



Upscaling of Certification: Strategies and issues for companies and stakeholders

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Overview

**What is the
ISEAL
Alliance?**

**Why is
Credibility
Important?**

**Scaling Up:
Where are we at?
What is our vision?**

**Scaling Up:
How to get there?**

Introducing the ISEAL Alliance

**A dynamic network of
standards systems**

**Internationally
recognised guidelines**

**First rate research and
capacity building**

**A driving force to scale
up the impacts**

Members of the ISEAL Alliance



Eleven members in full compliance with ISEAL Membership Criteria (including compliance with existing ISEAL Codes of Good Practice and other internationally recognised guidance including ISO Guide 17011 for Accreditation Members)

Eleven newer members have committed to demonstrate full compliance within 1-3 years from the date of membership approval.

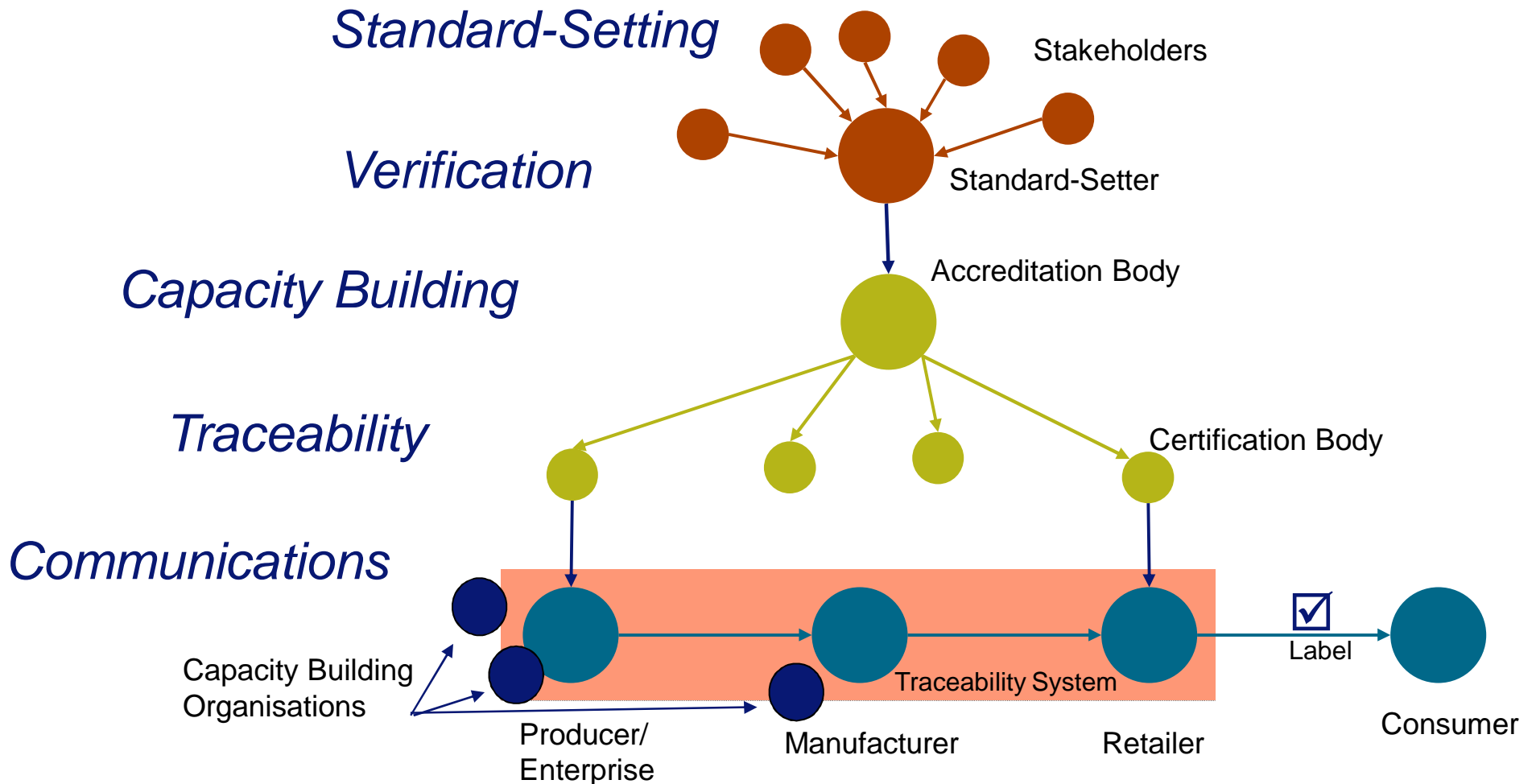
More information on membership: www.isealalliance.org

Members of the ISEAL Alliance



Expanding the role of voluntary standards systems in achieving social justice and ecological sustainability

What are Voluntary Standards Systems?



ISEAL Codes of Good Practice as Credibility Tools

Standard -Setting Code

- Based on World Trade Organization Rules
- No single interested party can dominate
- Multi-stakeholder Approach key to long term viability and legitimacy
- Standards systems responsibility to engage ALL stakeholders

Impacts Code

- Creates a requirement for Monitoring and Evaluation framework
- Identifies core social, environmental, economic issues and suggests indicators

Verification Code

- Will define global consensus on good accreditation, certification and auditing practices and performance
- Discussion on ensuring rigorous and consistent results with accessibility

Scaling Up Impacts of Standards Systems: Where are we currently at?

- > Standards increasingly recognised as effective & legitimate tools to achieve sustainability objectives
- > Increasing uptake by governments and civil society
- > Unprecedented growth for established systems
- > Applicable to many sustainability challenges
- > Emerging standards in new areas: Biofuels, mining, tourism, carbon...
- > Business community showing leadership



Forest Stewardship Council
Growth in certified forest area (1995-2010)

ISEAL Alliance on Twitter – recent postings

- > 25 March 2010 Rainforest Alliance sales of certified coffee grow by 41 per cent in 2009; average premium of 11 cents per pound for the farmer
- > 8 March 2010 Starbucks now serves 100 per cent Fairtrade Certified lattes and cappuccinos all across Europe, Middle East and Africa
- > 18 February 2010 Sara Lee, the world's third largest coffee roaster, will source 40,000 tons of UTZ Certified coffee in 2010. This is up from 2500 tons in 2004.
- > 17 February 2010 Tetley's, the second largest tea company in the world, is to be Rainforest Alliance certified by 2016.
- > 15 February 2010 Our member IFOAM reports that figures from the end of 2008 show that there are now 35 million hectares (or 135,136 square miles) of organic agricultural land worldwide – this is nearly 10 per cent growth in 2008.
- > 28 January 2010 Half of UK timber and panel market (imported and domestic) is now FSC certified.
- > 1 January 2010 Mars' Galaxy chocolate adopts the Rainforest Alliance label as all its bars are now certified. That's 160m bars in the UK per year. Mars will certify its entire cocoa supply by 2020.

Scaling Up Impacts of Standards Systems: What is our vision?

Achieving transformative change...

- Enable Climate Change mitigation and adaptation
- Protect global forests, fisheries, soils, water
- Enable sustainable livelihoods around the world.

(using standards systems as one contributing tool)

Scaling Up Impacts of Standards Systems: How do we get there?

- > Standards systems coordination for effectiveness and efficiency gains (Scaling Up Strategy in Development – by Feb 2011)
- > Strengthen business leadership in key commodities/supply chains/sectors/regions
- > Implement cohesive framework for impact assessment and ensure culture of learning and improvement
- > Ensure Accessible Information about standards and certified products/supply chains
- > Engage Financial Community to recognise standards systems as risk management strategies
- > Ensure that standards systems are recognised by regulatory frameworks to achieve sustainability commitments
- > Mobilise Donor Community to leverage resources and drivers

Obrigada!

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