



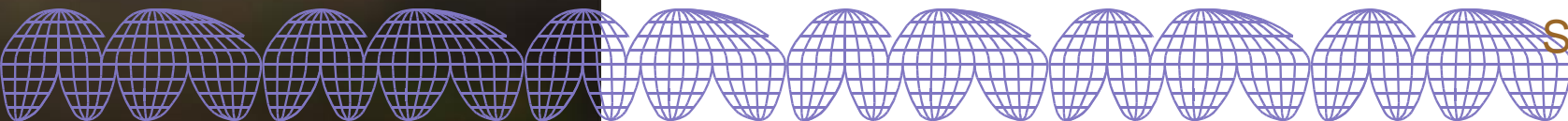
OneWorldStandards

# The Sustainable Eel Group & ISEAL

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Standards for a  
living planet

# What is ISEAL?

The International Social and Environmental Accreditation and Labelling Alliance



FAIRTRADE  
INTERNATIONAL



SOCIAL  
ACCOUNTABILITY  
INTERNATIONAL



FSC



Sustainable  
Agriculture  
Network



SOURCING  
WITH RESPECT®



goodweave



UTZ  
CERTIFIED  
Good inside



GLOBAL COFFEE  
PLATFORM  
for a sustainable coffee world

And others...



iseal  
alliance



# The Sustainable Eel Group and ISEAL

## Objective

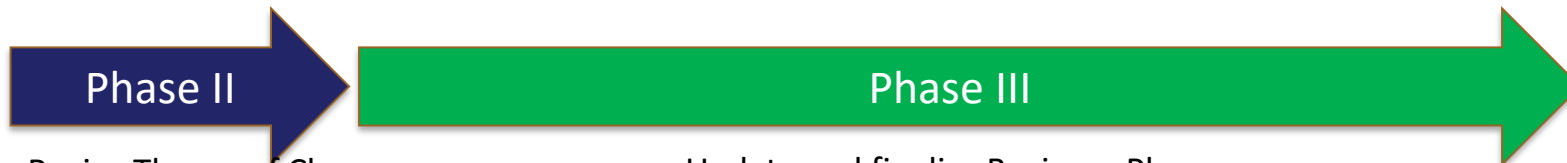
- Achieve ISEAL Membership
  - Standards Code
  - Assurance Code
  - Impacts Code

## Why?

- Credibility
- Effectiveness



# Timeline



- Revise Theory of Change
- Governance documentation
- Stakeholder analysis
- Update Standard ToR
- Draft Standards Development Procedure
- Alternative Assurance Models
- Recruit SEG personnel

- Update and finalize Business Plan
- Define, document and Implement Assurance System
- Complete ISEAL Code Self –Assessments
- Review ISEAL responses and advise on corrective actions
- Implement corrective actions



# Phase Two Key Points

- Governance
- Assurance Programme
- Standards Procedure
- “Theory of Change”



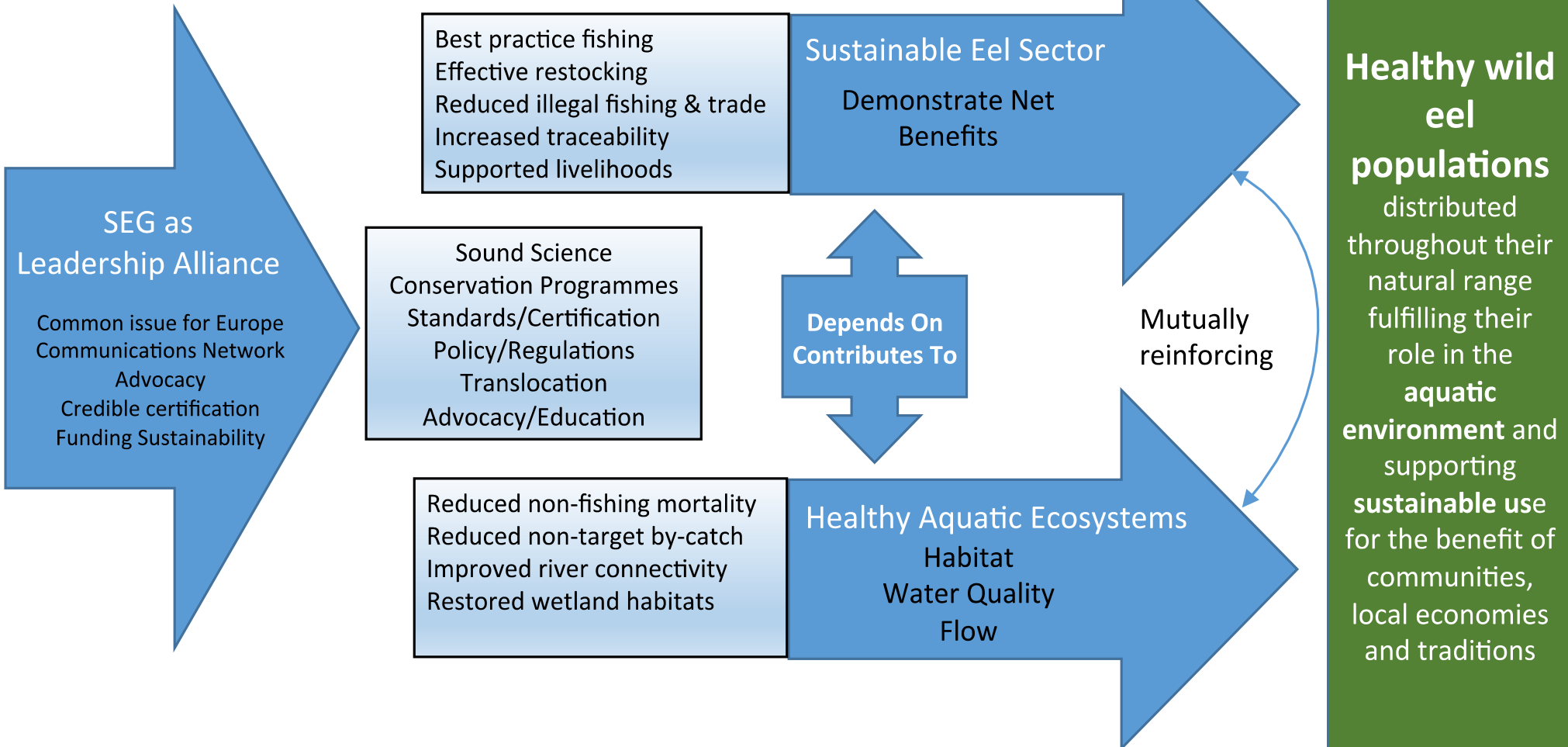


# SEG Theory of Change

Enablers

Key Outcomes

Impact



# Phase Three:

- SEG Standard Review and Revision
- Monitoring and Evaluation Framework
- Assurance Programme
- ISEAL Membership Application

