Standards, certification and beyond
How standards work to drive sustainability

Global Sustainability Standards Symposium | June 18, 2019 | The Hague
Jan Willem Molenaar
Certification pathways

Certification pathways:
- Standard setting
- Implementation support
- Assurance
- Chain of custody & traceability
- Communication & claims
- Monitoring & evaluation

Market & producer uptake / operational-unit impact
Systemic pathways

Certification pathways

VSS

Enabling environment

Systemic pathways:
- Multi-stakeholder dialogue
- Public & private sector engagement
- Knowledge management
- Campaigning

Market & producer uptake / operational-unit impact

Broad & sustained impact
Systemic impacts

- Partnerships
- Multi-stakeholder coordination
- Sector vision & strategies
Systemic impacts

TANGIBLE

STAKEHOLDER COLLABORATION
- Partnerships
- Multi-stakeholder coordination
- Sector vision & strategies

KNOWLEDGE BASE & IMPLEMENTATION SUPPORT
- Sector-wide monitoring
- Knowledge & tools
- Investments in production

CORPORATE/PUBLIC POLICIES & BEHAVIOUR
- Company behaviour
- Public policies
Systemic impacts

**Tangible**

- **Stakeholder Collaboration**
  - Partnerships
  - Multi-stakeholder coordination
  - Sector vision & strategies

- **Knowledge Base & Implementation Support**
  - Sector-wide monitoring
  - Knowledge & tools
  - Investments in production

- **Corporate/Public Policies & Behaviour**
  - Company behaviour
  - Public policies

**Intangible**

- **Principles of Collaboration**
  - Common language
  - Alignment
  - Trust
  - Empowerment
Systemic impacts

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PRINCIPLES OF COLLABORATION
- Common language
- Alignment
- Trust
- Empowerment

PRINCIPLES OF LEARNING & CONTINUOUS IMPROVEMENT
- Transparency
- Accountability
- Evaluative learning
Systemic impacts

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- **Principles of Learning & Continuous Improvement**
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- **Level Playing Field**
  - Aligned incentives
  - Policy coherence
  - Fair competition
Systemic impacts

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- Corporate/public policies & behaviour
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  - Fair competition

- Socio-cultural attitudes & norms
  - Gender-related norms, e.g. on land ownership
Systemic impacts

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BROAD AND SUSTAINED IMPACT
Research report: The systemic impacts of voluntary sustainability standards
https://www.evidensia.eco/resources/57/

Report summary: The systemic impacts of voluntary sustainability standards
https://www.evidensia.eco/resources/58/

Webinar: From certifying operations to transforming systems
https://www.evidensia.eco/resources/59/

Blog: Beyond certification: the systemic impacts of sustainability standards
https://www.evidensia.eco/resources/24/