



ISEAL Member Claims Guidelines

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Introduction and Scope

Welcome members. This is your guide for how to make claims about your ISEAL Community Member or Code Compliant status. It explains how your organisation can communicate about your status responsibly and in line with *ISEAL Community Member Requirements* and *ISEAL Code Compliant Requirements*, as well as the *ISEAL Community Code of Conduct*.

Use this guide as a reference before making any claims about your ISEAL Community Member or Code Compliant status across all communications channels. It is designed to support you on how to make verbal statements and claims (either written or spoken) as well as visual statements (using the ISEAL Code Compliant logo). For more information, contact compliance@isealalliance.org.

ISEAL claims structure

The claims that you can make are separated into ‘headline’ claims and ‘additional’ claims.

The headline claim allows you to explain your system’s relationship with ISEAL in a short statement and can be used without the need for prior approval from ISEAL.

Additional claims allow you to communicate in more detail about your relationship with ISEAL. Additional claims must be approved by ISEAL in advance either as the result of a review meeting or by submitting the requested additional claim, channel and context to compliance@isealalliance.org.

Guidance for all ISEAL Community Members

ISEAL Community Members strive to continually improve their systems to create greater sustainability impact through participation in ISEAL’s learning, collaboration, and innovation activities.

Allowed claims

Headline claim	Additional claims
<p>As an ISEAL Community Member, [Member] is working to continually improve its system by taking part in ISEAL’s learning, collaboration, and innovation activities.</p>	<p>[Member] makes the most of ISEAL’s expertise, advice and training by _____.</p>
<p>Or,</p>	<p>[Member] has worked with other ISEAL members to _____.</p>
<p>As an ISEAL Community Member, [Member] is working to continually improve its system.</p>	<p>[Member] takes part in ISEAL’s innovation work by _____.</p>

Naming

You can use “ISEAL Community Member” to describe your membership status.

Don't use a different or more generic term (e.g. “ISEAL member”) to describe your membership status. ISEAL Code Compliant members should refer to the section ‘Guidance for ISEAL Code Compliant members’.

Statements

You can use the wording specified in the allowed claims statements.

Don't modify the wording in the allowed claims statements without prior approval from ISEAL.

You can complete the additional claims statements with specific, concrete activities on approval from ISEAL.

Don't complete the additional claims statements with vague, ambiguous language.

Logos

No member may use the ISEAL organisational logo. Only Code Compliant members can use the ISEAL Code Compliant logo in accordance with the section ‘Guidance for ISEAL Code Compliant members’.

Channels

You can make allowed claims in promotional or informational material such as your organisation’s website, newsletters, presentations, videos and reports.

Don't refer to your ISEAL membership in any product-related or consumer-facing claims (for example, on packaging).

You can mention ISEAL on social media if you are making a direct reference to us that is relevant to the content of your post.

Don't mention ISEAL on social media if you are not making a direct reference to us or it is not relevant to the content of your post. This applies to using the ISEAL name, @ mention or a hashtag.

Guidance for ISEAL Code Compliant members

ISEAL Code Compliant status recognises adherence to ISEAL’s Codes of Good Practice. ISEAL Code Compliant organisations demonstrate a rigorous approach to improvement by implementing ISEAL’s Standards-Setting, Impacts and Assurance Codes of Good Practice.

Organisations maintain their ISEAL Code Compliant status through regular independent evaluations in accordance with *ISEAL’s Independent Evaluation Procedure*.

Allowed claims

Headline claims	Additional claims
<p>[Member] is ISEAL Code Compliant. Our system has been independently evaluated against ISEAL’s Codes of Good Practice—a globally-recognised framework for effective, credible sustainability systems. More information at isealalliance.org.</p> <p>[Member] is ISEAL Code Compliant. Our system has been independently evaluated against ISEAL’s Codes of Good Practice. More information at isealalliance.org</p>	<p>ISEAL Code Compliant members may also use the headline and additional claims allowed for ISEAL Community Members (see Section 1).</p>

ISEAL Code Compliant logo



(For demonstration only. Do not copy/paste this image for use anywhere.)

The ISEAL Code Compliant logo allows you to convey your system’s relationship with ISEAL at a glance. This logo can only be used by ISEAL Code Compliant members who have been independently evaluated against all of ISEAL’s Codes of Good Practice in accordance with the *ISEAL Independent Evaluation Procedure*.

Two colour variations of the ISEAL Code Compliant logo are available for use on light and dark backgrounds, and two black and white variations of the logo are available for use on black and white backgrounds.

Users must maintain the height and width proportions of the original logo, and must follow all other technical design guidelines (i.e. minimum size requirements, minimum clear space required around the logo, and instances in which different colour variations of the logo must be used).

All variations of the ISEAL Code Compliant logo, along with technical design guidelines for their use, can be requested by emailing compliance@isealalliance.org.

Naming

You can use ‘ISEAL Community Member’ and/or ‘ISEAL Code Compliant’ to describe your membership status.

Don’t use a different or more generic term (e.g. ‘ISEAL member’) to describe your membership status.

Statements

You can use the wording specified in the allowed claims statements.

Don't modify the wording in the allowed claims statements without prior approval from ISEAL.

Logos

You can use the ISEAL Code Compliant logo on the front page of your website and — in the case of standard-setting members — on the front page of your relevant standard(s).

Don't use the ISEAL Code Compliant logo on your website or on materials in ways that imply that ISEAL has evaluated activities that are outside the scope of the Codes.

Don't use the ISEAL organisational logo on any materials. This is reserved for use by the ISEAL secretariat.

Channels

You can make claims and use the ISEAL Code Compliant logo in promotional or informational material such as your organisation's website, newsletters, presentations, videos and reports.

Don't refer to your ISEAL membership or use the ISEAL Code Compliant logo in any product-related or consumer-facing claims (for example, on packaging).

You can mention ISEAL on social media if you are making a direct reference to us that is relevant to the content of your post.

Don't mention ISEAL on social media if you are not making a direct reference to us or it is not relevant to the content of your post. This applies to using the ISEAL name, @ mention or a hashtag.

ISEAL's approach to communicating about members

ISEAL advocates for the development and adoption of credible, effective sustainability systems, and works to promote the conditions for their uptake.

We engage with governments, businesses and NGOs to understand the trends and policy developments affecting sustainability systems. This intelligence informs our programmatic work and Code reviews. We also share this information with our members to support their response.

We support ISEAL Community Members to learn, innovate, scale and collaborate to become more effective at making a positive impact on people and the environment. And we celebrate their achievements by communicating examples of their work in these areas.

We promote an understanding of ISEAL's Codes of Good Practice and recognise the achievement of our Code Compliant members. We do not promote individual members as representing the 'label of choice' and we are careful to communicate the scope and nature of ISEAL's compliance programme.

To protect credible claims of Code Compliance, ISEAL does not act on behalf of individual members.