Introduction to ISEAL

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Driving change for greater impact

Join the conversation: #DrivingChange2018 @ISEALAlliance
A global movement
Represents the global movement of credible and innovative sustainability standards

Our mission
To strengthen sustainability standards systems for the benefit of people and the environment

Our vision
A world in which sustainability is the normal condition of business
Who we are

› Membership organisation
› Founded 2002
› Not for profit company
› 28 staff in secretariat
› Based in London
Governance

› Governed by Board
› Sub-committees
  • Membership committee
  • Finance committee
  • Technical committee
› Stakeholder council
Sectors covered by ISEAL Members

- Textiles
- Forestry
- Fisheries
- Aquaculture
- Agricultural commodities: coffee, tea, cocoa, beef, cotton, palm oil, etc.
- Biotrade
- Biomaterials
- Tourism and Sport
- Jewellery
What does it take to be an ISEAL member?

Embrace the ISEAL Credibility Principles

Demonstrate compliance with ISEAL Codes of Good Practice

Commit to learning, improving and working together
Our four goals

› Deliver **credibility** expertise
› Measure and share **impacts**
› Catalyse **improvements and scalable solutions**
› Build **support** for credible standards

The ISEAL Alliance’s overall **vision** is a world in which social, environmental and economic sustainability is the normal condition of business.
ISEAL Credibility Principles
First global agreement on credible standards and certification
ISEAL Credibility Principles

Sustainability
Improvement
Relevance
Rigour
Engagement

Impartiality
Transparency
Accessibility
Truthfulness
Efficiency
ISEAL Codes of Good Practice

**Standard-Setting Code**
- promotes meaningful participation and local relevance of the standard

**Impacts Code**
- helps standards systems define and measure their impacts and improve their practices

**Assurance Code**
- supports rigorous and consistent assessments of compliance using different models
Claims Good Practice Guide

› Explains how to run a good claims system
› Preparation, issue and monitoring of claims use
› Annexes with examples, considerations
› Shows links to all pieces of a standards system
Look behind the label

- Challenge the Label online tool
- Aims to drive credibility and understanding of claims and labels

Five universal truths to sustainability claims

Credible sustainability claims are:
- Clear
- Accurate
- Relevant

Backed up by systems that are:
- Transparent
- Robust

www.challengethelabel.eco
Standards impacts

Credible evidence and information on the impacts and business case for sustainability standards

› Original research
› Member M&E reports
› Summary reports
› Reports on the current state of knowledge on standards’ impacts
› Related communication resources
Standards and Sustainable Development Goals

Sustainability standards and the SDGs: sustainable agriculture
A snapshot of ISAE members’ contribution

Research shows that sustainable standards can create more inclusive economic opportunities, improve local livelihoods, and achieve sustainability goals.

Agricultural
The adoption of sustainable standards such as
Certified
687 per ha
How?
Standards provide access to higher value markets. Farmers
Non-certified
124
Women
10
How?
Certified
4,256
Workers’ safety
Sustainability standards require better safety and health practices.

The profitability
13% increase in certified coffee
CO2 emissions
90% lower than non-certified coffee

SDGs MEAN BUSINESS: HOW CREDIBLE STANDARDS CAN HELP COMPANIES Deliver the 2030 Agenda

Sustainability standards and the SDGs: productive employment and decent work
A snapshot of ISAE members’ contribution

Research shows that sustainability standards can reduce the water and energy footprint of certified production in many sectors, directly contributing towards achieving Sustainable Development Goals (SDGs) 6 and 7.

Economic productivity
Sustainability standards improve vocational skills and
Women’s empowerment
124
Women
10
How?
Certified
4,256

Workers’ safety
Sustainability standards require better safety and health practices.

The profitability
13% increase in certified coffee
CO2 emissions
90% lower than non-certified coffee

Sustainability standards and the SDGs: water and energy efficiency
A snapshot of ISAE members’ contribution

Energy efficiency
The adoption of sustainability standards can significantly reduce the energy footprint of farming and fishing.

SDG 7: Ensure access to affordable, reliable, sustainable and modern energy for all.

Certified mills with GHG emissions below industry average

439,500 mt
lower
nitrogenous discharges
lower
fish-derived ingredients
Governments and Private Sustainability Standards: AN ISEAL CASE STUDIES SERIES
Innovation and improvements
LANDSCAPE APPROACHES
CERTIFICATION ATLAS
Gender Working Group for Sustainability Standards
TOWARDS A DECENT STANDARD OF LIVING FOR SMALLHOLDER FARMERS
ISEAL Innovations Fund
ISEAL Innovations Fund

Launched in August 2016 with the support of 4 donors.

Only ISEAL members can be lead applicants.

Grants are awarded by an independent Grant Decision Making Committee.

GUIDING PRINCIPLES:
• Innovation
• Relevance
• Replicability
• Engaging beneficiaries
• Measurability
• Collaboration
PROJECTS SUPPORTED BY THE FUND

IMPROVING THE DETECTION AND MITIGATION OF FORCED LABOUR IN AGRICULTURAL SUPPLY CHAINS

SINGLE MARKET OFFER FOR CERTIFICATION IN THE SUGARCANE SECTOR

ASI AND FSC DEVELOP CLOUD-BASED AUDITING FOR FSC FOREST MANAGEMENT CERTIFICATION

COULD BLOCKCHAIN TECHNOLOGY CHANGE THE FUTURE OF CERTIFICATION?

NEW ‘WHICH PESTICIDE? APP: EMPOWERING USERS WORLDWIDE TO ELIMINATE HIGHLY HAZARDOUS PESTICIDES

IMPROVING A BETTER USE OF GIS TOOLS

EVIDENCE-BASED APPROACH TO REVOLUTIONISE DATA-DRIVEN ASSURANCE AND SME

NEW FRAMEWORK FOR DIGITISED FARM DATA

ISEAL MEMBERS BUILD PUBLIC DATABASE OF PESTICIDES AND INTEGRATED PEST MANAGEMENT

ISEAL GLOBAL LIVING WAGE COALITION TO SHARE KNOWLEDGE AND EXPERTISE VIA BRAND NEW LIVING WAGE PORTAL

APPLYING INDIGENOUS PEOPLE’S RIGHT TO FREE, PRIOR AND INFORMED CONSENT IN THE AMAZON REGION

PROJECTS

PROJECTS

PROJECTS

PROJECTS

PROJECTS
PROJECTS SUPPORTED BY THE FUND
NEW ‘WHICH PESTICIDE?’ APP: EMPOWERING USERS WORLDWIDE TO ELIMINATE HIGHLY HAZARDOUS PESTICIDES

Project duration: February 2018 to February 2019

The Integrated Pest Management (IPM) Coalition is building a mobile app to put the power of information directly into the hands of those working with pesticides at field level. This is the second project from the IPM Coalition to receive a grant from the ISEAL Innovations Fund. We have talked to Oliver Bach, Technical Manager at the Sustainable Agriculture Network (SAN), to learn more about this app and how the two projects build on each other.

What was the motivation for the project?

The use of highly hazardous pesticides (HHPs) is common around the world because pesticide users who live or work in rural areas with no internet access oftentimes receive their information directly from agrochemical companies. They are rarely aware of less toxic pest control alternatives, and the continued use of HHPs threatens ecosystems, wildlife, workers and communities worldwide.

In the previous project supported by the fund, the IPM Coalition (a partnership of various ISEAL members for the elimination of HHPs) created a pesticide database with toxicity information from government authorities, international organizations and research centers. This project is about increasing access to vital information on the active ingredients in pesticides, and alternatives for the ‘boots on the ground’. We will also continue to work with pesticides experts, including Dr Paul Jepson at Oregon State University and Lars Neumeister, to classify the toxicity of pesticide active ingredient categories and effective alternative control mechanisms for specific pest species or families.
## Pesticides database

Your selection contains 688 active ingredients.

<table>
<thead>
<tr>
<th>Name</th>
<th>Casm</th>
<th>Pesticide use</th>
<th>BCI</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1,1,1-Trichloroethane; Methylchloroform</td>
<td>71-55-6</td>
<td>Solvent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,3-Dichloropropene</td>
<td>542-75-6</td>
<td>Nematicide</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,2',3,3',4,5,6'-Heptabromodiphenyl ether</td>
<td>446255-22-7</td>
<td>Industrial chemical</td>
<td>BCI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,2',3,4,4',5,6'-Heptabromodiphenyl ether</td>
<td>207122-16-5</td>
<td>Industrial chemical</td>
<td>BCI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,2',4,4',5'-Pentabromodiphenyl ether</td>
<td>60348-60-9</td>
<td>Industrial chemical</td>
<td>BCI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,2',4,4'-Tetrabromodiphenyl ether</td>
<td>5436-43-1</td>
<td>Industrial chemical</td>
<td>BCI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,3,4,5-Bistetrahydro-2-furaldehyde</td>
<td>126-15-8</td>
<td>Insect repellent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,4,5-T</td>
<td>93-76-5</td>
<td>Herbicide</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,4,5-TCP potassium salt</td>
<td>35471-43-3</td>
<td>Microbiocide</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,4-D</td>
<td>94-75-7</td>
<td>Herbicide</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,4-D-2-ethylhexyl</td>
<td>1928-43-4</td>
<td>Herbicide</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
EVIDENCE-BASED APPROACH TO REVOLUTIONISE DATA-DRIVEN ASSURANCE AND M&E

Project duration: June 2017 to April 2018

As certification schemes are increasingly called on to address high-risk issues, the emphasis on the quality of assurance systems grows. With support from the ISEAL Innovations Fund, Rainforest Alliance is developing a new, cost-effective solution to data-driven assurance and M&E. William Crosse, Rainforest Alliance’s Deputy Director of Evaluation and Research, tells us more about the benefits of adopting this new approach.

Why did you decide to launch this project?

This evidence is critical for companies to report against sustainable sourcing policies, and for government, civil society, and standard systems themselves to understand how certification is addressing critical social and environmental issues. There is an urgent need for certification to move beyond simply recording compliance decisions, to become more systematic in collecting, managing and using data on actual field conditions and performance. And to do that without driving costs up. We need to integrate data collection into core business processes such as field auditing. Nearly all ISEAL members face some form of this challenge, and so we all stand to benefit substantially if effective mechanisms can be developed, tested and shared.

What are you hoping to achieve?

We want to answer the question: to what extent can we fully institute robust field data collection through or alongside audit processes? By leveraging existing ‘boots on the ground’ in the form of auditors, and framing this as a need to capture better evidence to back up compliance decisions (rather than a monitoring and evaluation - M&E add-on to auditing), we believe this project is advancing much-needed innovation to bring together assurance and M&E good practice.
SAMPLE PROJECT #3:

NEW FRAMEWORK FOR DIGITISED FARM DATA

Project duration: January to December 2017

A ground-breaking data digitisation project led by UTZ and supported by the ISEAL Innovations Fund. Kaushik Ramakrishnan, Programme Manager at UTZ, explains how and why this new framework can improve data gathering for all ISEAL members in the agricultural sector.

Why did you decide to focus on data digitisation?

We are increasingly seeing a trend towards the use of digital tools and technologies in the agriculture sector. Many of the organisations UTZ works with are actively thinking along these lines. In most cases, we are all trying to collect similar information such as the identity of a farmer, the location of his or her farm, the shape of the farm and so on.

However, we are all taking different approaches towards digitising this information – leading to the existence of multiple databases that contain similar data. Not aligning on the way we collect farm data at this point would be a big missed opportunity.

What does the project aim to do?

We are looking at what the basic information needed about a farm/farmer for certification is, and then looking at ways in which this information can be digitally collected and stored. We have set ourselves a couple of key guidelines to help keep us focused. These are:

- Taking a technology-agnostic approach. There is a plethora of IT tools available to manage digital farm data initiatives. We want to look at methods and approaches that will not tie users to any specific tool or technology. We would like to come up with a reference framework for digitised farm information that organisations can implement with any tool or technology they choose.
A Digital Services Backbone for Sustainability Standards and Certification
How to **significantly** increase the adoption of sustainable practices in multiple sectors across a region or jurisdiction.
Field testing and geographic focus

• Challenge projects should include a field testing or implementation component.

• Priority will be given to proposals with a field component in one or more of the fund’s priority countries: Colombia, Peru, Vietnam, Ghana, South Africa, Morocco, Tunisia, Indonesia, and Kyrgyzstan.
Ways to get more involved with ISEAL
Join the ISEAL community

Become a **member** or **subscriber** and join more than 150 organisations who are already accessing **resources, news and training** on credible sustainability standards, or participate in an **ISEAL training workshop**

www.iseal.org/subscriber
www.iseal.org/workshops
ISEAL subscribers

- Exclusive webinars
- Online community discussions
- Monthly newsletter
- Expert analysis of trends and policies
- Reduced fees at ISEAL Conference
- Relationships with ISEAL Community
ISEAL training and support

Learn from ISEAL Experts

› Sustainability Standards Training
› Training modules for emerging systems
› Foundation and advanced training workshops
› One-on-one technical support

Who can benefit? Emerging standards or any sustainability professional looking to understand the foundations of credible standards systems

Visit: www.iseal.org/training
Download the app

1. App store: download the **Attendify** app

2. Search: **ISEAL Alliance**

3. Click on **Join** and enter event code: **drivingchange2018**

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Introduction to ISEAL

Suzanne Clift,  
Senior Communications Manager,  
ISEAL Alliance

Maira Devisscher,  
Associate Manager, Policy & Outreach,  
ISEAL Alliance
Thank you!

info@isealalliance.org
www.iseal.org
Innovations fund

Testing new and innovative solutions to driving sustainability at scale

› Launched Aug 2016

› By Dec 2017: Fund awarded 13 grants valued at 817,000 euro

› Projects range from online platform for real-time audit data management to app for sharing pesticide information
<table>
<thead>
<tr>
<th>Economic impacts</th>
<th>Social impacts</th>
<th>Environmental impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher yields &amp; productivity</td>
<td>Respect for human and labour rights</td>
<td>Climate change adaptation, mitigation</td>
</tr>
<tr>
<td>New market access</td>
<td>Improved working conditions</td>
<td>Forest and biodiversity conservation</td>
</tr>
<tr>
<td>Improved competitiveness</td>
<td>Poverty alleviation</td>
<td>Resource stewardship</td>
</tr>
<tr>
<td>Buyer partnerships</td>
<td>Empowerment</td>
<td>Food and land security</td>
</tr>
<tr>
<td>Income stability</td>
<td>Reducing inequalities and discrimination</td>
<td>Cleaner air and water</td>
</tr>
<tr>
<td>Secure supplies</td>
<td></td>
<td>Resilient ecosystems</td>
</tr>
</tbody>
</table>
What does a standards system look like?

A market-based tool for positive social and environmental impact that defines a set of practices for how to operate

Standards systems include all activities to bring about compliant practices:

› Standard-setting
› Capacity building
› Assurance
› Claims and Labelling
› Marketing
› Measuring impacts
Elements of a sustainability standards system

Impact monitoring, evaluation and learning

Multi Stakeholder input
Standard
Standard Criteria

Capacity-building organisations

Certification
Is the producer / manufacturer in compliance with the standard’s criteria?

Accreditation

Consumer

iseal alliance
# How is compliance assessed?

<table>
<thead>
<tr>
<th>Year Code</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard-setting</strong></td>
<td>IEM</td>
<td>Sec</td>
<td>Sec</td>
<td>Sec</td>
<td>IEM</td>
<td>Sec</td>
<td>Sec</td>
<td>Sec</td>
</tr>
<tr>
<td><strong>Assurance</strong></td>
<td>Peer</td>
<td>IEM</td>
<td>Sec</td>
<td>Peer</td>
<td>Sec</td>
<td>IEM</td>
<td>Sec</td>
<td>Peer</td>
</tr>
<tr>
<td><strong>Impacts</strong></td>
<td>Sec</td>
<td>Peer</td>
<td>IEM</td>
<td>Sec</td>
<td>Peer</td>
<td>Sec</td>
<td>IEM</td>
<td>Sec</td>
</tr>
<tr>
<td><strong>Assoc.</strong></td>
<td>Full</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>In ‘full compliance’</td>
</tr>
</tbody>
</table>

**Sec** = ISEAL Secretariat Review  
**Peer** = ISEAL Member Peer Review  
**IEM** = Independent Evaluation Mechanism
Increasing Uptake:

› Messaging and positioning
› Key stakeholder outreach
› Policy monitoring & response
› Trends monitoring

› Business Engagement
› Public Procurement
› Emerging Economies
Membership costs

› **Application fee**: 3,500 EUR

› **Annual membership fee**: 5,000 EUR + 0.0035 of annual income, up to a maximum of 50,000 EUR

› **Additional compliance fees** as per the member fee schedule and compliance schedule