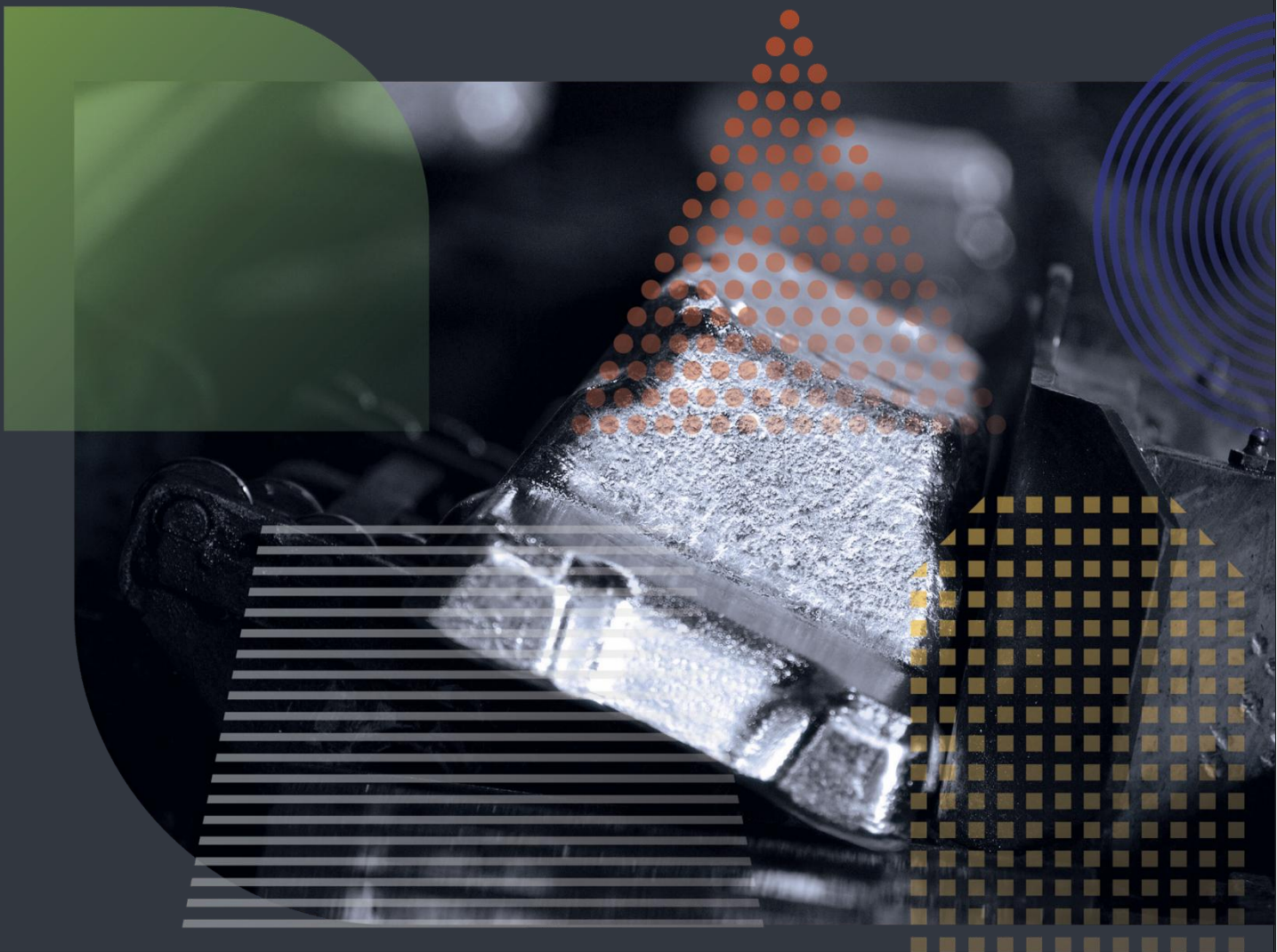


# Drivers, Benefits, and Challenges of ASI Membership and Certification:

## ASI Certification Survey 2024

November 2025



# 1. Executive Summary

The ASI Certification Survey 2024 aimed to collect feedback from ASI Members who underwent Certification against the ASI Performance Standard and/or Chain of Custody Standard in the year 2024. The survey sought to gauge the motivations, values, challenges, and overall impact of ASI Certification, and provide a channel for open feedback for suggestions and improvements.

## Key Findings

- 1. Who responded.** Forty-six ASI Members responded to the Certification Survey (~46% response rate), with a roughly even split between Entities obtaining initial Certifications and Recertifications. All respondents held Performance Standard Certification and about half also held Chain of Custody Certification. Supply chain coverage spanned the whole value chain, with strong representation from Members active mid-stream.
- 2. Why companies certify.** The top three drivers for Performance Standard Certification remain unchanged from last year and include: meeting customer expectations, demonstrating responsible business practices, gaining competitive advantage. For Chain of Custody Certification, the main drivers include requests by customers, followed by implementation of responsible sourcing. The latter however, has been decreasing over the years as a driver.
- 3. Perceived value remains high.** Over 90% agree that ASI Certification has positive value for their business.
- 4. Improvements realised.** When asked whether there had been any changes or improvements to business practices as a result of ASI Certification, around four in five respondents report their Entities have made or are implementing changes.
- 5. Where challenges persist.** Obstacles are mainly operational: internal resourcing for audits, assurance capacity (finding enough auditors), cost, or assurance platform usability (elementAI), to name some of the most cited.
- 6. Overlap with other standards.** About half of respondents perceive duplication with ISO systems and other frameworks; from an assurance process perspective, several respondents request clearer equivalency/recognition to reduce re-auditing.
- 7. Support from ASI.** Over 90% felt they received sufficient support. Suggested improvements include more proactive, timely communications on revisions (including minor changes), implementation-focused training and best practice, and assurance platform enhancements.

**What happens next:**

The 2024 ASI Certification Survey revealed that while ASI Certification is generally viewed as positive, there are also improvement opportunities for ASI. Findings will inform not only ongoing programme improvements, but also the **2025–2027 Standards Revision**. Please refer to the [ASI Revision hub](#) for more information on the Revision and opportunities and channels for input, or stay up-to-date on how to contribute through our monthly newsletter.

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### 3. Introduction

Since 2021, ASI has run an annual 'Certification Survey' to capture feedback from Members certified against the ASI Performance Standard and/or Chain of Custody Standard. The survey's purpose is to understand motivations, perceived value, practical challenges, and the changes driven by Certification, so that insights can feed into: (i) the Certification programme (for example, audit processes, assurance capacity, platform usability), (ii) supporting materials (Guidance, training material, case studies...), and (iii) the ongoing revision of the ASI Standards. Readers can find a copy of the survey in [Appendix 1](#) and summary tables of results in [Appendix 2](#).

This 2024 report summarises 46 responses from organisations certified between 1 January and 31 December 2024. Results are presented at aggregate level and, where helpful, compared with prior survey waves to highlight trends.

### 4. Methodology

ASI conducted a web survey (SurveyMonkey) in English and Chinese with ASI Members certified or recertified against the Performance Standard (PS) and/or Chain of Custody (CoC) between 1 January and 31 December 2024. Invitations were sent on a rolling basis at the time of certification (to the person responsible for that Certification's Self-Assessment as registered on the ASI Assurance platform), followed by a general reminder to all in-scope certificates the following year. The questionnaire comprised both single and multiple-choice plus optional free text, covering: certification type/standard/supply chain activity, drivers, perceived value, challenges, and changes/improvements. ASI received forty-six responses, representing an estimated 46% response rate (broadly in line with the previous year).

Participation was voluntary and could be anonymous, enabling candid feedback (including critical views); respondents could optionally share contact details for follow-up. Some items invited free-text comments to provide depth behind the multiple-choice results. As questions were optional, denominators vary by item; each figure indicates the number of responses (n) on which percentages are based.

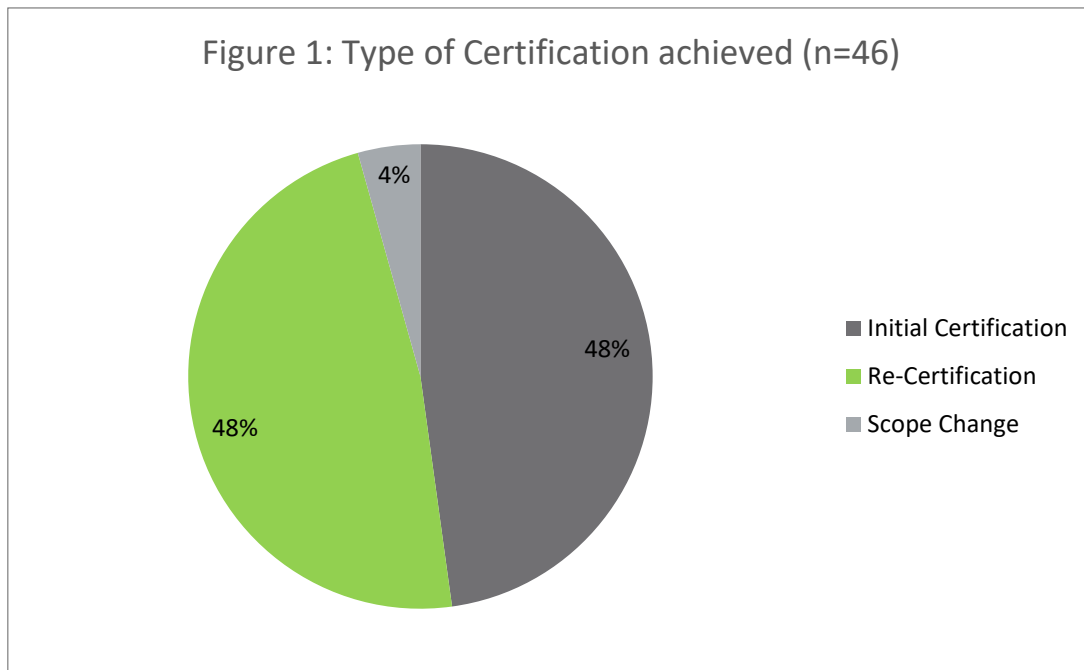
The Certification survey continues to be sent to ASI Members who achieve Certification on a rolling basis; the findings are analysed and shared publicly by ASI on a periodic basis (roughly annually).

### **Limitations**

Survey questions are optional, so the number of total responses vary by item. Free-text views may reflect single respondents and are not necessarily representative. Within organisations, perspectives can differ by role and involvement in the audit process, so some responses may capture individual rather than consolidated company views.

## 5. Profile of respondents

Respondents were split almost evenly between initial Certification and Recertification, with a small number reporting scope changes (see Figure 1). All respondents achieved the ASI Performance Standard V3, about half also held Chain of Custody Certification.



Supply-chain coverage spans the aluminium value chain, with strong representation from mid-stream (semi-fabrication; re-melting/refining/recycling, and material conversion) – see Figure 2.

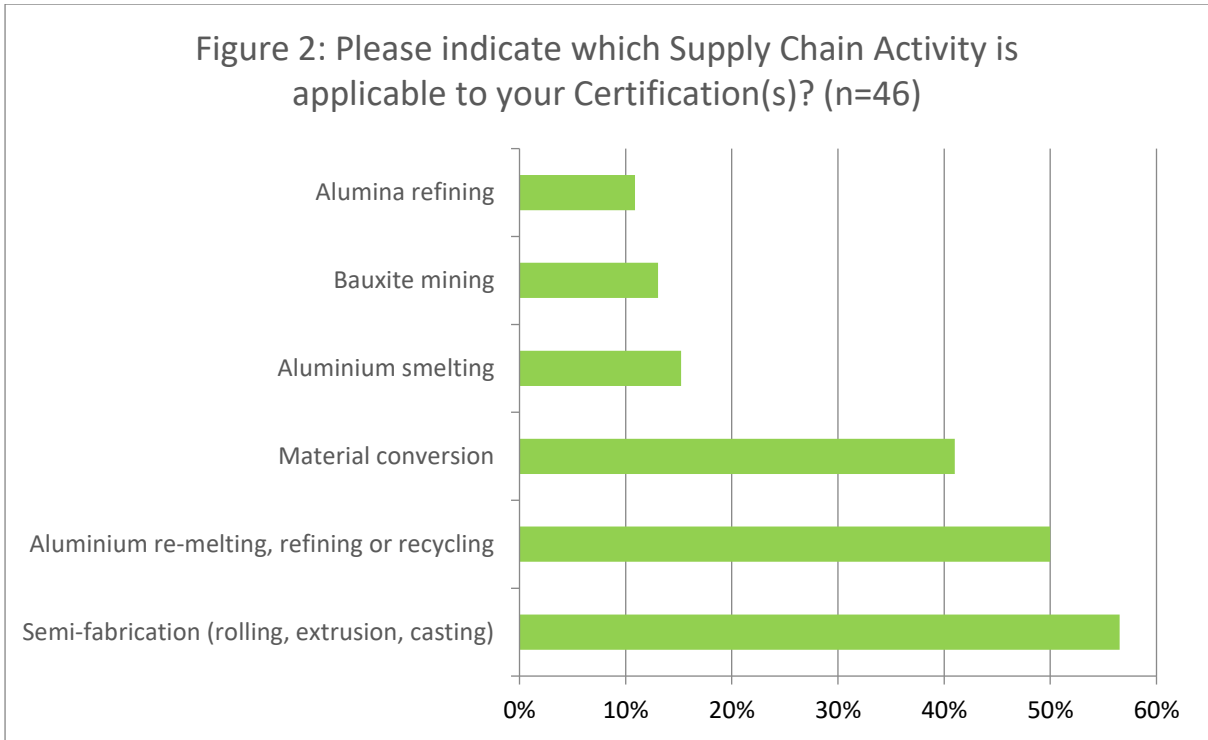
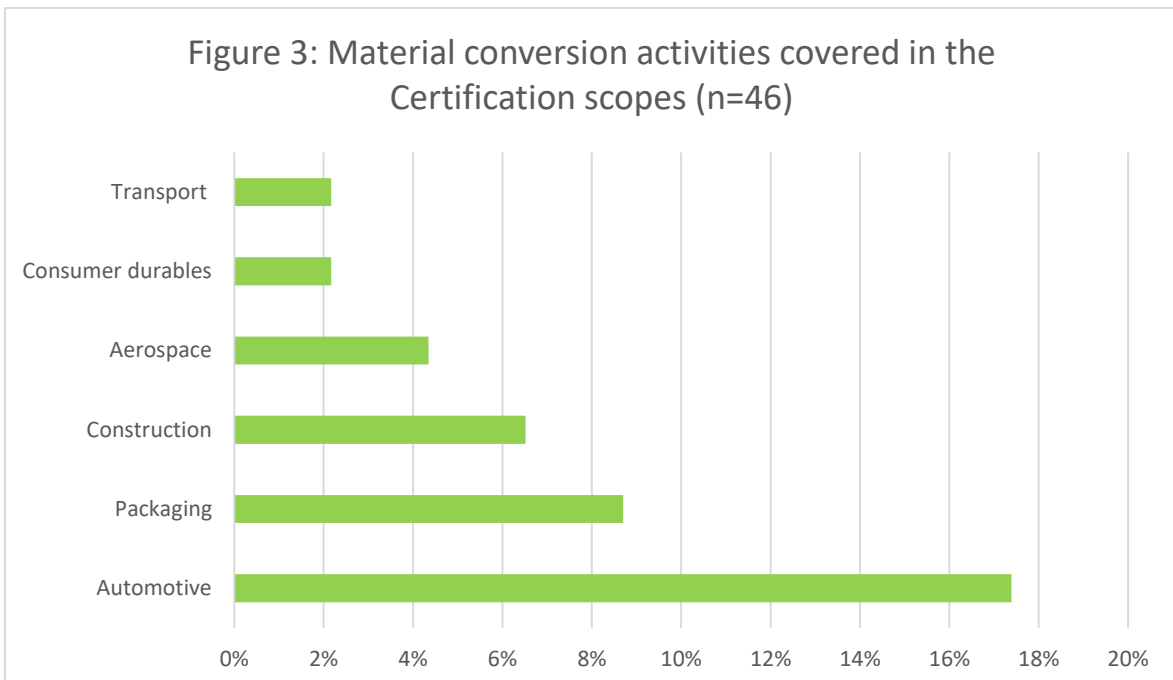


Figure 3 shows that when 'Material Conversion' is split further between different industries, the two main activities are (in order) automotive and packaging.

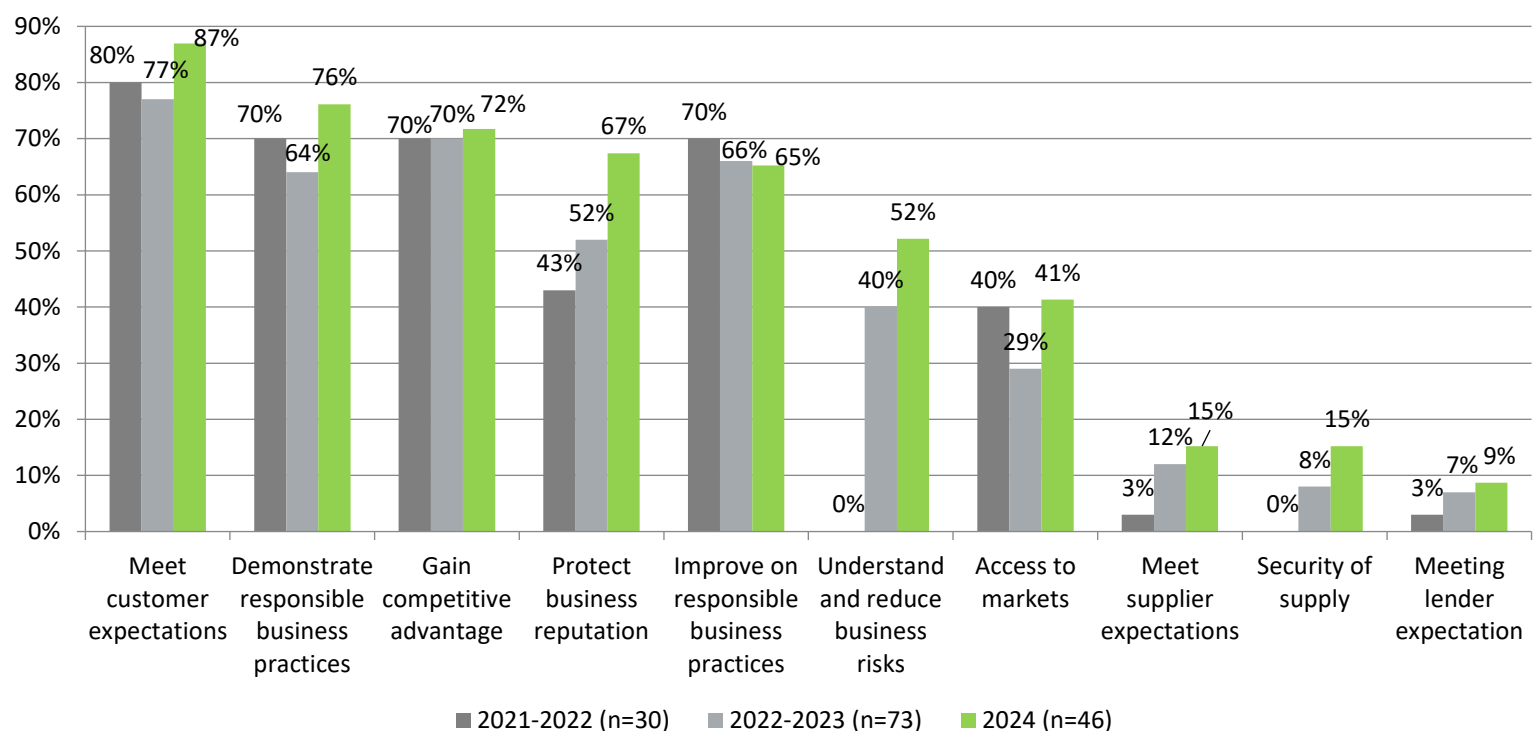


## 6. Drivers for companies to join ASI and seek ASI Performance Standard and/or ASI Chain of Custody Standard Certification

### Drivers for achieving ASI Performance Standard Certification

Figure 4 (a multiple choice question) shows that the top three drivers this year mirror last year: meeting customer expectations first, followed by demonstrating responsible business practices and gaining competitive advantage. “Protecting business reputation” rose notably, perhaps reflecting tighter stakeholder scrutiny, with certification serving as a credible third-party signal. “Understanding and reducing business risks” also continues its upward trend (rising from 0% two survey rounds ago to 40% last year) as companies respond to evolving supply chain due diligence requirements (EU CSDDD, CSRD, as examples).

Figure 4: Drivers for companies to join ASI and seek Performance Standard Certification



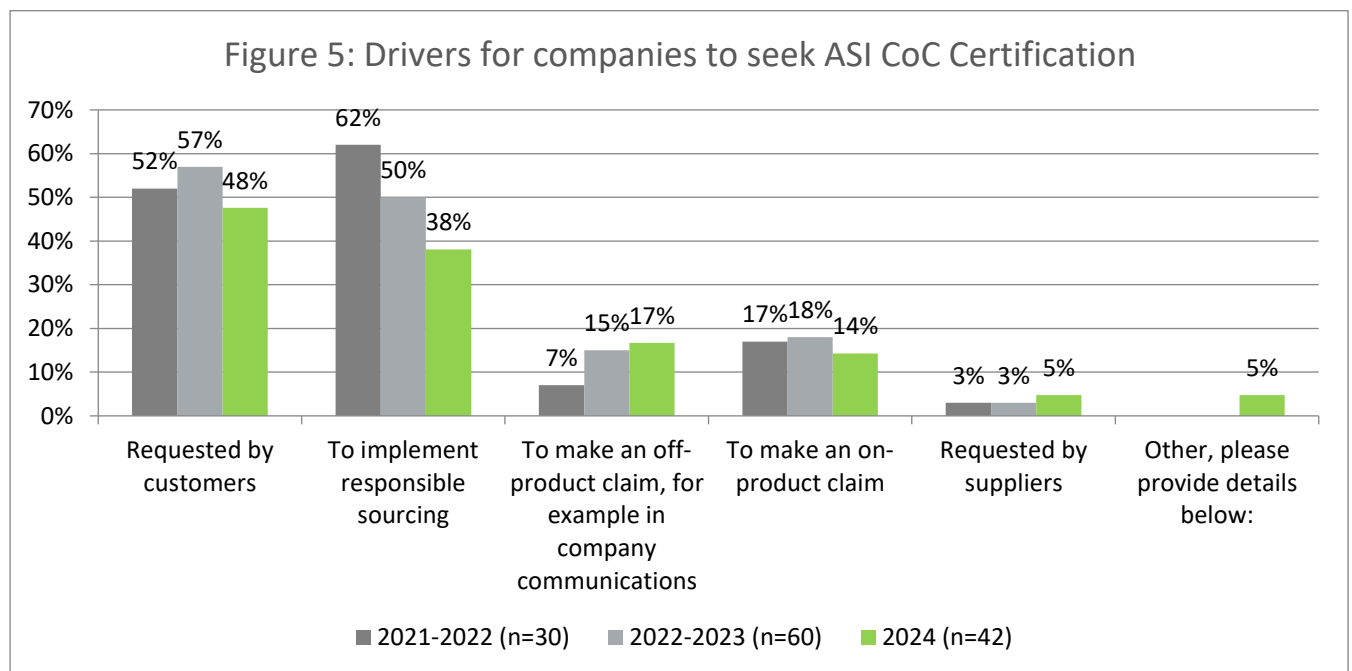
The least selected options continue to remain: meeting supplier expectations, security of supply, and meeting lender expectations. Supplier-driven demand is still less influential than customer expectations. Security of supply is largely shaped by contracts, market dynamics and geopolitics rather than, it appears,

certification status, so respondents don't see ASI as a primary lever here. However these 3 lowest options have all grown each year from a low base.

### Drivers for achieving ASI Chain of Custody Certification

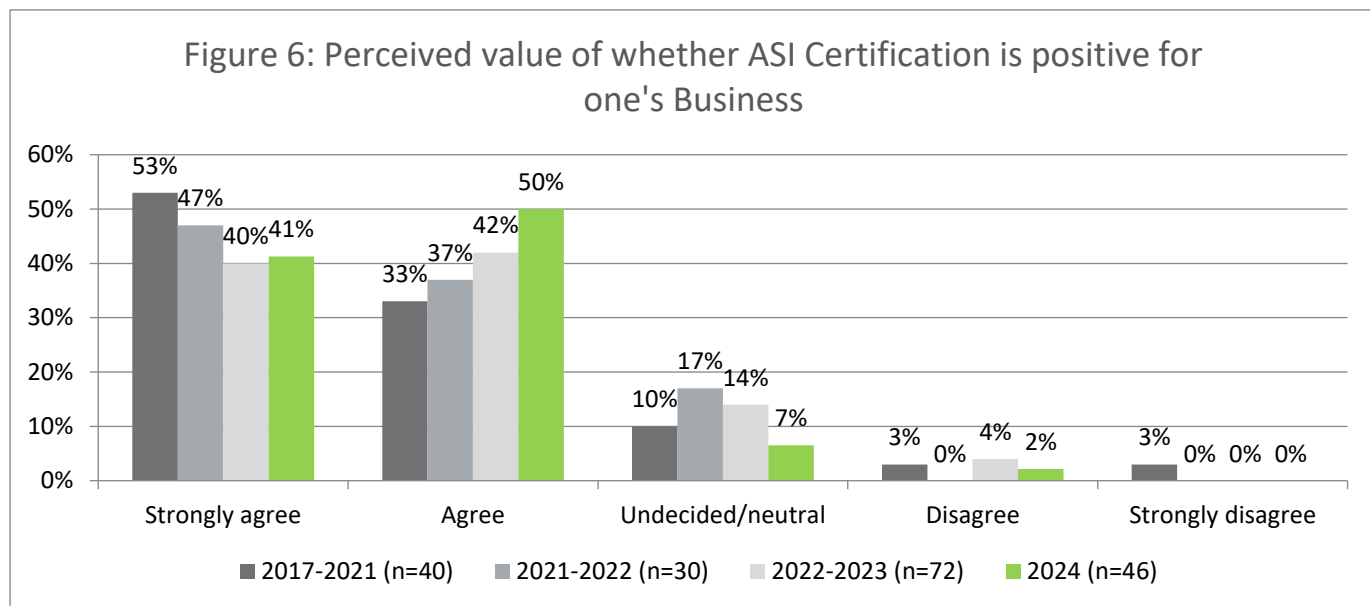
Figure 5 illustrates the drivers for Certification against ASI's Chain of Custody (CoC) Standard and trends through the years. Implementation of responsible sourcing remains the main driver, although this has been decreasing in recent years. Making product claims (either on or off-product claims) have stayed similar since last year, and it was not a strong driver to achieve CoC Certification.

\*Multiple choice question



## 7. Improvements and impact as a result of ASI Certification

Figure 6 shows consistently high perceived value from ASI Certification, with a modest shift from 'strongly agree' to 'agree', suggesting perhaps that Certification is increasingly seen as a baseline or 'license to operate'. In 2024, over 90% of respondents agreed or strongly agreed that Certification is positive for their business. Neutral responses have fallen and disagreement remains rare.



Fourteen respondents provided additional qualitative feedback for this question, summarised here:

### Positive Aspects

**Credibility:** seven respondents saw ASI as providing a credible assurance/evidence of responsible sourcing and improving company image (both internally and externally).

**Increased internal capabilities:** five respondents noted improved internal practices in a number of areas: social and human rights aspects (three respondents), sustainability more broadly (three respondents), and circularity (one respondent).

**Alignment and compliance:** three respondents explicitly cited alignment with other frameworks (UN SDGs, OECD Guidelines, LME Responsible Sourcing Requirement) and standards (ISO Standards, such as ISO 14001, 45001, 37301 and 37001) in supporting risk management and compliance.

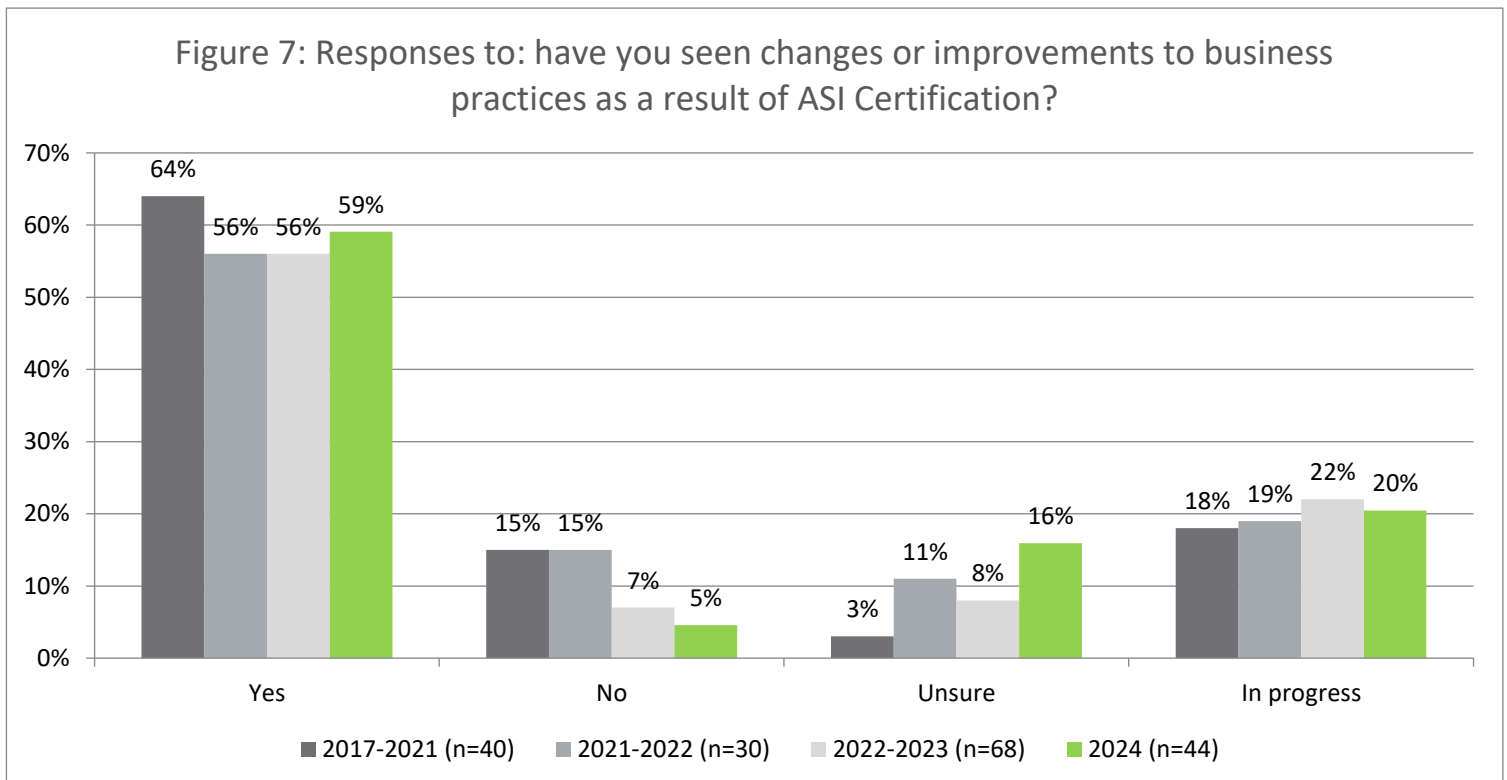
### Challenges/limitations:

One respondent felt customers are 'not really focusing on the certification/results'.

**Takeaway:** Most qualitative feedback frames ASI Certification in a positive light: a credible proof for external audiences, a structured standard for the aluminium sector aligned with other key frameworks, and a driver for internal improvement.

### Changes or improvements to business practices or outcomes as a result of the ASI Certification process

Figure 7: Responses to: have you seen changes or improvements to business practices as a result of ASI Certification?

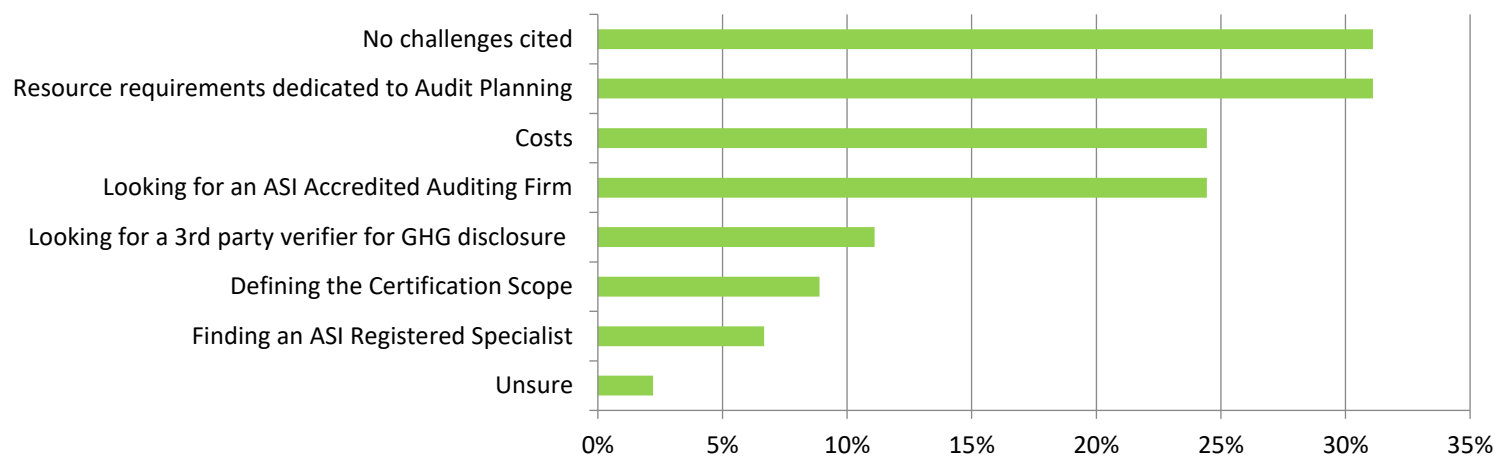


When asked whether there had been any changes or improvements to business practices as a result of ASI Certification, the results as shown in Figure 7 stayed similar to previous years' results, with around 80% of respondents stating either 'Yes', or 'In progress'.

Eleven participants provided qualitative feedback. Comments pointed to improvements in due diligence and responsible sourcing practices, and strengthening social/human rights aspects (Human Rights Due Diligence, young-worker assessments, adding Human Rights Impact Assessments/Free, Prior, and Informed Consent for projects). Two respondents said that certification matured or formalised existing practices or processes.

## 8. Challenges linked to Certification

Figure 8: Barriers to ASI Certification reported by respondents (n=45)



When asked whether there had been any specific challenges or obstacles faced by their company in seeking or achieving ASI Certification, a third of respondents answered 'no', while the remaining two thirds did identify barriers, either from a multi-select list of options (see figure 8), and/or by providing details in a comment.

Common challenges cited include internal resourcing for audit planning and costs. Access to assurance capacity comes next. Several respondents chose difficulty locating an ASI Accredited Auditing Firm and, where needed, a third-party verifier for GHG/energy data.

### Qualitative feedback

Under this question, 12 respondents also provided comments:

**Resourcing and effort:** Several described high time/resource expenditure to plan audits, compile evidence (multiple comments highlighted difficulty working with the current ASI assurance platform elementAI, and suggested bulk upload options and less duplication).

**Assurance:** Repeated difficulty finding auditors who can cover full corporate + site scopes (including varying language needs, which increases costs), regional shortages (e.g., US), duplication between what's covered in audits, and higher-than-expected costs for GHG emission verification/calculation.

**Certification scope and applicability issues:** Respondents highlighted challenges aligning corporate/PS/CoC elements with relevant business functions, and coordinating multi-site audits. One respondent viewed some requirements as not applicable for certain supply chain activities (i.e. End-Of-Life Recycling strategy for a recycler), yet still triggering non-conformances.

**GHG:** Challenges noted were difficulty in designing feasible remission-reduction measures for Material Conversion sites, cost burden (especially for SMEs), and one participant highlighted concerns about 2030 carbon thresholds in the case of coal-powered operations.

Overall, comments reinforce that barriers are centered on audit planning capacity, assurance costs, ASI's assurance platform (elementAI) usability, and clarity on scope and applicability, compared to [last year's "transition" to V3 pain points](#), where qualitative answers to the question focused on adapting to new requirements in V3 of the Performance Standard. However costs remain a common theme.

### **Were there some part(s) of the Performance Standard and/or the Chain of Custody Standard that you found difficult to understand and/or implement?**

This was a new question added in last year's survey, following the rolling out of the 2022 revised Standards. When asked this question in this round, the results stayed similar to 2022-2023, with a roughly 50/50 split of 'yes' and 'no' (49% and 51%, respectively).

Twenty-one qualitative responses were received in this section, see summary below:

**GHG:** Challenges raised around accounting, disclosure

**CoC accounting:** Two respondents noted that mass balance/material accounting, especially for vertically integrated bauxite-to-aluminium operations, were difficult to understand.

**Human Rights/Social management:** this section was mentioned as a challenge by four respondents, including modern slavery wording, 9.1 Human Rights Due Diligence, 9.8 Conflict-Affected and High-Risk Areas. The question of working time was also raised as difficult to understand.

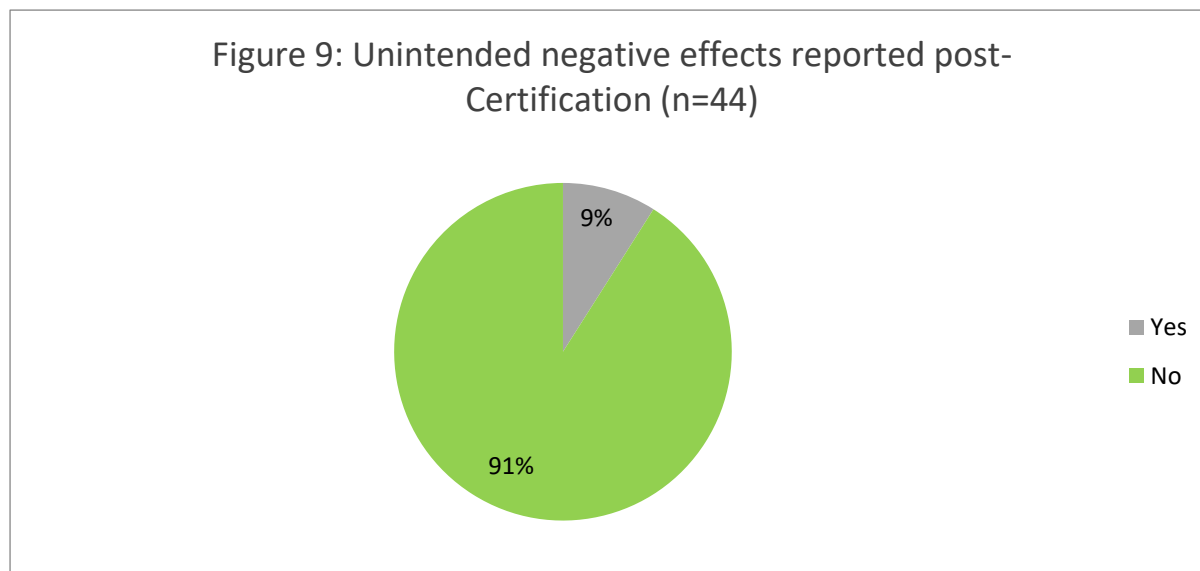
**Nature:** Biodiversity was mentioned twice, and there was a comment on needing more definition in the Guidance on what constitutes a 'Protected Area'.

### **Does your company already have Standards in place that felt duplicative for the ASI Audit?**

This is a **new** question for this year's survey round, and responses were split: about half saw no duplication, while the rest cited overlap with existing management system standards, most frequently cited were ISO 14001/45001/50001. Others cited (once each): SEDEX/SMETA, ICMM commitments, and adherence with EU/US laws.

Several respondents commented on the process for equivalency, and asked for clearer recognition (e.g., accepting valid ISO certificates against related clauses such as 2.3a and 11.1 a–e without further checking) to reduce re-auditing.

**Have there been any unintended negative effects experienced by your company following the achievement of ASI Certification?**



New in 2024, ASI asked about unintended negative effects after certification. Most respondents reported none. Among the two who did, two points surfaced: (1) heightened NGO scrutiny - needing to defend ASI and the company's commitment to it, and (2) rising certification costs. Overall however, certification is still viewed as a net positive.

## 9. General feedback

Eighteen respondents left substantive comment in the 'open feedback' section of the survey, the responses can be summarised below:

**Guidance clarity:** Requests for clearer/more guidance, especially on the extent and scope of public disclosure.

**elementAI:** Three comments call the current ASI platform cumbersome: duplicate uploads (they suggested tagging documents for multi-site audits to avoid re-uploading), and a sense that auditors don't rely on what's uploaded, resulting in wasted company time.

**Audit process & oversight:** One comment noted a perceived misalignment between auditors and ASI on interpretation of some of the requirements. Another noted a significant time lag between audit and certification decision, and another

noted repetition in sequential audits. There was a suggestion to consider where on-site audits are essential vs self-assessment and document review.

**Learning resources and community:** There was interest in internal-auditor training modules, case studies/best practice examples (especially for SMEs), and more in-person meetings with members for good practice sharing.

**GHG/carbon:** Several asked for help on GHG topics including how to reduce in line with the 1.5 °C aligned pathway, as well as more guidance on both LCA and GHG emissions analysis.

**Perceived amount of support received from ASI:** When asked (Question 12) whether they received sufficient support with regard to their ASI Certification process, the vast majority (over 90%) of respondents reported that they did. Five respondents left comments, with the following suggested improvements: more proactive and timely communication about upcoming Standard revisions (including minor changes), updating training (create best practice examples, especially for SMEs), and improvement to elementAI (to help reduce reliance on help-desk interactions).

## 10. Learnings and conclusion

The 2024 Certification Survey continues to provide practical insight into why Members certify, how and where value is realised, and where pain points remain. Perceived business value stays high (most respondents agree or strongly agree), and drivers for Certification remains stable. Compared with last year's survey capturing 2023 certificants in the 'transition year' to the revised Standards, the signal this year is more operational: resourcing for audits and data, assurance capacity and costs, platform usability, and clarity on applicability and disclosure (including GHG/LCA). Reported unintended negative effects were limited.

ASI will use these findings to steer improvements through ongoing programme work as well as the 2025–2027 Standards Revision. The latter notably, represents an opportunity to improve the Standards as a whole, and will focus on a few specific points (as outlined in the [ToR](#)): relevance of criteria, by focusing efforts on the most critical issues and refining applicability across the value chain (especially downstream). This responds to concerns by several respondents in this survey round and prior rounds on certain criteria not being applicable to their specific business activity. There will be a lot of work in making criteria more auditable and feasible, and consolidating core guidance elements alongside criteria, to improve clarity and intent.

Alongside (and linked to) this, next year there will be a lot of work on updating training and implementation resources to reflect the changing V4 requirements. ASI will take feedback and improvement suggestions received by respondents into account (i.e. expand implementation-focused learning and case studies, especially for SMEs.)

From an assurance perspective there are plans to increase auditor capacity. The ASI Assurance Manual is also going to be revised in 2026. This revision will focus on improvements in readability and interpretation, through a greater use of tables, charts, scenarios and case studies. This revision will aim to reduce the overall size of the document, whilst losing none of the existing content and intent of the Manual.

It will also build upon a risk-based approach to assurance requirements which will in turn allow for some greater flexibility around Audit type, duration, resourcing, planning and delivery.

On ASI's assurance platform, , ASI is working diligently on elementAI 2.0 with the aim to improve functionalities and usability. The initiative has been underway independently of this survey, though the 2024 feedback underscores the need to move beyond elementAI's limitations. An early beta version of elementAL 2.0 has undergone some member testing in Q4 2025 and is incorporating refinements from that process. It is expected to be released in 2026.

Overall, ASI remains a relevant, credible and efficient certification programme that supports Members and stakeholder expectations

## Appendix 1 – Certification Survey

ASI Certification Survey 2024

ASI Certification Survey

Introduction

**Welcome to the ASI Certification Survey.**

**ASI is conducting an ongoing internal research project to understand what the drivers, benefits and challenges are for different types of companies seeking ASI Performance Standard (PS) and Chain of Custody (CoC) Standard Certification.**

**You are receiving this survey because you are listed in elementAI as a main contact for an ASI Certification.**

**This survey gives you the opportunity to share your experiences of the ASI Certification process and should take around 10 minutes to complete.**

**The data collected is for ASI Secretariat analysis and your response allows ASI to improve its processes, so we welcome your candour. No individual Members or Entities will be identified or identifiable in any output from the analysis (e.g. published report, communications material, impact indicator) - all data will be aggregated and anonymised.**

**We thank you in advance for your time and responses.**

Step 1 - Drivers for ASI Certification

1. Please indicate the type of Certification

- Initial Certification
- Re-Certification
- Scope Change

2. Which ASI Standard(s) has your company achieved? (tick all that apply)

- Performance Standard
- Chain of Custody Standard

3. Please indicate which Supply Chain Activity is applicable to your Certification(s)?

- Bauxite mining
- Alumina refining
- Aluminium smelting
- Aluminium re-melting, refining or recycling
- Semi-fabrication (rolling, extrusion, casting)
- Aerospace (Material conversion)
- Automotive (Material conversion)
- Construction (Material conversion)
- Consumer durables (Material conversion)
- Engineering (Material conversion)
- IT (Material conversion)
- Packaging (Material conversion)
- Other (please specify)

**\* 4. What have been the main drivers for your company to seek Performance Standard Certification?**

*Please tick all that apply*

- Improve on our responsible business practices
- Gain competitive advantage
- Access to markets
- Protect our business reputation
- Meeting customer expectations
- Meeting supplier expectations
- Understand and reduce our business risks
- Demonstrate our responsible business practices
- Security of supply
- Meeting lender expectation
- Other, please provide details below:

**5. If applicable, what have been the main drivers for your company to also seek ASI Chain of Custody Certification?**

*Please tick all that apply*

- To implement responsible sourcing
- Requested by customers
- Requested by suppliers
- To make an off-product claim, for example in company communications
- To make an on-product claim
- Not applicable
- Other, please provide details below:

## ASI Certification Survey 2024

### Step 2 - Value of ASI Certification

\* 6. From your perspective, is ASI Certification positive for your business?

- Strongly agree  Disagree
- Agree  Strongly disagree
- Undecided/neutral

Please add other details or comments below. For example, what have been some of the benefits of ASI Certification? Have the outcomes been different for the Performance Standard or Chain of Custody Standard? (optional)

Step 3 - Challenges of certification

\* 7. Have there been any specific challenges or obstacles faced by your company in seeking or achieving ASI Certification?

- Yes (please leave comment)
- No
- Unsure
- Looking for an ASI Certification Body
- Looking for a 3rd party verifier for Disclosure of GHG Emissions and Energy Use
- Costs
- Finding an ASI Registered Specialist
- Defining the Certification Scope
- Resource requirements dedicated to Audit Planning
- Please add other details or comments below, for example, do you also foresee any challenges in maintaining your current certification? (optional)

8. Were there some part(s) of the Performance Standard and/or the Chain of Custody Standard that you found difficult to understand and/or implement?

- Yes
- No

If yes, which ones/standard and why?

9. Does your company already have Standards in place, that felt duplicative for the ASI Audit?

- No
- Yes

Step 4 - Changes as a result of ASI Certification

\* 10. Have there been any changes or improvements to business practices or outcomes as a result of the ASI Certification process?

- Yes
- No
- Unsure
- In progress

Please give further details below: (optional)

11. Have there been any unintended negative effects experienced by your company following the achievement of ASI Certification?

- Yes
- No
- If so, please describe them below

12. Did your business receive sufficient support from ASI to achieve/maintain ASI certification? (for example, learning material, elementAI help desk, 1-to-1 calls/e-mails, AS Registered Specialists, ASI webinars, other...)

- Yes
- No

If not, what additional support would you have liked to receive from ASI?

13. Do you have any general feedback for ASI? For example, suggestions for new learning modules, Guidance, data analyses or any other improvement idea?

\* 14. If you have identified improvements, may ASI follow up with you in the form of a scheduled interview for the development of a Story of Change for publication on the ASI website?

*We have been collecting anecdotal evidence and feedback from ASI Members as to how their implementation of the ASI Standards and process of Certification has created change in their activities and real impact on the ground. See for more details: <https://aluminium-stewardship.org/asi-launches-story-of-change-series/>*

Yes

No

## Appendix 2 – Results (quantitative data) – tables

Question 1 – Please indicate the type of Certification (single choice question)

Answer Choices	2024	Number of respondents
Initial Certification	48%	22
Re-Certification	48%	22
Scope Change	4%	2
	<b>Answered</b>	<b>46</b>
	<b>Skipped</b>	<b>0</b>

Question 2 – What ASI Standard(s) has your company achieved? (multiple choice question)

Answer Choices	2024	Number of respondents
Performance Standard	100%	45
Chain of Custody Standard	47%	21
	<b>Answered</b>	<b>45</b>
	<b>Skipped</b>	<b>1</b>

Question 3 – Please indicate which Supply Chain Activity is applicable to your Certification(s)? (multiple choice question)

Answer Choices	2024	Number of respondents
Bauxite mining	13%	6
Alumina refining	11%	5
Aluminium smelting	15%	7
Aluminium re-melting, refining or recycling	50%	23
Semi-fabrication (rolling, extrusion, casting)	57%	26
Aerospace (Material conversion)	4%	2
Automotive (Material conversion)	17%	8
Construction (Material conversion)	7%	3
Consumer durables (Material conversion)	2%	1
Engineering (Material conversion)	0%	0
IT (Material conversion)	0%	0
Packaging (Material conversion)	9%	4

Other (please specify)	2%	1
	<b>Answered</b>	<b>46</b>
	<b>Skipped</b>	<b>0</b>

Question 4 - What have been the main drivers for your company to seek Performance Standard Certification? (multiple choice question)

Answer Choices	2024	Number of respondents
Meeting customer expectations	87%	40
Gain competitive advantage	72%	33
Improve on our responsible business practices	65%	30
Demonstrate our responsible business practices	76%	35
Protect our business reputation	67%	31
Understand and reduce our business risks	52%	24
Access to markets	41%	19
Meeting supplier expectations	15%	7
Security of supply	15%	7
Meeting lender expectation	9%	4
Other, please provide details below:	2%	1
	<b>Answered</b>	<b>46</b>
	<b>Skipped</b>	<b>0</b>

Question 5 - If applicable, what have been the main drivers for your company to also seek ASI Chain of Custody Certification? (multiple choice question)

Answer Choices	2024	Number of respondents
To implement responsible sourcing	38%	16
Requested by customers	48%	20
Requested by suppliers	5%	2
To make an off-product claim, for example in company communications	17%	7
To make an on-product claim	14%	6
Not applicable	26%	11
Other, please provide details below:	5%	2
	<b>Answered</b>	<b>42</b>
	<b>Skipped</b>	<b>4</b>

Question 6 - From your perspective, is ASI Certification positive for your business? (single choice question)

Answer Choices	2024	Number of respondents
Strongly agree	41%	19
Agree	50%	23
Undecided/neutral	7%	3
Disagree	3%	1
Strongly disagree	0%	0
	<b>Answered</b>	<b>46</b>
	<b>Skipped</b>	<b>0</b>

Question 7 - Have there been any specific challenges or obstacles faced by your company in seeking or achieving ASI Certification? (multiple choice question)

Answer Choices	2024	Number of respondents
Yes (please leave comment)	18%	8
No	31%	14
Unsure	2%	1
Looking for an ASI Certification Body	24%	11
Looking for a 3 <sup>rd</sup> party verifier for Disclosure of GHG Emissions and Energy Use	11%	5
Costs	24%	11
Finding an ASI Registered Specialist	7%	3
Defining the Certification Scope	9%	4
Resource requirements dedicated to Audit Planning	31%	14
Please add other details or comments below (optional)	27%	12
	<b>Answered</b>	<b>45</b>
	<b>Skipped</b>	<b>1</b>

Question 8 - Were there some part(s) of the Performance Standard and/or the Chain of Custody Standard that you found difficult to understand and/or implement? (multiple choice question)

Answer Choices	2024	Number of respondents
Yes	49%	22
No	51%	23
Comments		21
	<b>Answered</b>	<b>45</b>
	<b>Skipped</b>	<b>1</b>

Question 9 - Does your company already have standards in place, that felt duplicative for the ASI Audit? (single choice question)

Answer Choices	2024	Number of respondents
Yes	43%	19
No	57%	25
	<b>Answered</b>	<b>44</b>
	<b>Skipped</b>	<b>2</b>

Question 10 – Have there been any changes or improvements to business practices or outcomes as a result of the ASI Certification process? (single choice question)

Answer Choices	2024	Number of respondents
Yes	59%	26
No	5%	2
Unsure	16%	7
In progress	20%	9
	<b>Answered</b>	<b>44</b>
	<b>Skipped</b>	<b>2</b>

Question 11 – Have there been any unintended negative effects experienced by your company following the achievement of ASI Certification? (single choice question)

Answer Choices	2024	Number of respondents
Yes	2%	1
No	91%	40
If so, please describe them below	7%	3
	<b>Answered</b>	<b>44</b>
	<b>Skipped</b>	<b>2</b>

Question 12 – Did your business receive sufficient support from ASI to achieve/maintain ASI certification? (for example, learning material, elementAI help desk, 1-to-1 calls/e-mails, ASI Registered Specialists, ASI webinars, other...) (single choice question)

Answer Choices	2024	Number of respondents
Yes	91%	40
No	9%	4
Comments (optional)		5
	<b>Answered</b>	<b>44</b>
	<b>Skipped</b>	<b>2</b>

Question 13 – Do you have general feedback for ASI? For example, suggestions for new learning modules, Guidance, data analyses or any other improvement idea?

Answered	23
Skipped	23

Question 14 – If you have identified improvements, may ASI follow up with you in the form of a scheduled interview for the development of a Story of Change for publication on the ASI website?

Answer Choices	2024	Number of respondents
Yes	59%	26
No	41%	18
	<b>Answered</b>	<b>44</b>
	<b>Skipped</b>	<b>2</b>

Question 15 – If you would like to be in touch with ASI to develop a Story of Change, or to enable us to discuss your feedback further, please include your contact details below. Alternatively, you can email us directly at [info@aluminium-stewardship.org](mailto:info@aluminium-stewardship.org)