

# ISEAL Alliance

Better Standards Systems, Bigger Impacts



A background image of a dense forest with tall, thin trees and a misty atmosphere. The image is used as a backdrop for the text blocks.

## Who we are

Global membership association for sustainability standards

## Our mission

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

## We believe

Credible practices lead to positive sustainability impact



# A Growing Movement

## Full Members

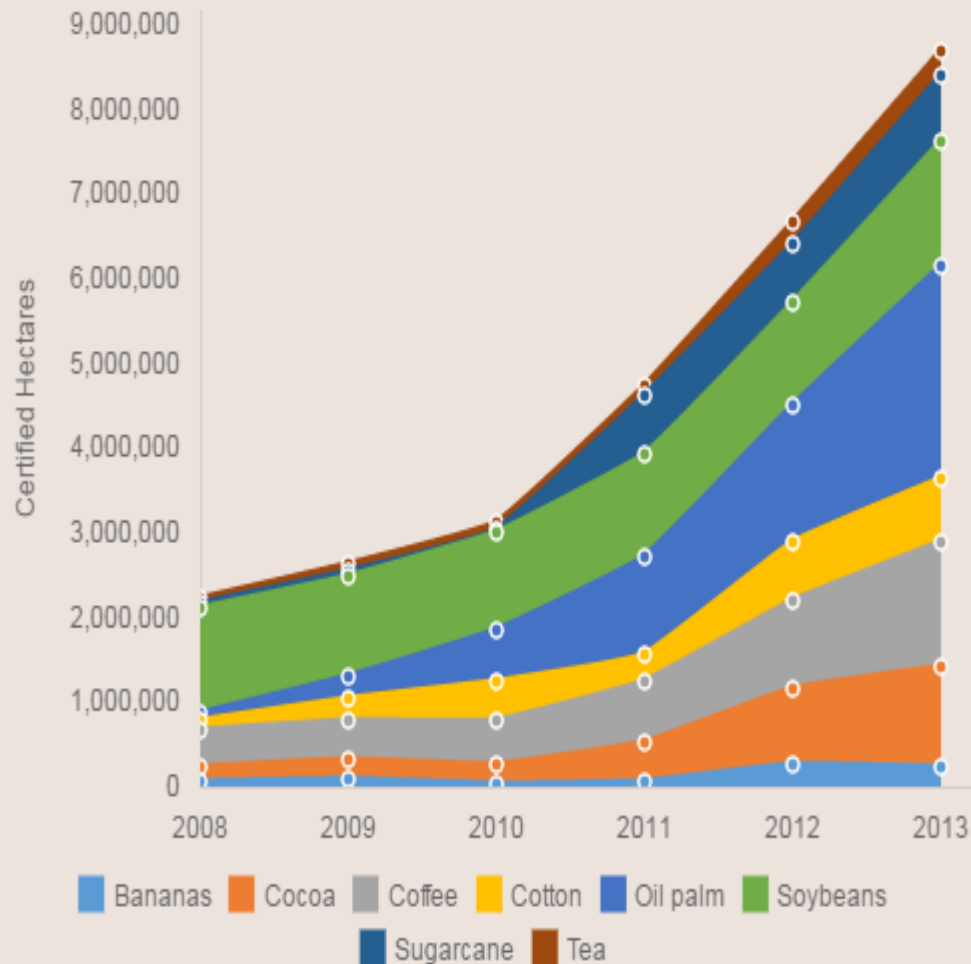


# Growth in Certified Production

ISEAL members  
annual growth in  
number of  
certificates, 2012-  
2015

› Brazil	32%
› India	42%
› China	133%

Standard Compliant Agricultural Area (hectares)



# Positive sustainability impacts

The **external costs** of cultivation were found to be **significantly lower** for certified than non-certified commodities for three key sectors...<sup>2,3</sup>



Certified cocoa  
from Côte d'Ivoire

**16%** .....

▼ lower external costs

**Why?**

**Higher** productivity  
and **better** social and  
environmental  
**conditions**  
on certified farms



Certified coffee  
from Vietnam

**20%** .....

▼ lower external costs

**Why?**

**Lower** water usage, higher  
productivity and **better**  
social and environmental  
**conditions**  
on certified farms



Certified cotton  
from India

**35%** .....

▼ lower external costs

**Why?**

**Higher** productivity  
and **better** social  
and environmental  
**conditions**  
on certified farms





# UNFSS report highlights

- › SDGs: shared agenda.  
**Coordination & capacity building needed.**
- › Importance of **scaling up** to full sector transformation.
- › **Governments play crucial roles**: convening, capacity building, legislating





# How governments are using sustainability standards in policy

- Certification of public bodies or assets
- Incentives to **encourage industry uptake**
- **Referencing credible standards** in guidance or legislation
- **Recognising entire regions as standards compliant**
- Favouring certified products in government purchases
- **Step approaches** between subnational or national standards and international sustainability standards
- Enhancing competitiveness



# Examples

- › Competitiveness and scaling up:
  - CertificaMinas
  - Cotton in Mozambique
- › Jurisdictional approaches
  - Indonesia & RSPO
- › Public Procurement:
  - EU Biofuels (EU RED)
  - Rio Olympics Food Vision
- › National guidance: Chinese Overseas Forestry Guidelines





# ISEAL Credibility Principles:

First global agreement on credible sustainability standards



[www.iseal.org/credibilityprinciples](http://www.iseal.org/credibilityprinciples)

# Action to strengthen reach & impacts of VSS

- › OECD: due diligence and beyond
- › From G7 to G20: from “Action for Fair Production” to more “social and environmental standards”
- › UN agencies: helping to coordinate approaches to VSS meeting SDG targets
- › ISEAL:
  - Sustainability standards practitioner network
  - Assurance Code revision in 2017





# Strengthening government use of credible standards

Going forward, ISEAL will:

- Collect and collate **cases of government use of standards**
- Conduct global consultation on **Good Practice Guide for Government Use of Sustainability Standards**
- Stimulate learning through **sustainability standards practitioner network**



# Thank You!



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alliance

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