



# Call for expressions of interest: Advisory and outreach support on EU policy

February 2023

## Summary

ISEAL is looking for an experienced consultant/advisor for short to medium-term support to its outreach and policy workstream that is focused on regulatory changes at the EU-level.

The consultant will be an expert in EU matters with a strong understanding and working knowledge of the EU's institutions and policy-making processes, with the ability to directly support and advise ISEAL's outreach efforts. The consultant will also have a sufficient understanding of sustainability issues and ongoing processes under the EU Green Deal to exchange with ISEAL on policy implications for voluntary sustainability standards and similar market-based approaches to driving sustainability improvements.

We foresee an initial engagement of approximately 5-7 months with the possibility of an extension.

We will consider expressions of interest on a rolling basis until a suitable candidate has been identified.

**Submissions received by COB 2 March 2023 will be considered in the first selection process.** We will schedule virtual meetings with the first shortlisted candidates in the week of 6 March 2023.

## Background and context

ISEAL supports ambitious [sustainability systems](#) and their partners to tackle the world's most pressing challenges. With our growing global network and our focus on credible practices, we drive impact and make markets a force for good.

Our [Codes of Good Practice](#) support sustainability standards and similar systems to improve how they operate and deliver greater impact, and our [Credibility Principles](#) help businesses and governments make informed choices about the systems they work with.

ISEAL supports governments in identifying those sustainability systems that are built on credible practices – for instance, the ones that engage effectively with stakeholders, that have robust oversight mechanisms and that deliver impacts, – and on how best to work with these systems in support of sustainable development goals. ISEAL also supports its members to demonstrate their role as sustainable development tools in the changing regulatory environment, supporting them to adapt and innovate, pushing the bar for sustainability higher.

[ISEAL Community Members](#) are sustainability standards and similar systems that are committed to sharing learning that advances scalable solutions and drives positive impacts. [ISEAL Code Compliant](#) organisations are ISEAL Community Members who go further, adhering to our Codes of Good Practice – a globally recognised framework for best practice.

The following resources provide an overview of the nature of our most recent work on EU policy:

- › Corporate sustainability due diligence: [ISEAL Statement on the role of verification and multi-stakeholder initiatives in the EUCSDDD](#), November 2022
- › Sustainability claims: [Can the EU's new regulations end greenwashing?](#), September 2022
- › Tackling deforestation: Summary of our [deforestation policy work](#), which includes our statement [Voluntary certification schemes: no "green lane" for the EU deforestation-free products regulation – but effective tools to support its implementation](#), June 2022.

## Terms of reference

The consultant will support ISEAL's policy team on two fronts:

- › supporting ISEAL to respond to emerging EU regulations on sustainability and green claims
- › tracking and analysing wider EU regulatory efforts with relevance for ISEAL and sustainability systems

### *Supporting ISEAL on emerging EU claims regulations*

Files where we want immediate support through the entire political process (i.e., to Trilogue):

- Empowering consumers for the green transition directive
- Green claims directive

Activities we expect on these files:

- Support ISEAL staff in understanding the political process, milestones, and windows of influencing
- Support ISEAL staff in reviewing proposals, identifying implications relevant to ISEAL, and tracking amendments and positions from different EU entities and institutions
- Based on input from ISEAL staff, drafting recommendations and amendments (incl. compromise text)
- Support the development of an outreach and influencing strategy that brings ISEAL recommendations to policymakers
- Support ISEAL in preparing public statements at relevant moments of the process
- Support ISEAL in briefing ISEAL Community Members
- Support ISEAL in building alignment with other stakeholders
- Identify dependencies and linkages between the above directives and other EU processes

### *Tracking and analysing relevant EU files*

A range of EU policy and regulatory initiatives are affecting and/or addressing the role of voluntary sustainability standards and similar initiatives. The consultant will support with delivering analysis and updates on these efforts, identifying implications relevant to ISEAL. The below files are indicative of the scope of work:

- › Sustainable Product Initiative
- › Farm To Fork and Sustainable Food Labelling Framework
- › EU Taxonomy

- › Corporate Sustainability Reporting Directive
- › EUCSDDD and Forced Labour Ban
- › Guidelines on Anti-Trust Derogation for Sustainability Agreements

Activities we expect:

- Periodic updates that support ISEAL staff in understanding EU developments and their implications for voluntary sustainability standards and similar initiatives;
- Recommendations to ISEAL on where to engage more deeply in the political process.

Optional activity (which we would expect to be costed separately in any proposal):

- Support ISEAL in preparing a parliamentary event to raise awareness about the role of credible and impactful sustainability systems in the implementation of EU policy objectives.

### Qualifications of the consultant (or team)

- Proven ability to engage EU policymakers at Council, Commission and Parliamentary levels;
- Proven track record in drafting effective communications, recommendations and similar documents targeted at policymakers;
- Demonstrated understanding of the EU Green Deal and sustainability issues more broadly;
- Desirable: an understanding of sustainability systems (i.e., voluntary sustainability standards, certification schemes, or similar market-driven sustainability initiatives).

### Budget and timeline

We anticipate an initial engagement beginning in March and continuing for 5-7 months with the potential for extension. Our budget is in the range of €20,000 - €25,000, contingent on demonstrable value for money.

### Request for expressions of interest

**Please submit expressions of interest to [angela@isealalliance.org](mailto:angela@isealalliance.org).** Expressions of interest should include at least the following information:

- Qualifications of the consultant (or team) and if applicable, clear outline of the roles and responsibilities of team members
- Proposed way of working that supports the above deliverables
- A quote that includes timescale and estimated costs, while outlining the preferred modalities (e.g., retainer structure, variable hours, or other)
- Indicative costs for support to a parliamentary event if this is proposed/recommended
- Start date availability

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