



### **IMPACTS:** Rising to the Challenge

Kristin Komives, Ph.D., Director, Impacts

#### Who we are

Global membership association for sustainability standards



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



### **A Growing Movement**

**ISEAL Full Members** 















































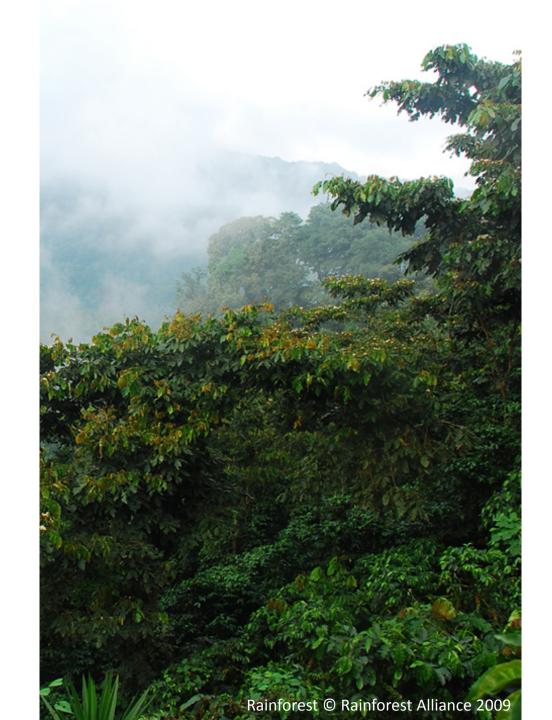
We work with standards, their users, and their stakeholders to...

Demonstrate and Improve Impacts

Improve Effectiveness

**Increase Adoption** 

**Define Credibility** 



For ISEAL and our members... it's all about impact.





# Credible standards use this knowledge to drive learning, improvement, and innovation.



Complex problems do not have easy solutions. That is no reason to stand still.

We must all rise to the challenge.



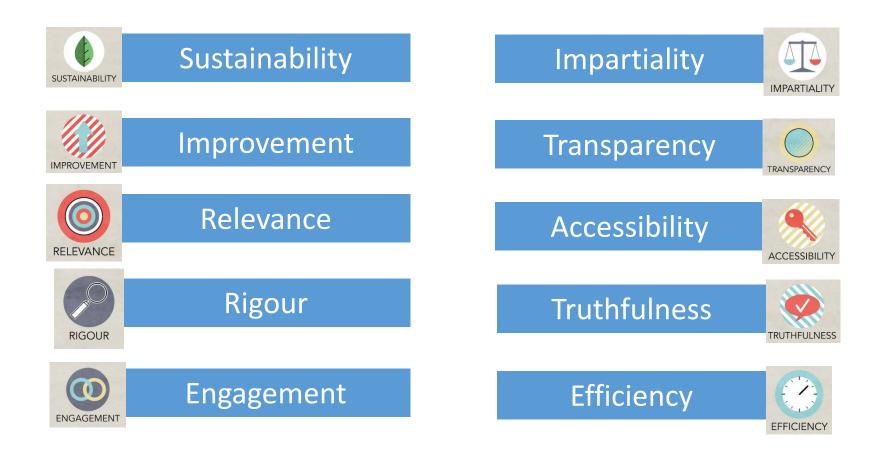
For sustainability standards, a first step towards achieving impact is following credible practices.

ISEAL Members commit to implement ISEAL's Codes of Good Practice.



### **ISEAL's Codes embody <u>Credibility Principles</u>**

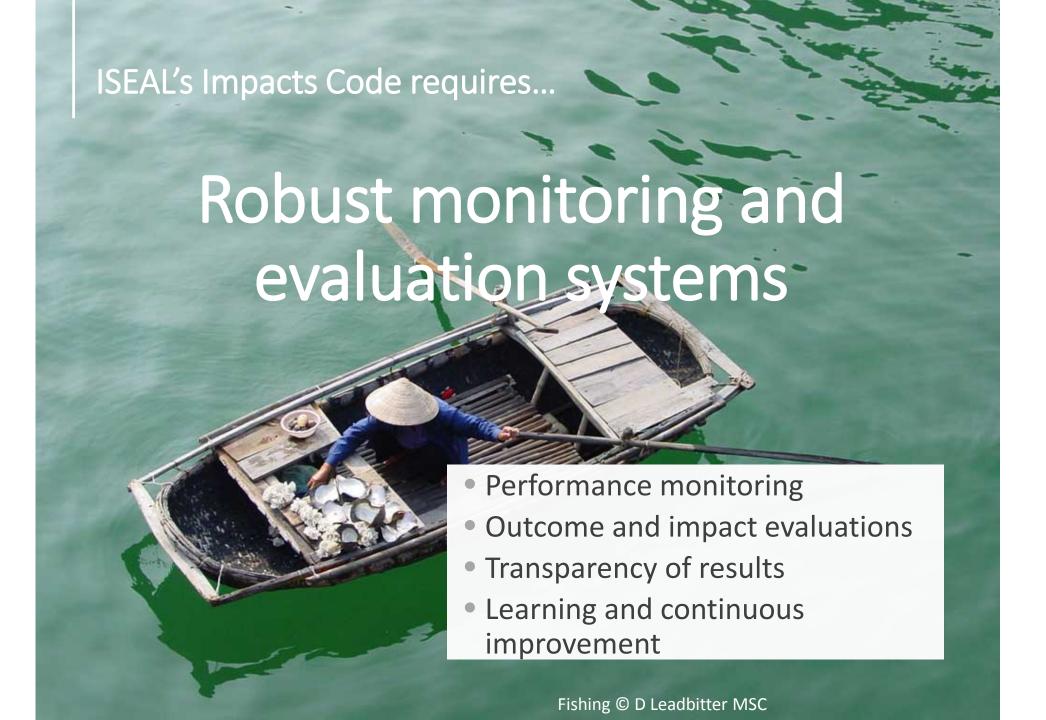
First global consultation and agreement on the principles underlying credible standards and certification.







- > Standard-Setting Code promotes meaningful participation and local relevance of the standard
- > Impacts Code helps standards systems define their goals, measure their impacts, and use evidence to improve their practices
- Assurance Code supports rigorous and consistent assessments of compliance, with different assurance models.

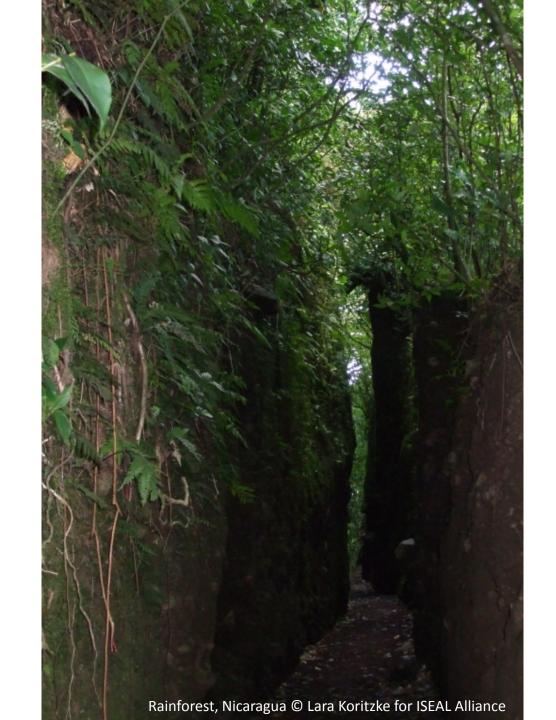




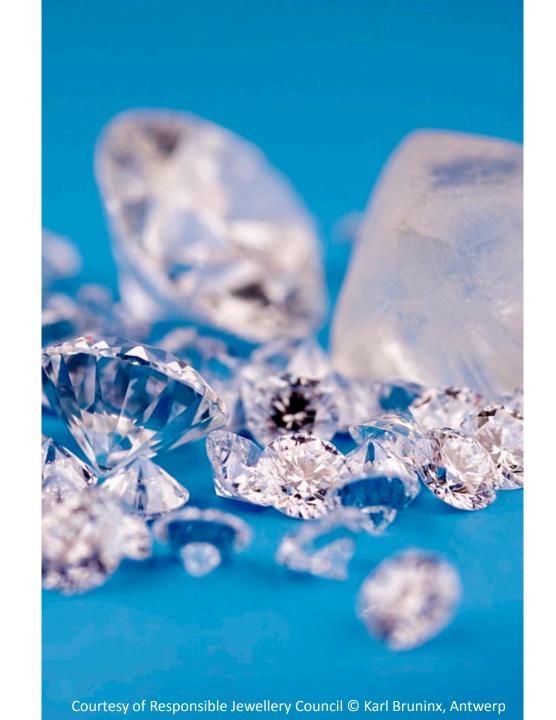
Certified operations are different.



**Certified** operations improve sustainability performance over time.



Credible standards can play an important role in wider sector transformation.



But also...

Context affects results.

There are limits to what any one tool can achieve on its own.

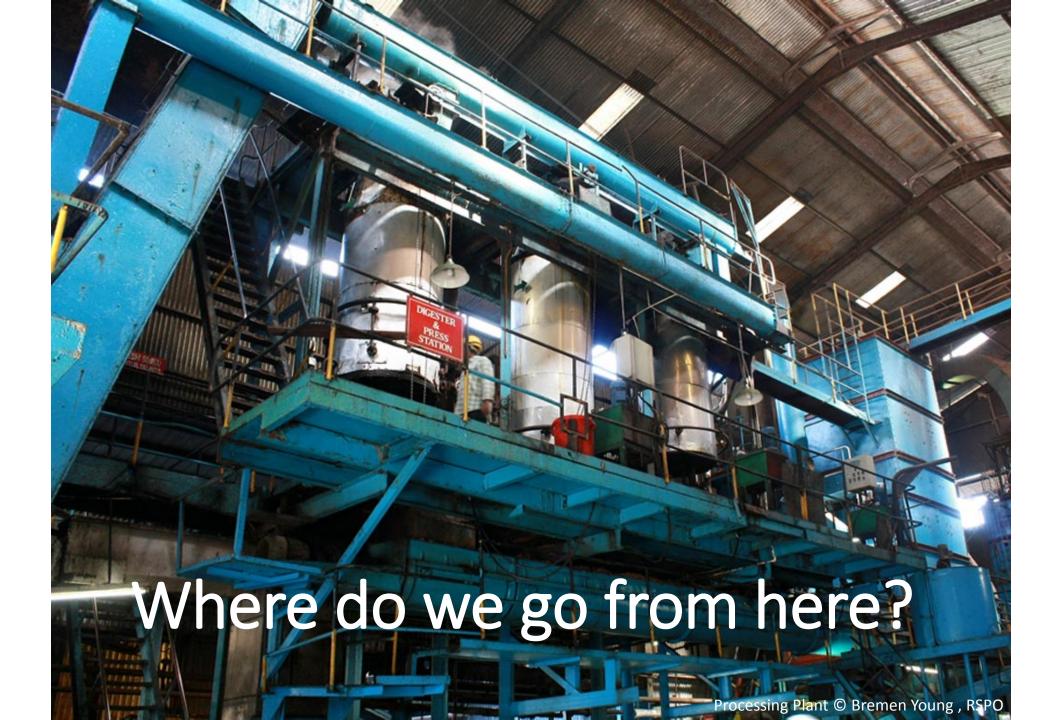


## Again:

Complex problems do not have easy solutions.

We must all rise to the challenge.





More evidence is still needed... about the impacts and effectiveness of standards alone, and of standards working with other tools and actors.







2015 Survey of Business Leaders

"We are a very risk averse business so any claim we make has to be backed by solid evidence."

"(We need) evidence... that is widely applicable, not just anecdotal/case stories"





"Consumers' and stakeholders' concerns about sustainability vary a lot across the regions and countries where we source."

"We need to know standards effectively address product-specific hot spots."

In order to improve evidence, the top priority for

85% - 9:

of individuals surveyed is to have information that is easier

to understand

Most important is to continue to use the evidence we have available to spark improvement and innovation.







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