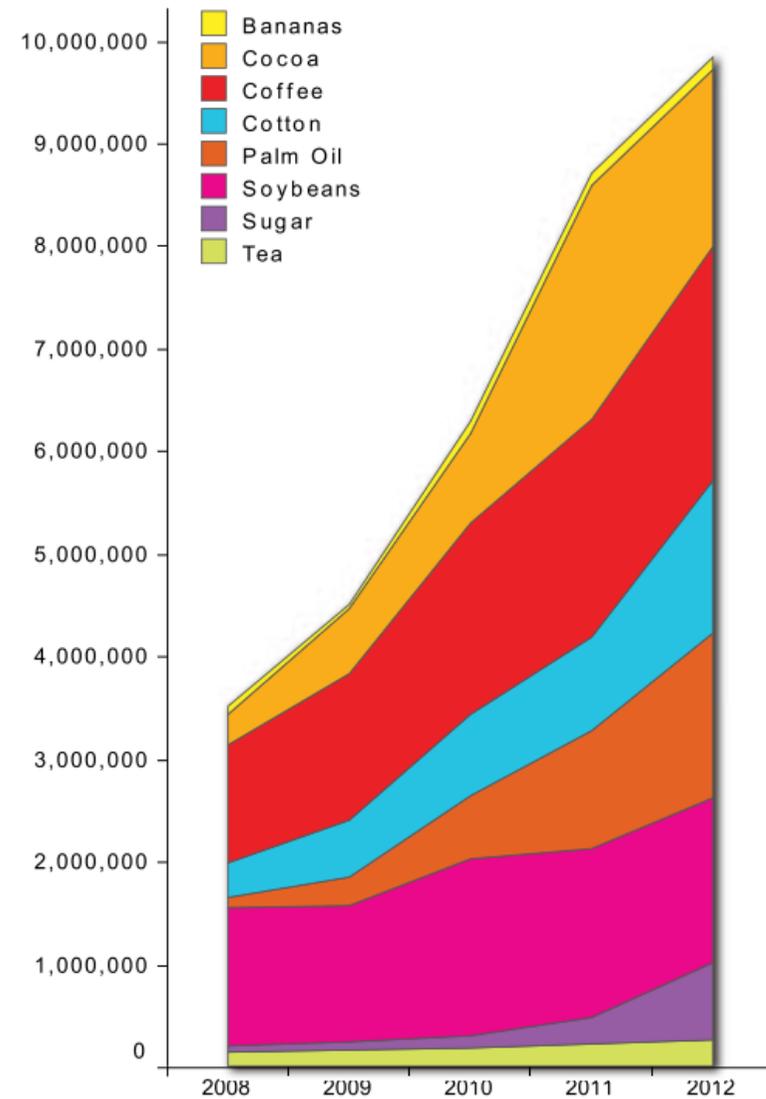


Growth of Certified Production

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

(coffee: 40%; cocoa: 22%; tea: 12%; palm oil: 15%, seafood: 10%; forests: 10%)

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



What Business Are Asking of Standards

- › Evidence of impacts
- › Solutions at scale
- › Reduce costs; increase efficiencies
- › Provide a **clear value proposition** – for producers and buyers
- › More **consistency and harmonisation** of standards
- › Integrate with other tools



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

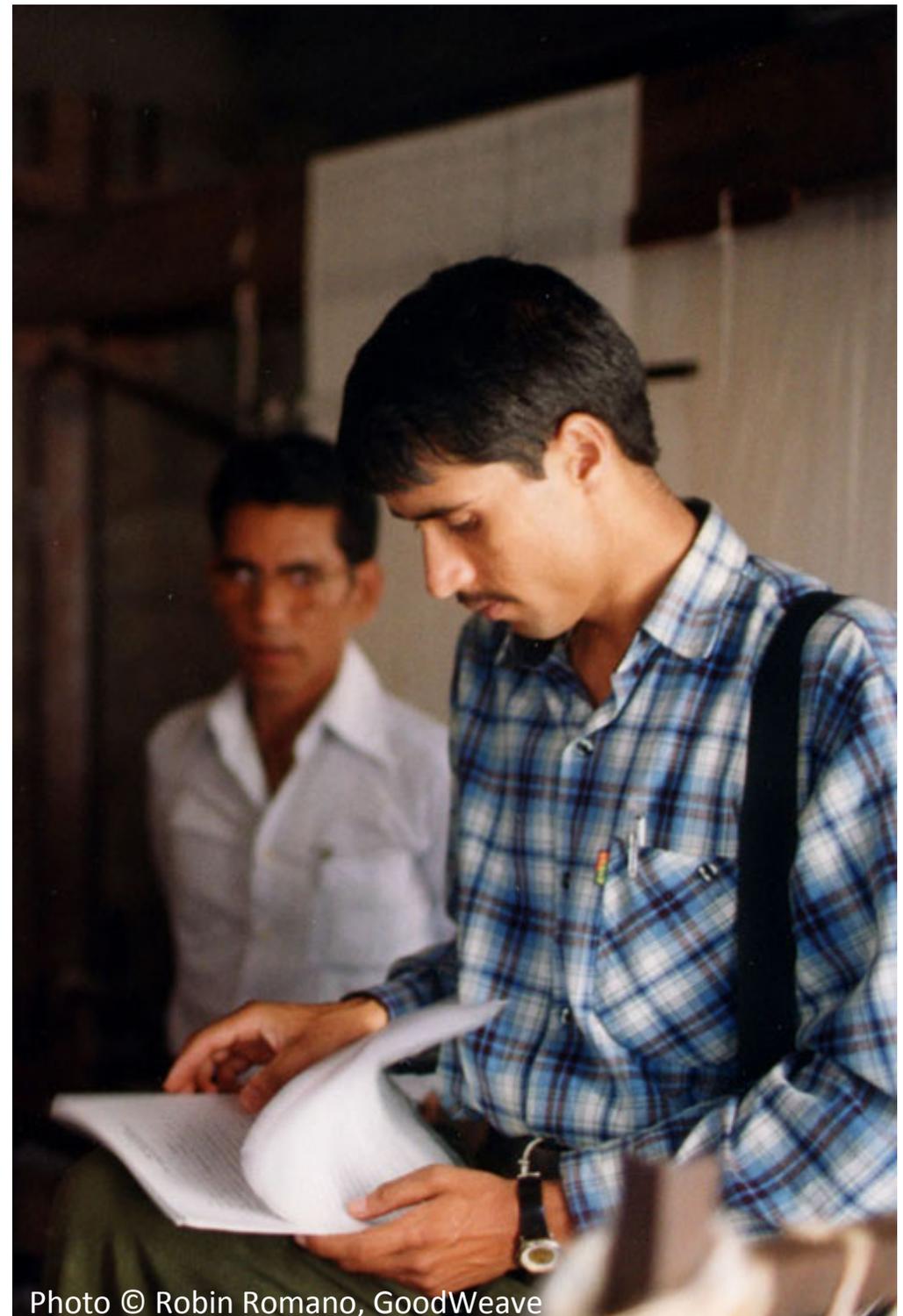
Innovations in Standards Systems

- › Standards systems as **data management tools**
- › Automated & **real-time reporting** (mobile tech, sensors, satellites)
- › **Stepwise approaches** and capacity building
- › **Traceability** efficiencies



Evolution of the Standard

- › Standard as system backbone
- › **Outcome-focused standards**
- › Narrow focus – measure what matters
- › Contrast with increased focus on **emerging issues**
 - Climate, water, living wage

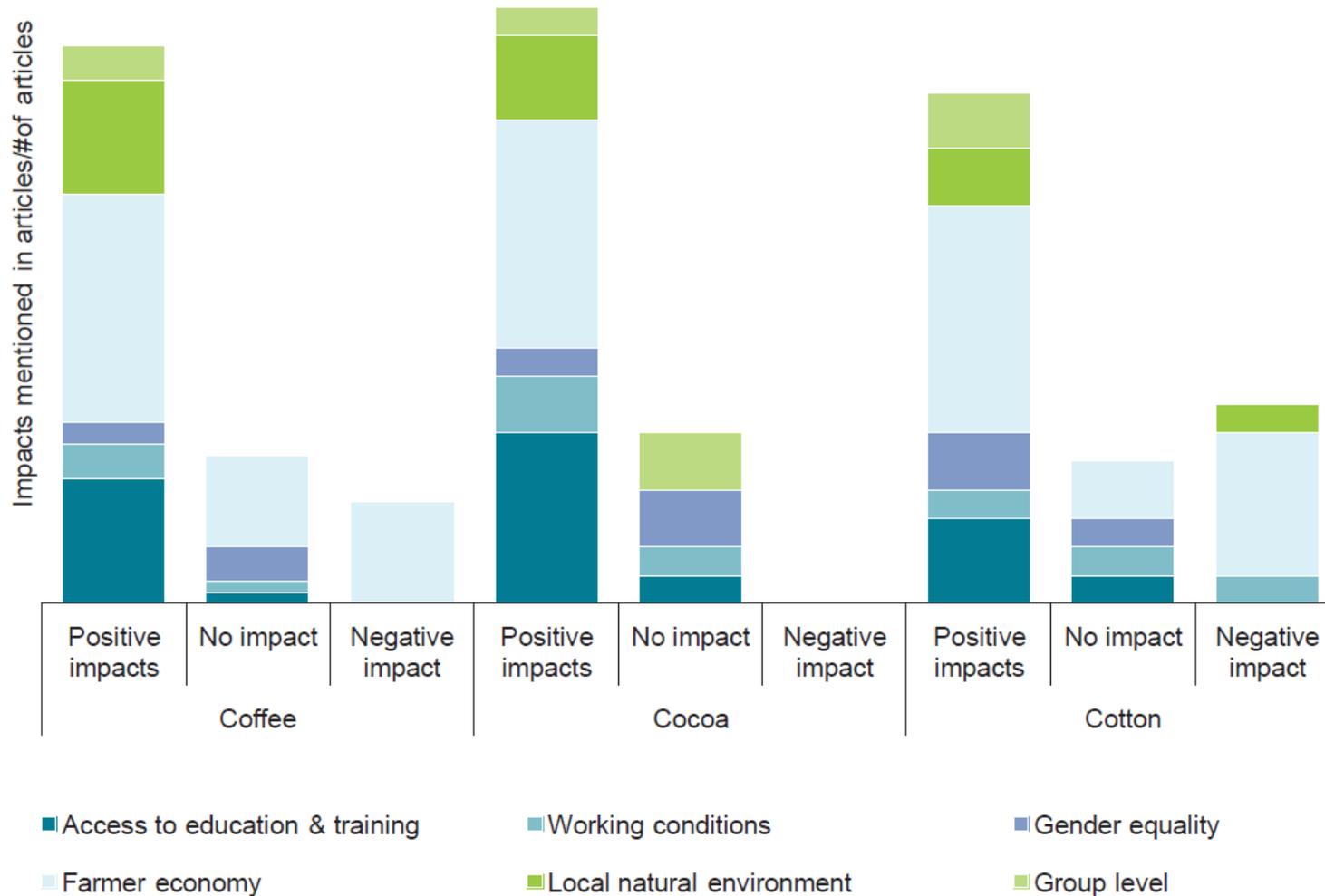


Evolution of Assurance

- › Risk management tool
- › Analyse multiple sources of information to identify risks
 - Public data
 - Crowd-sourcing
 - Real-time
 - Technology
- › Allow targeted interventions, for capacity or compliance



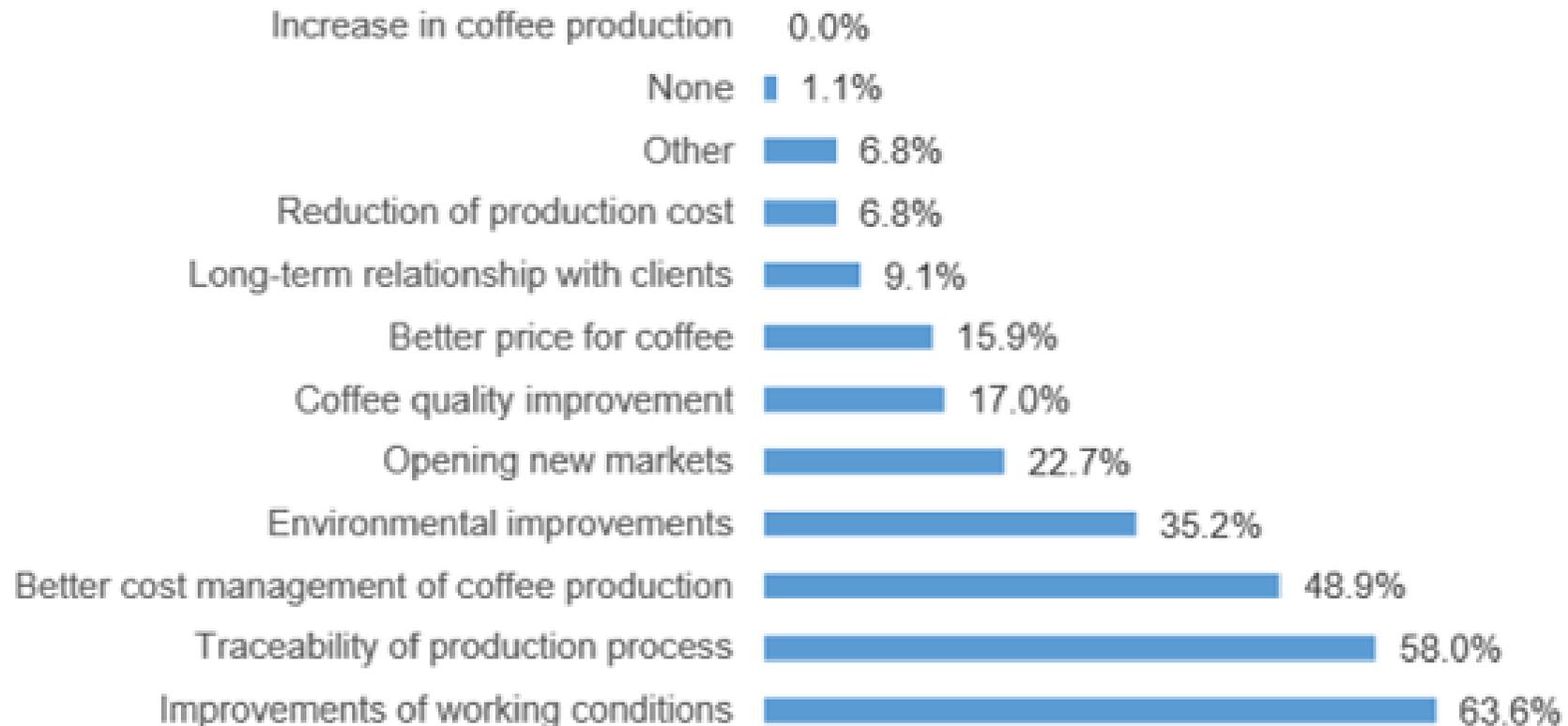
Certified farms perform better



© KPMG, Sustainability Standards Literature Study, 2013



What are the 3 main benefits UTZ certification has brought to your farm?



BSD Report 2015: Effects of UTZ certification on coffee farmers in Brazil

Sustainability Standards Video Series



Short animated videos explaining the core elements of credible standards systems



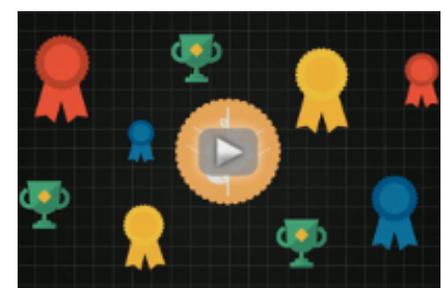
good standard-setting



measuring impacts



chain of custody



claims and labelling

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Thank You!



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