ISEAL ALLIANCE

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Good Practice for Setting Social and Environmental Standards

Madison Dialogue

Washington, October 2007

Creating a world where environmental sustainability and social justice are the normal conditions of business

Voluntary Standards Landscape

> 15 years of practice and experience

> Collaboration of leading voluntary standards under the ISEAL Alliance

– Strengthen voluntary standards and certification initiatives

– Advocate for recognition of voluntary standards as legitimate market and policy instruments

> Emerging Initiatives aim to meet industry norms

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ISEAL Alliance Full Members

Fairtrade Labelling Organizations (FLO) International

Forest Stewardship Council

International Federation of Organic Agriculture Movements
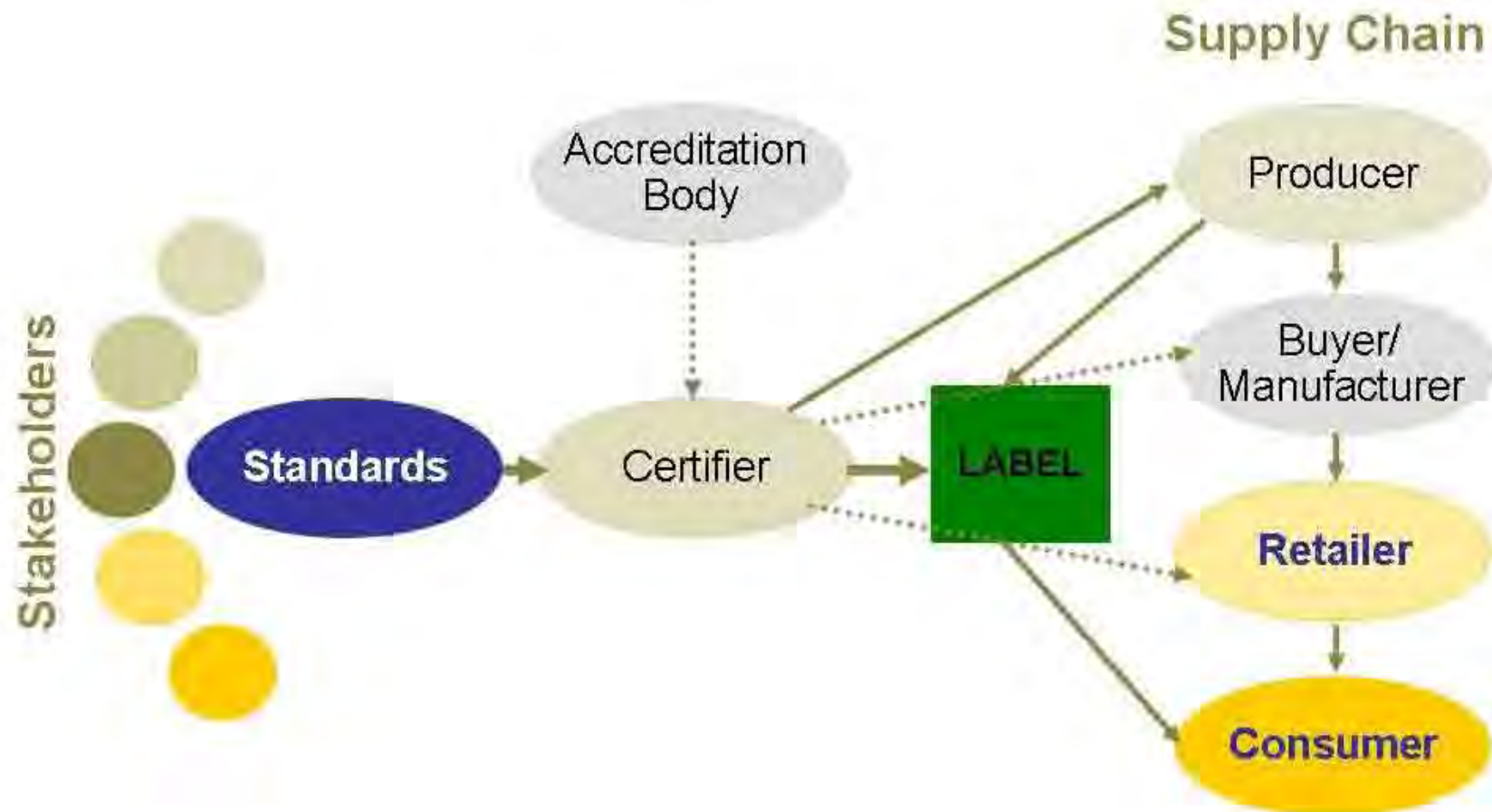
Marine Aquarium Council

Marine Stewardship Council

Rainforest Alliance

Social Accountability International

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Global Standards Architecture

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ISEAL Code of Good Practice for Setting Social and Environmental Standards

Setting Standards

> Global normative reference for setting international standards

> Builds on international trade rules (TBT Annex 3)

> Incorporates unique process requirements of social and environmental standard-setting

> Compliance is an ISEAL membership requirement

Key Considerations

> Justify the need for a new standard and clearly define its social and environmental objectives (arts. 5.2 and 6.1).

> Multi-stakeholder standard-setting processes that are open, balanced and transparent (arts. 5.1 and 5.6).

> Provide a meaningful voice to those directly affected by the standard and facilitate access of disadvantaged groups (arts. 7.2 and 7.4).

> Make the standard available free of charge (art. 5.7).

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Third Party Certification and Accreditation

Assessing Conformity

Credibility is particularly important for social and environmental claims:

> Non-product related

> The buyer only has trust in the seller

Compliance with ISO Standards for third party certification and accreditation (ISO 65, 17021 and 17011)

> Ensures a credible guarantee

Thank you

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