

# ISEAL

## Better standards, bigger impacts

Presentation for the Market Advisory Council workshop:  
Voluntary Sustainability Claims on Seafood Products

13 July 2020



# What is ISEAL

- › Membership organisation founded in 2002
- › Provides public technical resources for the development of credible sustainability standards systems
- › Drives innovations for credible sustainability solutions at scale





# ISEAL Credibility Principles

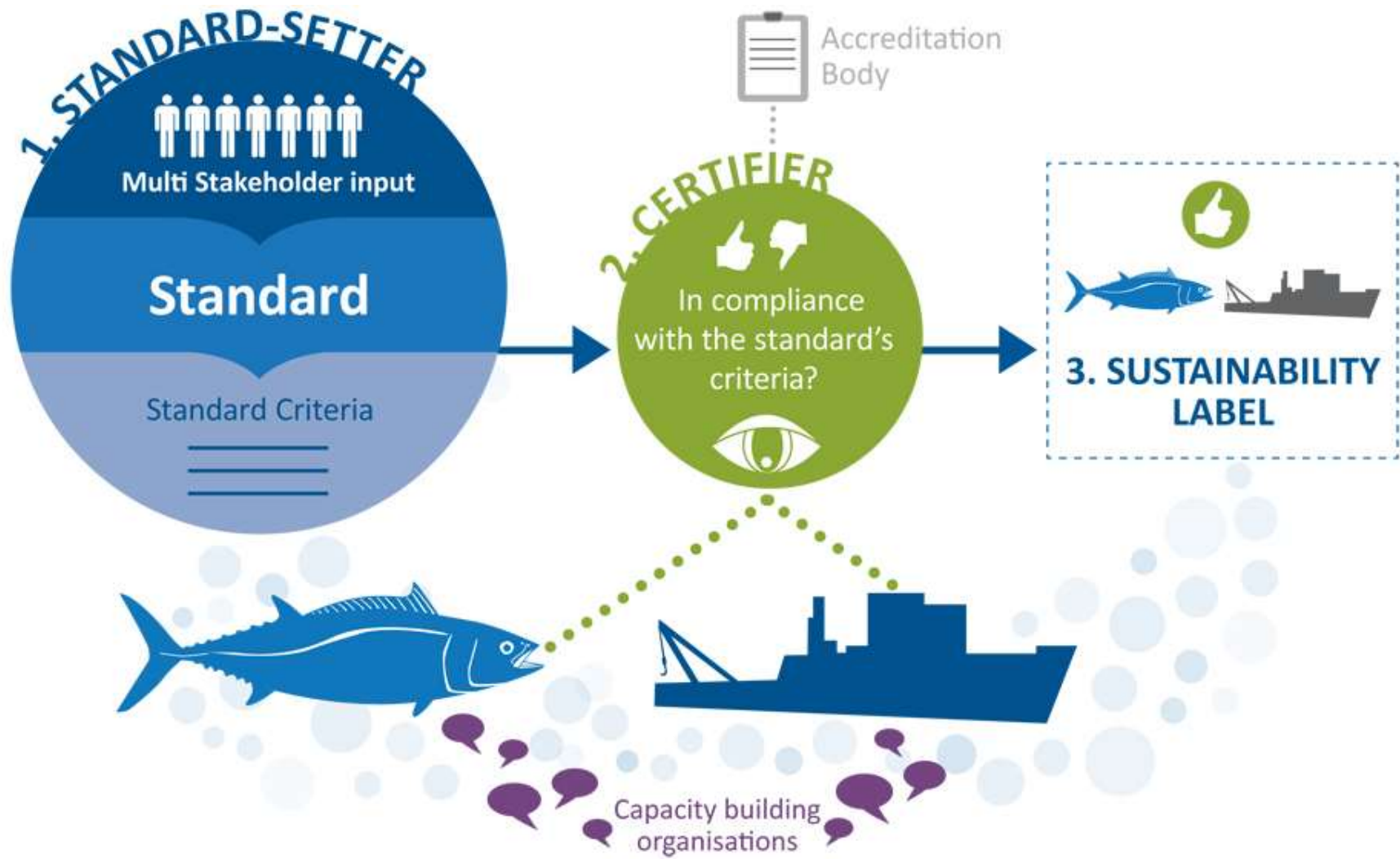
First global agreement on credible standards and certification



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

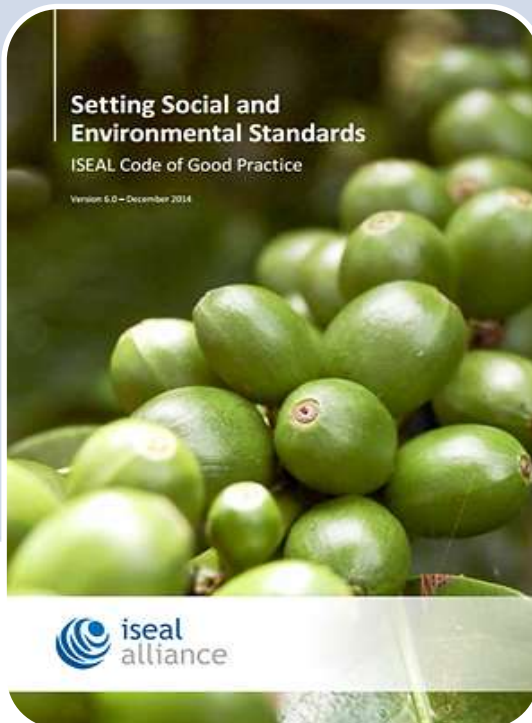
# Standards system

- › Many pieces, working together



# ISEAL Codes of Good Practice

ISEAL's three Codes of Good Practice are globally recognised tools to support the development and management of credible sustainability initiatives.



## Standard-Setting Code

promotes meaningful participation and local relevance



## Impacts Code

helps standards define and measure their impacts, and improve



## Assurance Code

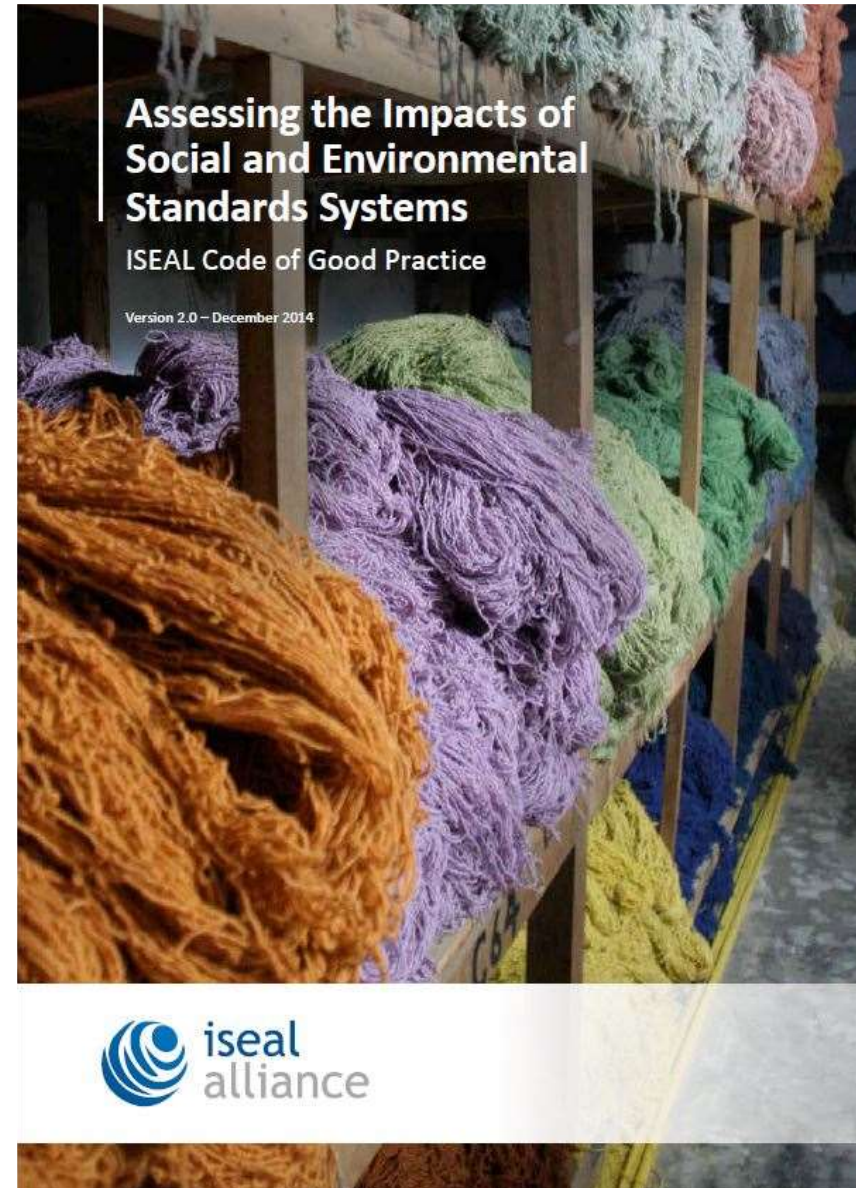
supports rigorous and consistent assessments with different models



# The strategic value of implementing ISEAL Codes: The Impacts Code

The Impacts Code is the strategic cornerstone for your initiative

- › Strategic clarity: Helps you define your strategies and monitor whether they're working
- › Improvement: Increases your effectiveness at delivering social and environmental impacts.
- › Communications: Supports you to communicate credibly about your impacts



# The strategic value of implementing ISEAL Codes: The Standard Setting Code

The Standard Setting Code helps you set or revise your standard in a way that builds trust and support.

- › Stakeholder buy-in: Step-by-step approach that supports stakeholder engagement and representation
- › Market readiness: Supports development of market-relevant standards



# The strategic value of implementing ISEAL Codes: The Assurance Code

The Assurance Code: a framework for ensuring sustainability on the ground

- › Effectiveness and efficiency: Supports you in developing a fit-for-purpose assurance approach
- › Accuracy: Helps to ensure consistent and impartial results from compliance activities
- › Improvement: Supports learning from assurance activities to deliver increased insights to you and your customers





# ISEAL Benchmarking and Claims Good Practice Guides





# Innovations

1. Improved **data governance** and access to resources for better data sharing
2. Better **assessment models** through use of multiple sources of information
3. Understand how **improvement strategies** can drive change at scale





# To conclude, complying with ISEAL's Codes means:

- › Providing **reliable claims** in complex supply chains
- › Measuring and reporting on **impact** and effectiveness
- › **Improving** the standards model: innovating and evolving



# Further resources

- › We are currently consulting on updates to the Credibility Principles and would invite you to participate. Available in English, Spanish, Portuguese and Chinese:  
<https://www.isealalliance.org/credibility-principles-consultation>
- › Our Codes of Good Practice and guidance materials are available at  
<https://www.isealalliance.org/>



# Thank you!



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