

# (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

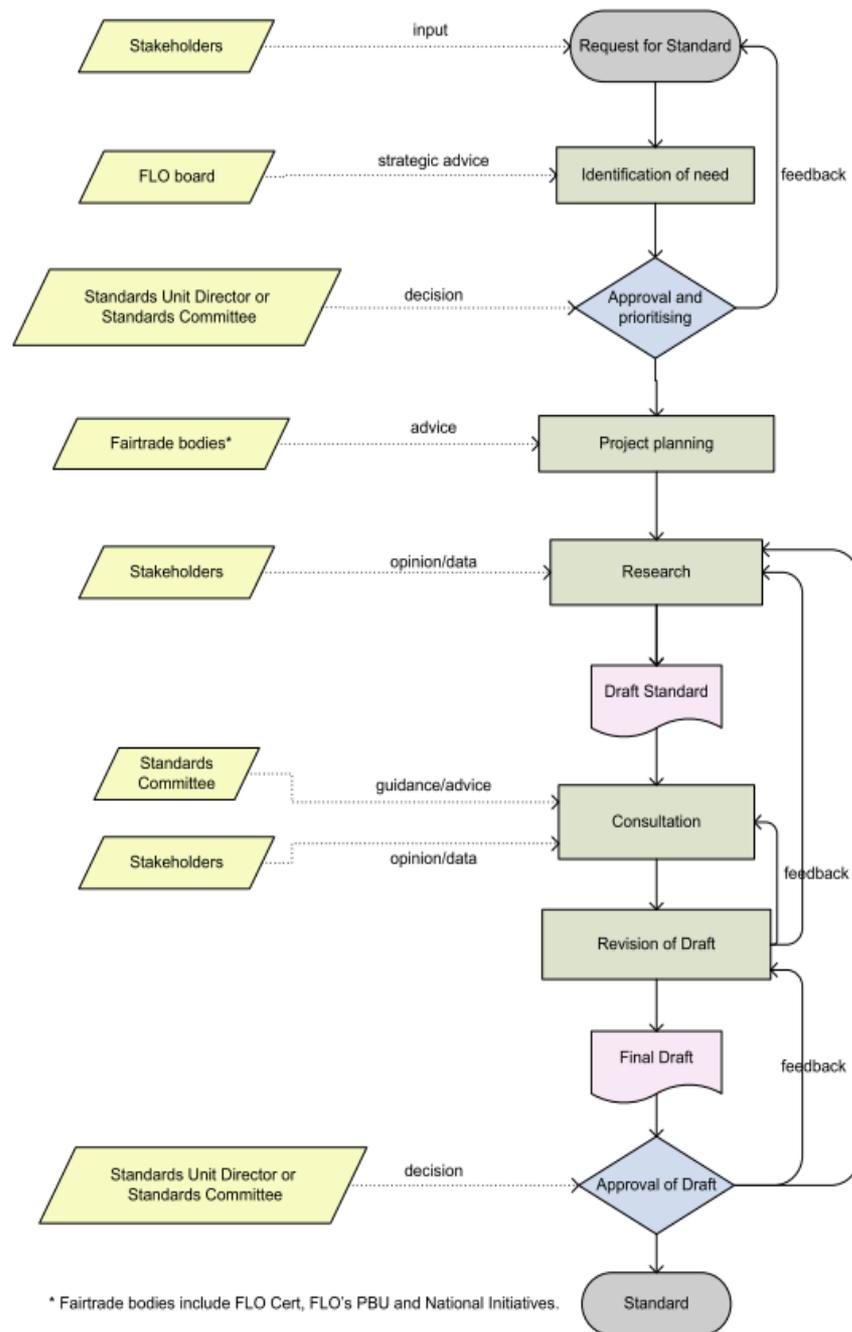
Specifies general requirements for third-party operating a product certification system. Replaces ISO/IEC Guide 40:1983.

## 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

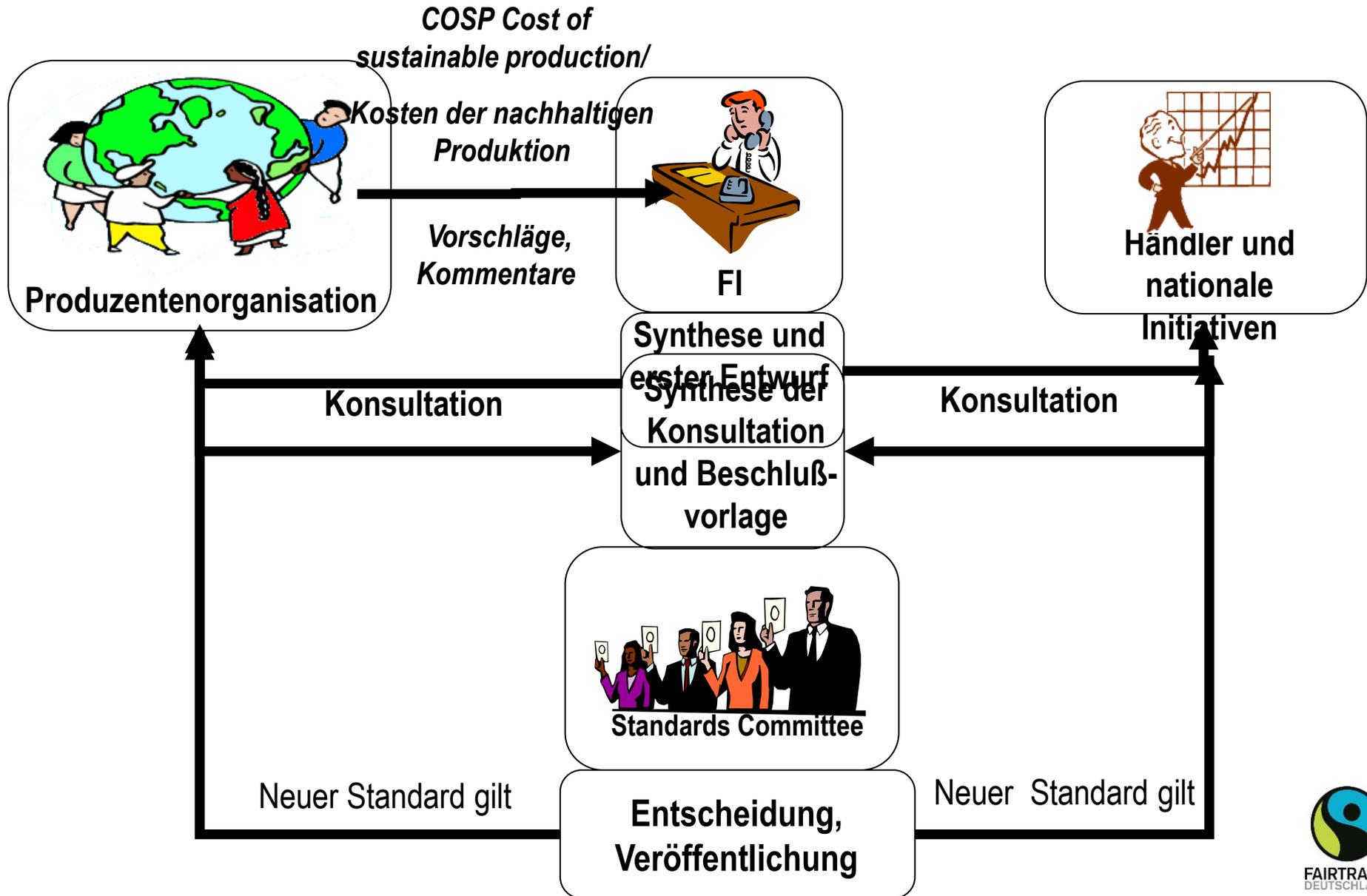


\* Fairtrade bodies include FLO Cert, FLO's PBU and National Initiatives.

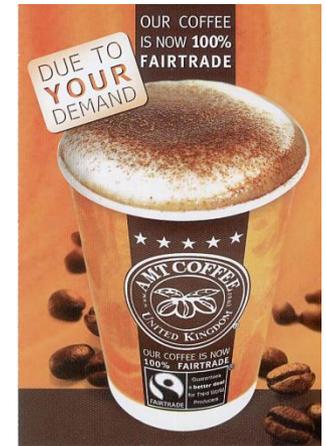
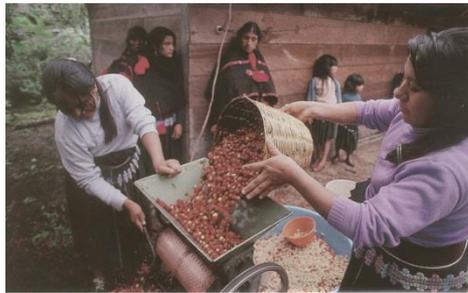


FAIRTRADE

# Wie entsteht ein Standard?



## Vertrauen & Kontrolle



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



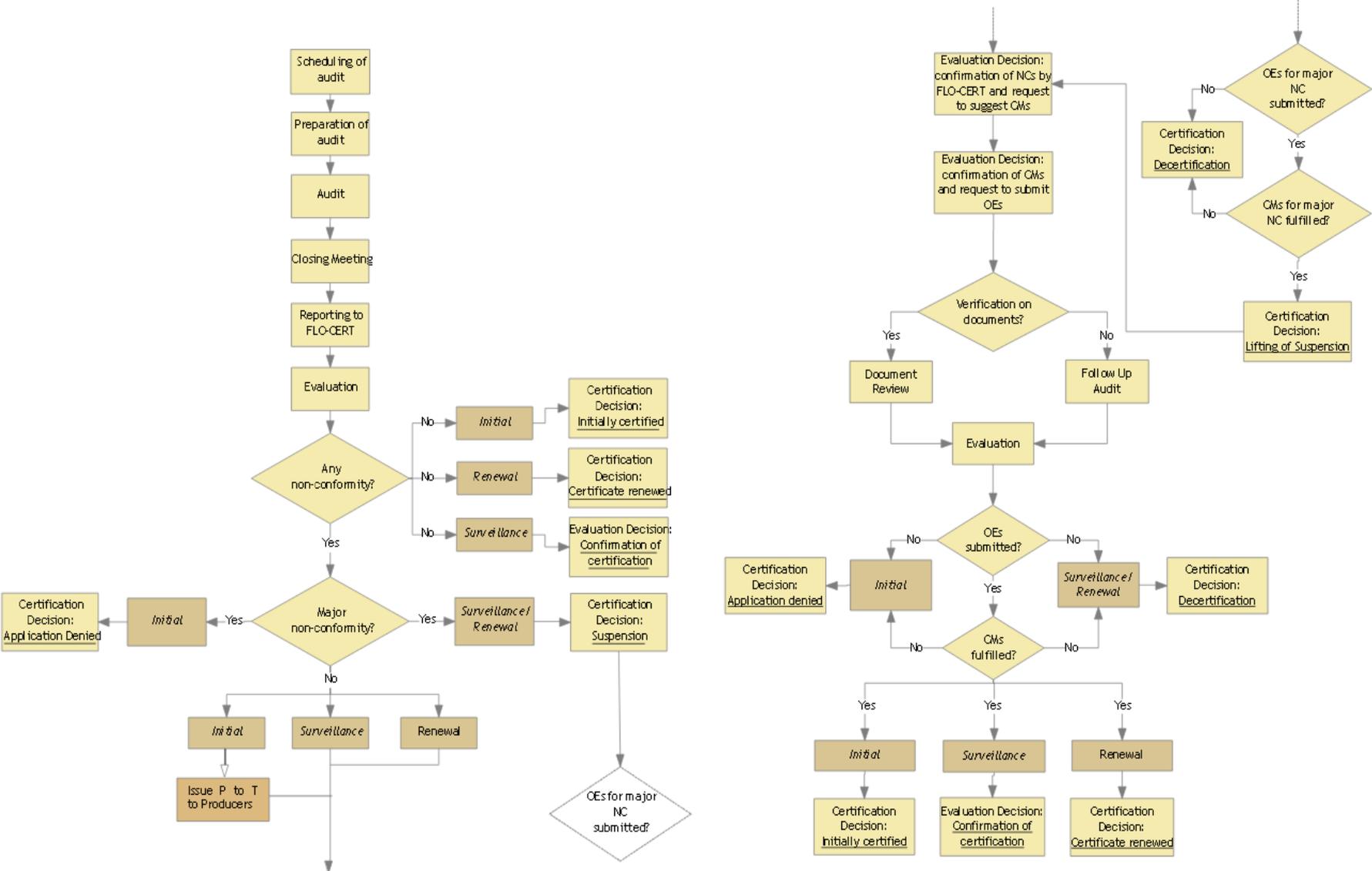
WE CERTIFY



# 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

