

Progress with ISEAL and timeline to Membership

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Sustainable
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Covering

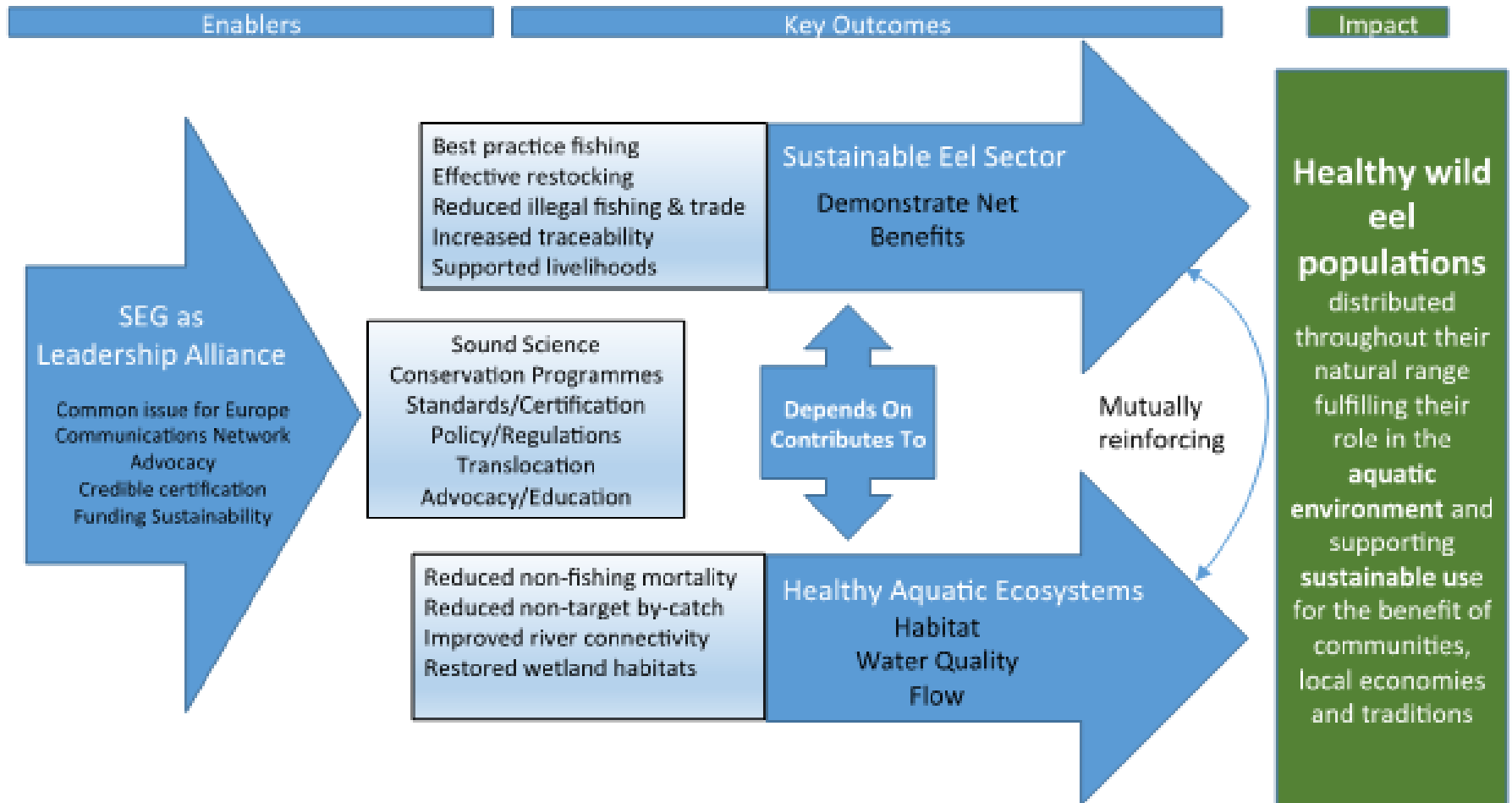
- ∩ My roles
- ∩ ISEAL membership
- ∩ SEG Theory of Change Model
- ∩ SEG Standard Review

My roles

- ∩ SEG Standard. Review. Governance. Panel. ISEAL
- ∩ Alternative Measures programme management
- ∩ Grant funding bids. MMO, others. Co-ordination, management
- ∩ Funded by private cos. – Alt. Measures and grants
- ∩ Potentially and in the future:
 - Business Planning, delivery and reporting, ie.
 - Operational management
 - Management systems

- Represents the movement of credible and innovative sustainability standards
- Mission is to strengthen sustainability standards for the benefit of people and the environment
 - ∩ Application Started October 2016
 - ∩ Advised by experts (One World Standards)
 - ∩ Underpinned by SEG Theory of Change
 - ∩ Net positive benefit to the European Eel
 - ∩ Associate Membership by January 2018
 - ∩ Full membership by January 2019
 - ∩ Increased credibility for the SEG Standard

SEG Theory of Change Model



- ∩ Meet ISEAL requirements - designed to meet SEG Theory of Change objectives
- ∩ Support full traceability, transparency and Eel Regulation
- ∩ Start Jan / Feb 2017
- ∩ Consultation and involvement of stakeholders, users, assessors
- ∩ Publication Sept – Oct 2017
- ∩ Some changes in governance – eg. the Conformity Assessment Body will issue Certificates.
- ∩ Review of Panel to be more representative
- ∩ Review use of SEG Standard logo:
- ∩ NB. Assessor available in November



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