

A close-up photograph of a vibrant green leaf, showing detailed vein patterns and several glistening water droplets of varying sizes. The lighting is bright, creating a fresh and natural atmosphere. The text is overlaid on the upper left portion of the leaf.

**What's essential
for a standards system
to deliver positive impact?**



Sustainability

Standards scheme owners clearly define and communicate their sustainability objectives and approach to achieving them. They make decisions that best advance these objectives.

Improvement

Standards scheme owners seek to understand their impacts and measure and demonstrate progress towards their intended outcomes. They regularly integrate learning and encourage innovation to increase benefits to people and the environment.

Relevance

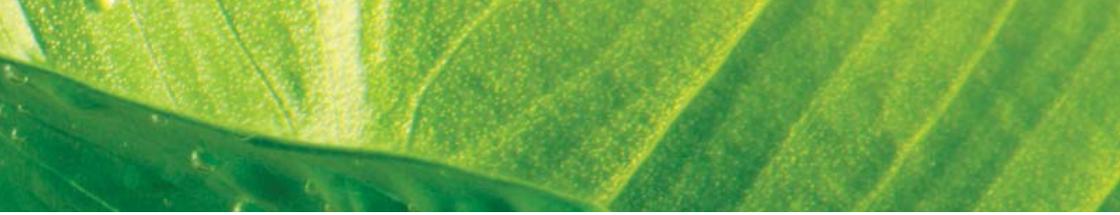
Standards are fit for purpose. They address the most significant sustainability impacts of a product, process, business or service; only include requirements that contribute to their objectives; reflect best scientific understanding and relevant international norms; and are adapted where necessary to local conditions.

Rigour

All components of a standards system are structured to deliver quality outcomes. In particular, standards are set at a performance level that results in measurable progress towards the scheme's sustainability objectives, while assessments of compliance provide an accurate picture of whether an entity meets the standard's requirements.

Engagement

Standards-setters engage a balanced and representative group of stakeholders in standards development. Standards systems provide meaningful and accessible opportunities to participate in governance, assurance and monitoring and evaluation. They empower stakeholders with fair mechanisms to resolve complaints.



Impartiality

Standards systems identify and mitigate conflicts of interest throughout their operations, particularly in the assurance process and in governance. Transparency, accessibility and balanced representation contribute to impartiality.

Transparency

Standards systems make relevant information freely available about the development and content of the standard, how the system is governed, who is evaluated and under what process, impact information and the various ways in which stakeholders can engage.

Accessibility

To reduce barriers to implementation, standards systems minimise costs and overly burdensome requirements. They facilitate access to information about meeting the standard, training, and financial resources to build capacity throughout supply chains and for actors within the standards system.

Truthfulness

Claims and communications made by actors within standards systems and by certified entities about the benefits or impacts that derive from the system or from the purchase or use of a certified product or service are verifiable, not misleading, and enable an informed choice.

Efficiency

Standards systems refer to or collaborate with other credible schemes to improve consistency and efficiency in standards content and operating practices. They improve their viability through the application of sound revenue models and organisational management strategies.

A close-up photograph of a vibrant green leaf, showing its intricate vein structure and a slight curve. The leaf is set against a soft, out-of-focus background of similar green tones, creating a sense of depth and natural beauty. This image occupies the right side of the page, extending from the top to the bottom.

ISEAL Credibility Principles

The ISEAL Credibility Principles are the result of a year long consultation with contributions from more than 400 stakeholders from five continents.

They represent the values and concepts that are embraced by sustainability standards systems that are most likely to achieve the ultimate aim of bringing about positive social, environmental and economic impacts, while decreasing negative impacts.

www.iseal.org

info@isealliance.org

ISEAL is the global membership association of sustainability standards. Our mission is to strengthen standards systems for the benefit of people and the environment.

