

Businesses experience range of benefits from using sustainability standards

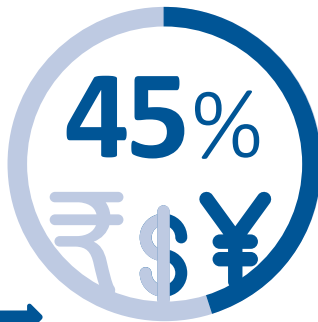
Independent research finds that sustainability standards **improve** market access, profitability and production for certified businesses and **enhance** reputation while **reducing** risk for manufacturers and retailers.

40

studies analysed to identify what **benefits** businesses **gain** from using sustainability standards and the **related** influential factors across **four sectors**: agriculture, fisheries, mining and forestry.

% refers to proportion of studies reporting a benefit.

Realised short term benefits



↔
higher price or cash premium



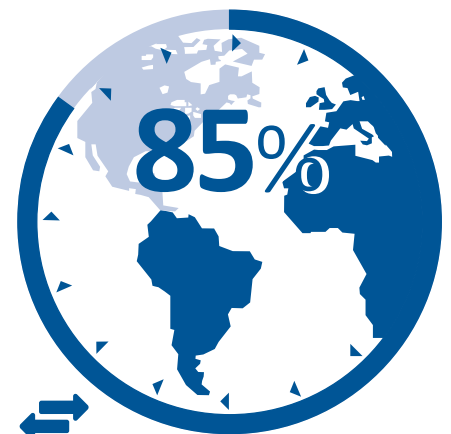
→
better supply chain risk management



↔
improved access to finance



↔
improved business operations



↔
improved market access

Realised long term benefits

53%



increased profitability



60%



improved reputation



30%



cost reduction

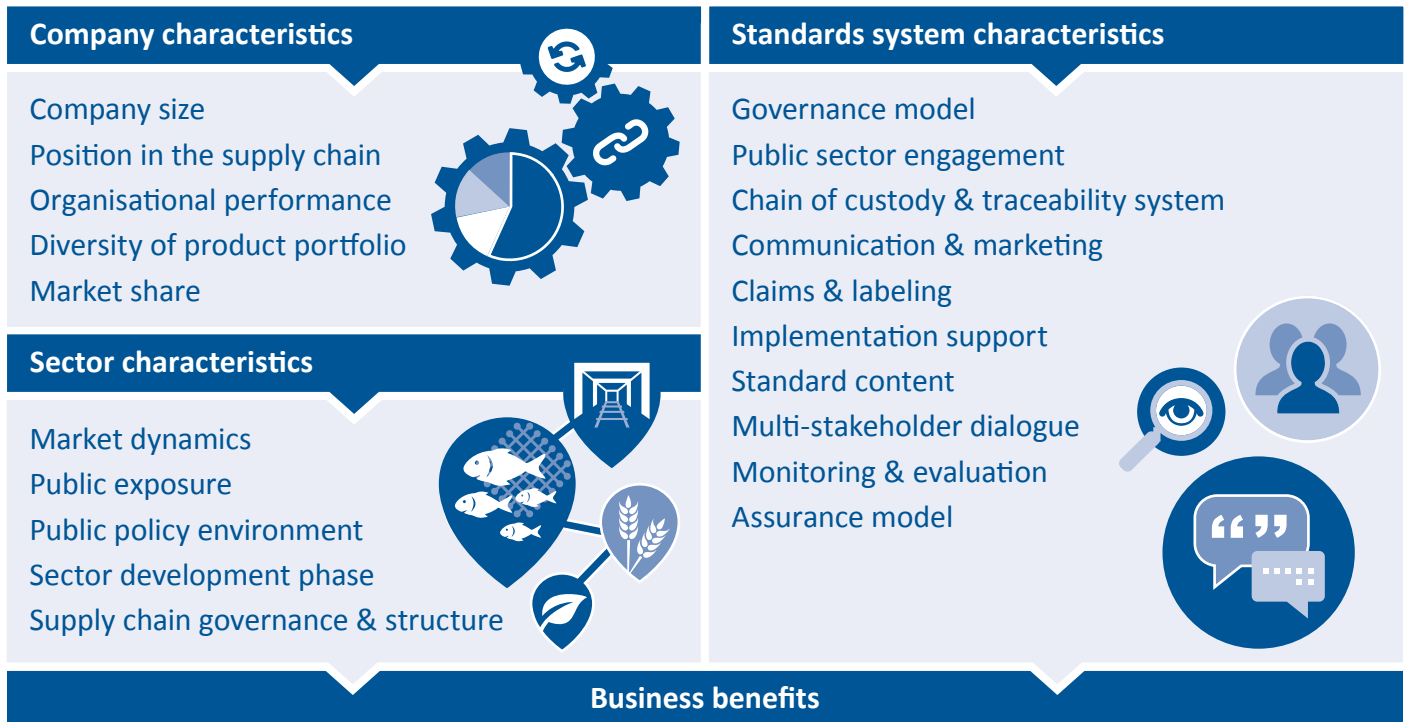


Upstream businesses represent raw material extraction or product production, including large-scale producers, smallholder producer groups and primary processors in the country of origin.



Downstream businesses include importers, processors, manufacturers, brand and retail companies in manufacturing and consumer countries.

Influential factors



About the research

The research was conducted by **Aidenvironment** which was commissioned by ISEAL Alliance to carry out a comprehensive review and synthesis of existing literature and evidence of the business benefits of using sustainability standards. In total 40 credible source documents, covering four sectors, were reviewed. Full details are available in the main report.

Read the **summary**
Read the **full report**

About ISEAL

ISEAL represents the global movement of credible sustainability standards.

ISEAL members include **21 of the largest global sustainability standards organisations**. Its members are **leaders** in the delivery of sustainable value chains and have **pioneered** the design and application of standards to link sustainable production and consumption across international trade.

ISEAL members cover **social and environmental sustainability issues** – from labour rights and sustainable livelihoods to biodiversity conservation – and are **active** across a **diverse range** of sectors.

- > To find out more about our members visit **www.iseal.org**
- > For more evidence on the impacts of standards visit **www.standardsimpacts.org**
- > Read the **ISEAL business stories** for more information on the value of using sustainability standards.
- > Take a look at this **GlobeScan survey** for more on how businesses use sustainability standards and what they think about them.