

(Freiwillige) Anforderungen an Standardsysteme/Sozialstandards



**ISO 65/IEC 17065/2012
(DIN EN 45011)**

Beispiel Fairtrade International



The ISEAL Alliance is the global membership association (NGO) for sustainability standards.

- **Mission:** to strengthen sustainability standards systems for the benefit of people and the environment.
- **Membership:** open to all multi-stakeholder sustainability standards and accreditation bodies that demonstrate their ability to meet the ISEAL Codes of Good Practice and accompanying requirements, and commit to learning and improving.
- **Goals of ISEAL Alliance are to:**
 - Improve the impact of standards
 - Define credibility for sustainability standards
 - Increase the uptake of credible sustainability standards
 - Improve the of reach of standards

Sustainability standards define good social and environmental practices. ISEAL members are committed to creating solid and credible standards.





ISO

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ISO/IEC Guide 65:1996

General requirements for bodies operating product certification systems

This standard has been revised by: [ISO/IEC 17065:2012](#)

Abstract

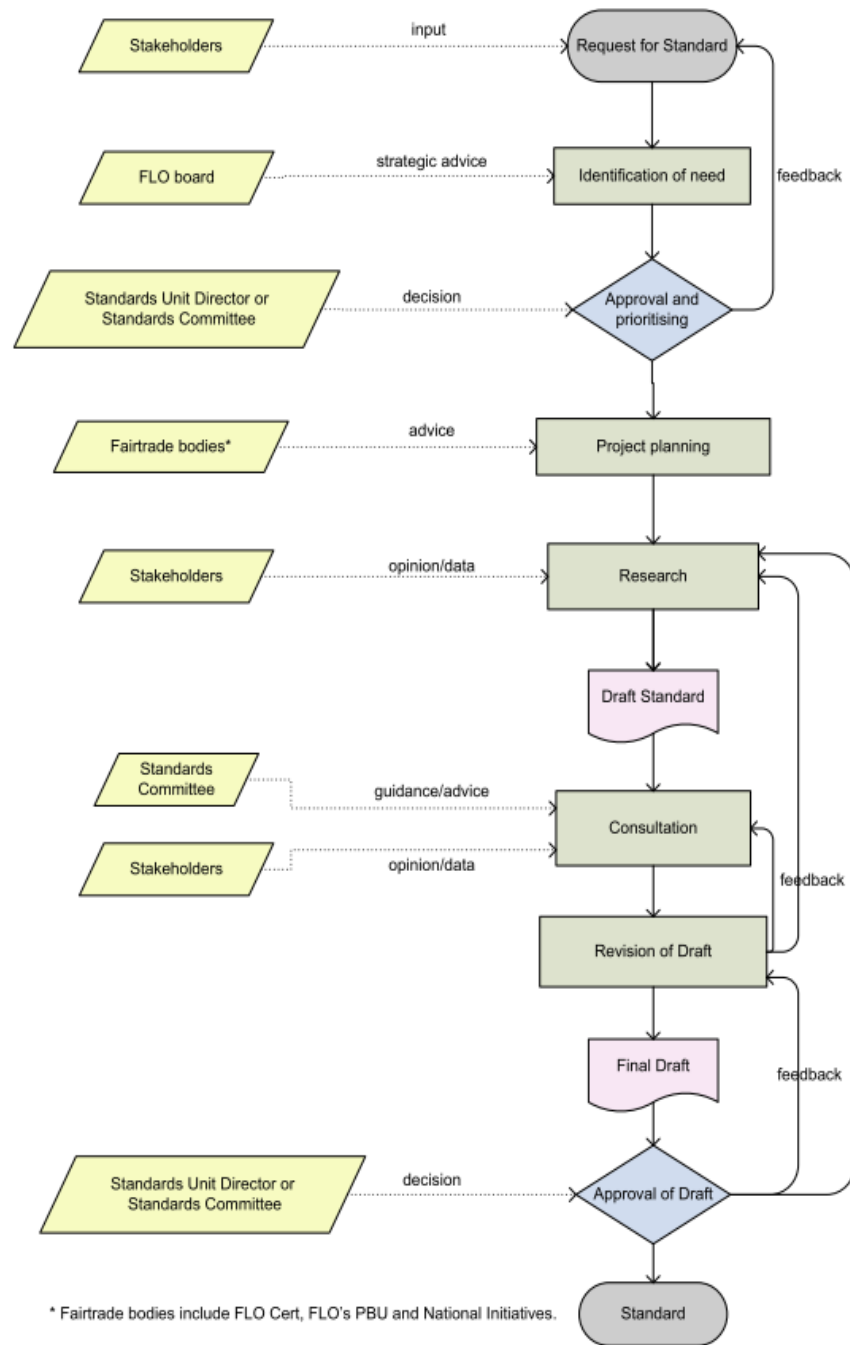
Specifies general requirements for third-party operating a product certification system. Replaces ISO/IEC Guide 40:1983.

ISO 65:

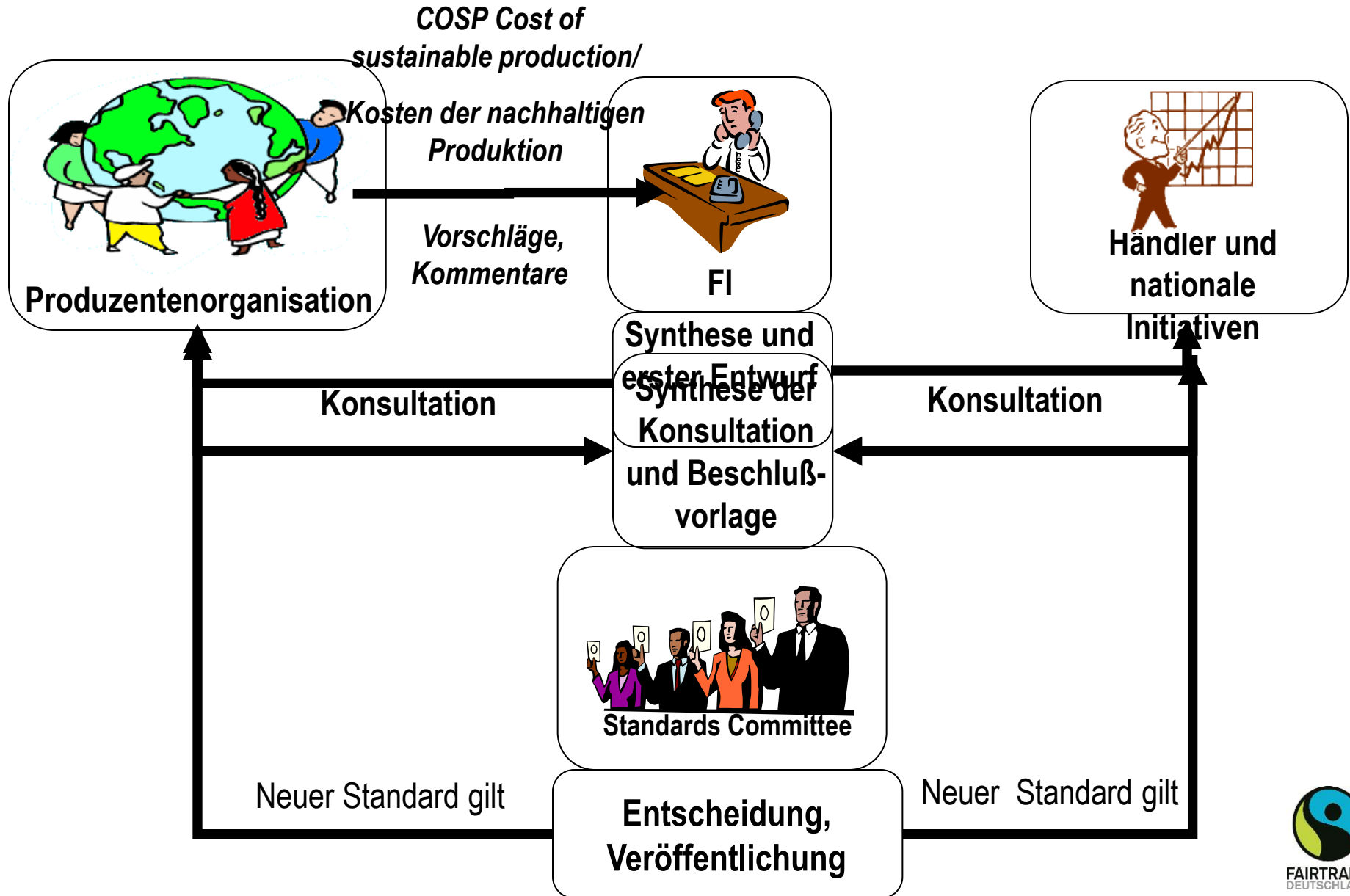
**Wer Standards erfüllt,
hat Rechtsanspruch
auf eine Zertifizierung!
Ablehnung „böser
Unternehmen“ nicht
möglich!**

**Zwingende Trennung
von Standardsetzer
und Zertifizierer!**

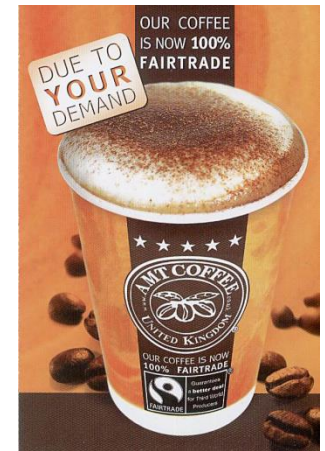
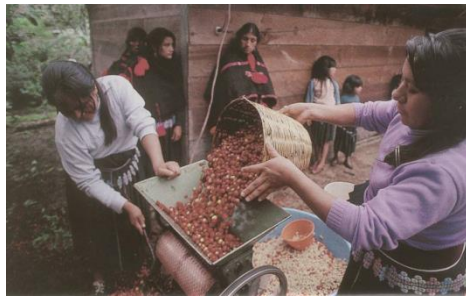
Der Standard-Setzungs-Prozess von Fairtrade ist ISEAL-konform



Wie entsteht ein Standard?



Vertrauen & Kontrolle



Strategische Neuausrichtung:
von Überprüfung der „Standard-
Erfüllung“ hin zur Messung von Wirkung



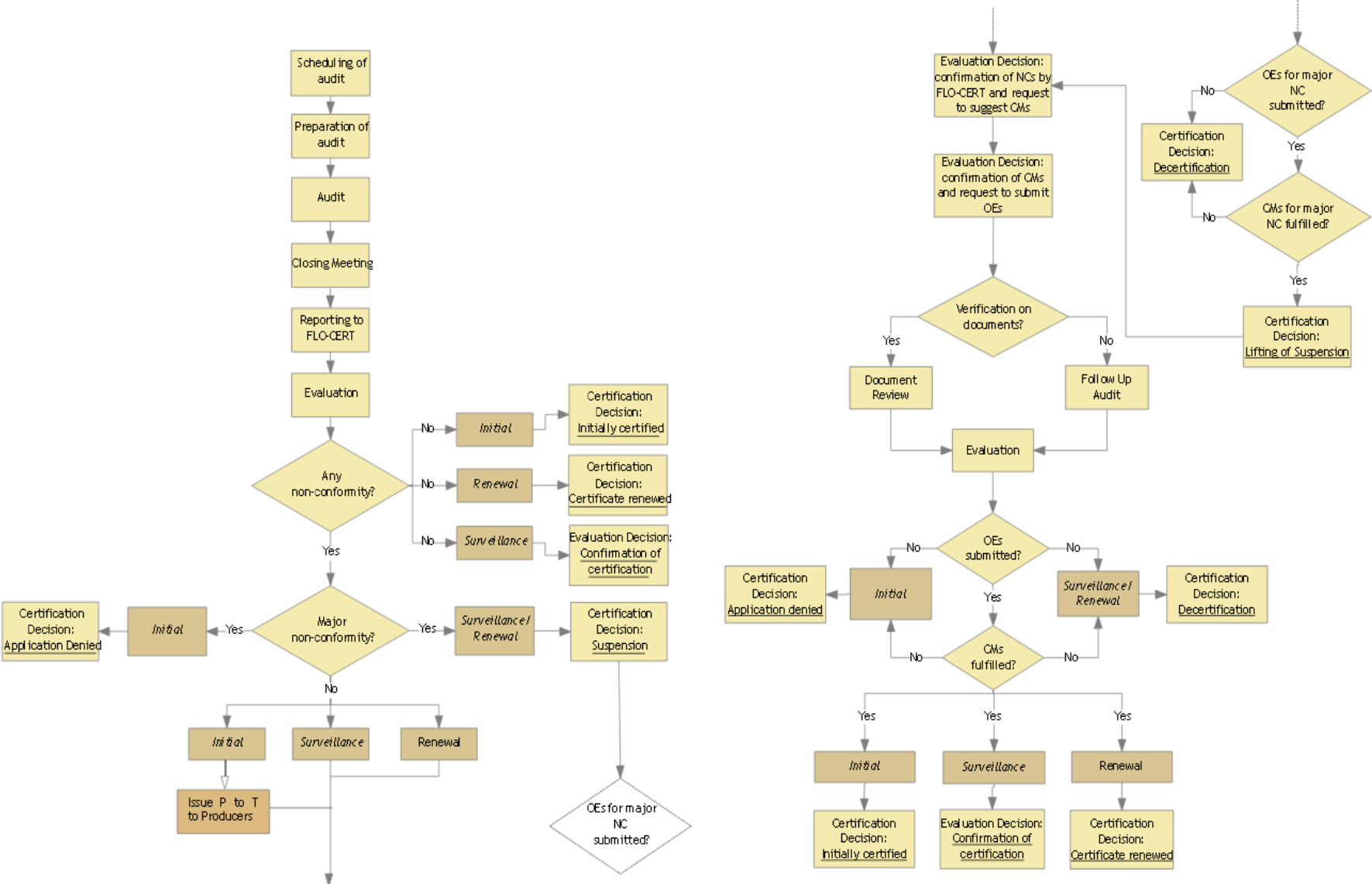
WE CERTIFY



Certification Standard Operating Procedures

7.4 Process overview

The below work flow diagram provides an overview on the certification process and its decision logic.



Die Wirkung von Fairtrade

Figure 2: Spheres of change in Fairtrade



Systematische Datenerhebung & Publikationen zu Ergebnissen und Wirkungen

- **Monitoring der Ergebnisse**
MEL-System gemäß ISEAL
- **Evaluierung der Wirkungen**
Impactstudien, Research,
Wissenschaftliche Begleitung

