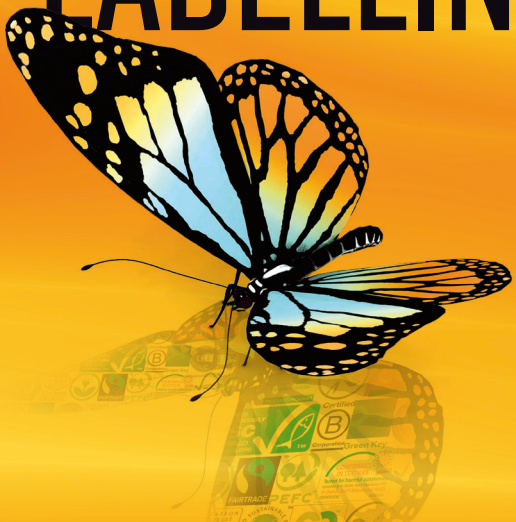
JAKOB ZEUTHEN AND LARS LUDVIGSEN

GLOBAL THIRD-PARTY CERTIFICATION AND LABELLING

- for Sustainable Business Development and Sustainable Corporate Communication



A GUIDE TO SMALL AND MEDIUM-SIZED COMPANIES IN ALL INDUSTRIES

GLOBAL THIRD-PARTY CERTIFICATION AND LABELLING

A guide to small and medium-sized companies in all industries

About the book

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Acknowledgement

A great number of dedicated and highly competent professionals have supported us in the process of creating this book. They have provided us with valuable insights. Some have participated in workshops and others have helped to assess the analysis tool which turned out to become 'The Butterfly Model'. We owe you all a big thank you.

Amanda Helena Bonnerup, Anette Werner, Annette Hastrup, Barbara Janker, Beth Hearn, Brendan Owens, Camilla Erika Lerbjerg, Emma Harbour, Finn Bolding Thomsen, Franziska Fiederling, Inger Melander, Jason Kibbey, John Honelez, Johnny Rodam, Kathrine Birkemark Olesen, Klaus Loehr-Petersen, Loa Dalgaard Worm, Marcia Bôhler, Marcus Schaefer, Mikal Holt Jensen, Mogens Stibolt, Morten Fristrup, Morten Thorøe, Nille Skalts, Ole Schmidt, Peter Hambly, Steven Vanholme, Susan Klosterhaus, Thomas Witterseh, Torsten Arndt, Vicky Pauschert, William McDonough.

LETZ CERTI

GLOBAL THIRD-PARTY CERTIFICATION AND LABELLING

© 2021 LETZ CERTI - First edition

LETZ CERTI APS – DK-Bjergstedvej 13, 2700 Broenshoej
www.letzcerti.com
Authors: Jakob Zeuthen and Lars Ludvigsen
Proofreading: Liselotte Lauritsen
Graphic design: Charlotte Brunholt
ISBN 978-87-972586-0-6

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Why a book on certification and labelling?

Welcome to the book: GLOBAL THIRD-PARTY CERTIFICATION AND LABELLING. It will help you and your business to see certifications in a new and more business-oriented way. It is your tool to get an overview of the most used global certification and labelling schemes, their credibility and market value for your business and a tool to assess all kinds of certifications in your on-going sustainability work. Certification in this book means those schemes offering sustainable certification and labelling of products, services and even companies. The book addresses eighteen high-quality global certification schemes all scoring a minimum of three points out of a maximum of five in the 'global' value assessed by The Butterfly Model - a tool for assessing certification schemes.

We imagine that you as a reader play a leading role in a company responsible for producing, marketing and selling products. You may also be employed in a public procurement organization, you can be the consultant who is advising management individuals regarding sustainable business issues. CEOs and members of the board are more than welcome to join us.

Certification and labelling play a fast-growing and significant role for sustainable development all over the world. Certification has the power to promote the credibility score of companies. Certification is about documenting the sustainable initiatives of a company - like building a bridge between manufacturers and end-users of the products and services. This will become even more significant in the future.

Can independent, third-party certification add value to your product and make it stand out?

Yes, it can.

You will agree if you have a true ambition of documenting your sustainability work in a credible manner and to being compliant to the seventeen Sustainability Development Goals defined by the UN and largely accepted by stakeholders all over the world as the most important guiding star of our time. An increasing number of stakeholders will increase their demand for the best possible documentation of actions that matter to deal with the defined challenges of the world. Certification schemes, corporations and other stakeholders have a common interest in avoiding corporate window-dressing and instead rely on fact-based, relevant, and credible schemes. We need to have a way of separating good from bad. That is why we have dealt with it, analysed the markets and developed a tool for assessing certification schemes. We have named it The Butterfly Model. The purpose is to create an in-depth understanding of the credibility value and the market value of the individual certification schemes.

In this book, we keep focus on global certifications only. Also, they must be independent, third-party oriented and multi-stakeholder based. It is our strong belief that this is the type of certification to bridge companies and consumers in the best way. We are convinced that this is a well-defined path for companies to follow, to make the much-desired sustainable transition become a reality - on market conditions.

We do hope that you will enjoy the book.

Jakob Zeuthen and Lars Ludvigsen

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Introduction

Sustainable certification and labelling is the art of conveying a documented, sustainable message in a simple, credible, and symbolic way.

Certification acts as a bridge from manufacturer to customer, whether they are private consumers or professional purchasers in private or public companies. Certification will act as a guiding star when companies strive to transform products, services, companies, industries, and societies as such towards a greener and more sustainable world.

Sustainable certification will typically address one or more of these four areas: health, environment, economic and social conditions. Most certifications focus on products. Some on services, and only a few embrace the entire business of the company.

This book will guide companies in their use of global certification. The independent, third-party oriented and multi-stakeholder defined certifications create credible and trustworthy communication about products, services, and companies.

It is all about acting strategically, in order to improve the environment, health, economy, and social conditions. It is about documenting the transition to a more sustainable business world.

By reading the book and adapting the insights you will get an overview of the most important global certification schemes, which are based on independent third-party certification. There are eighteen of them. You will gain insight into the inherent characteristics of each certification.

The book provides a tool for assessing and comparing global

certifications, which might be helpful when you wish to choose the most appropriate for your business, your products and your customers. The tool is named The Butterfly Model. First, it was developed in full transparency together with all involved certification schemes and hundreds of businesses and published in a Danish book named: MÆRK DIN FORRETNING (2018) or "Certi Your Business". In that book the authors reviewed 51 certifications relevant to the Danish market. In every specific market you will find both global and local certifications relevant to consumers, companies, and public purchasers. Still, many local certifications are rather popular - especially those addressing food and beverages.

In this book, you will get a coherent description of the importance of the eighteen global certifications which are relevant to consumers all over and to companies doing business globally or on more than one continent. You will get an assessment of the individual certifications, including an assessment on how well they address the seventeen Sustainable Development Goals regarding their criteria and standards.

After the run-through of the certifications you will find a training module; a checklist and a roadmap on how to choose the certifications best suited for your company. A roadmap to success.

The book can also be used as a reference guidebook.

CHAPTER 1

Why certification works so well

A certification scheme is a symbol that the consumer and purchaser from private and public companies can act upon when they evaluate and chose the best products and services for themselves and their peers. Certifications develop and establish criteria according to a standard for sustainable business development and carry a certification scheme to provide evidence that a company complies with the criteria. It should be the main task for a credible and trustworthy certification to ensure solid and relevant documentation for its customers, i.e. the companies using their standard and certification scheme. A selection of benefits using certifications is summarized here.

Certification is far ahead of legislation

It is inherent for a serious and relevant certification scheme that its criteria and standard ensure certified products or services, that not only will they comply with the legislation, but also ensure that the products have qualities ahead of it. If not, a certification has less relevance and may be inefficient to develop sustainable change and transition. A certification scheme must have a dynamic criteria development procedure together with its stakeholders, and it must be based on credible and accepted knowledge in order to become a relevant certification scheme to the world, creating positive impact for sustainable business and purchasing. A trustworthy label will perform on-site inspection and surveillance to protect its trust for its customers and other stakeholders.

Certification is a brilliant buying button

The certification market is worth several billions of euros or dollars, and it grows year by year. Certifications act as buying buttons for consumers as well as for purchasers from public institutions and private companies. The strength of even credible certifications lies in the fact that they have the ability to influence the subconsciousness of the buyer through their logo value

(like any perception-based company logo and attached branding activities) and on top of that, refer to their solid criteria, based on scientific and multi-stakeholder values. The certification schemes make the consumer aware and lead the way to a better and more sustainable product in the given category.

Certification is good for a variety of purposes

In principle, there are no thematic limits a certification cannot handle. But it is important that the focus is relevant, and that it operates in a credible way. Certifications are operating in four thematic areas: health, environment, economic and social conditions. Some certifications focus on one of the areas only, while others cover more or even all.

The vast majority are fully focused on certifying products, and more than 40 percent of all independent third-party certifications focus on environmental issues. Most certifications operate on national markets only, and only a few are created to be global actors. Certifications can be based on a lifecycle assessment like the best ecolabels. Some have a narrow environmental focus like FSC and PEFC engaged in sustainably managed forests. And a few certifications, such as B-Corp, certify the operation of the entire company.

Certification is meant for sustainable transition

Ecolabel certifications alone total more than 298,000 different products worldwide contributing to making an environmental difference. But not all industries have started a transition to more sustainable production using certifications. Organic production in the food industry is growing rapidly to such an extent that organic food is becoming mainstream in an increasing number of markets. When it comes to certifying climate change achievements, it is a different matter. Certification has not yet had its breakthrough within this arena. It is the same story if you look at circular economy and design, reuse and recycling of products and materials. The fear of dangerous chemistry is widespread, and it is an important theme for many certifications focusing on environmental and health issues. Good social conditions for human beings are also key focal points for certifications.

Chapter 2

Sustainable Development Goals

Most labels are not based on an independent third-party certification. They cannot provide credible documentation for sustainable transition. Several companies make their own certifications with single issue claims like "without GMO". And there are labels for awards and legislation purposes and labels pointing out goals. One non-certification phenomenon is particularly important to mention in this context: the UN Sustainable Development Goals, or just the SDGs.

The 2030 Agenda for Sustainable Development, adopted by all 198 United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet towards 2030. At its heart are the seventeen SDGs. They are an urgent call for action by all countries - developed and developing - in a global partnership.

The seventeen SDGs address the main challenges for the planet and focus on issues like eradicating poverty and hunger, improving the state of health, raising education levels, achieving gender equality, combating climate change and avoiding loss of biodiversity, ensuring water quality, a good life on earth, creating good jobs, peace and justice. Most individuals and companies and politicians support these 'goals' and would wish them to come true before 2030.

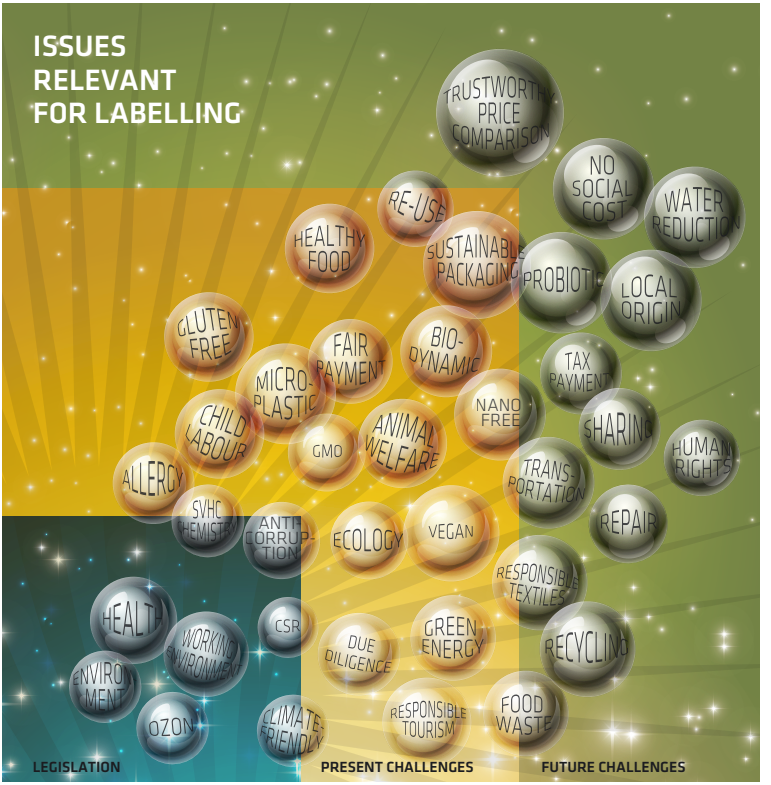
The SDGs do not require binding action for companies, as opposed to when joining an independent third-party certification scheme. While certification schemes focus on well-defined criteria, the SDGs are pure intention, with the inherent risk of becoming a greenwashing activity. The SDGs should not be considered greenwashing as such, but a magnificent guiding star for development of policies and action plans. If you wish to document your actions inspired by SDG thinking, you will find it relevant to engage with genuine certification schemes and therefore get the best from two approaches.

Nearly all the eighteen global certifications in this book will be relevant for SDG 8: "Decent work and economic growth" – the most

selected SDG by the certifications. Another important SDG to the certification community is number 12: "Sustainable production and consumption".

In 2020, five years after the SDGs were announced worldwide, as many as 35 percent of the eighteen global certifications have not managed to map their criteria according to the SDGs.

In this book, it will be explained how each of the global certifications address the seventeen SDGs and the attached 169 targets and 232 indicators.



THE BUTTERFLY MODEL

- AND THE SDG CLOVER MODEL

Chapter 3

The Butterfly Model - A tool for analysis and strategic business decisions

This chapter presents a tool for assessing certification schemes. We have named it: The Butterfly Model.

Based on this tool, we have analysed the eighteen global certifications and provide you with an insight on how they are used by the global society. When you understand The Butterfly Model, you will be able to analyse all other labels on the market, as well as the new ones, when they are introduced. You just run the certification through the The Butterfly Model, and you will know whether it has the quality you demand of your products, services, or the entire company.

The Butterfly Model can also be used as a strategic decision-making tool for developing a certification strategy in your business, including

setting reasonable expectations and requirements for the certification schemes. On page 82 you will find a training tool. It is a checklist and provide a roadmap to better business strategies.

In chapter three we focus thoroughly on the eighteen global certifications in order to provide marketing professionals, product managers, and business leaders with a tool to assess the best matching certifications to their business strategies. It is important to go behind the symbol of the certification to get a detailed understanding of the inherent values of each certification. The Butterfly Model makes it possible to benchmark all sorts of certifications and reveal their credibility value and market value. The criteria are presented transparently to use them and challenge their relevance and robustness.

The Butterfly Model helps to make the best strategic decisions as well as supporting the certification scheme´s desire to bridge the gap between producers and consumers for the benefit of sustainable transition.

Constructive co-creation

Occasionally, certification schemes are described as untrustworthy. This criticism is most often case-oriented and based on poor evidence. It is a perception-based point of view rather than a fact-based, objective, and fair discussion of pros and cons. In those situations, the administrators or owners of the certification schemes seem to be rather unprepared to respond appropriately. They seem to lack the imagination of why anyone would even think of questioning their idealistic work and good intentions. But journalists, competitors, or just anybody wishing to make a negative comment on their own social media platform, can easily do so. It is therefore important for certification owners to have a solid external and unbiased reference frame to refer to when responding to criticism. The Butterfly Model is the best defence that the sustainable certifications have had so far. And the worst piece of news for the less serious certifications, as they will get a low score according to this un-biased and research-based tool.

In the process of developing The Butterfly Model we have aimed at obtaining a very close contact with all certification owners and administrators in order to get access to their views on the suggested criteria, and later on the specific score of the individual certifications that we came up with. We have followed the procedure carefully

in order to involve and engage the certification community. They have responded in different ways like one would expect. Some have embraced the initiative and been supportive and helpful, others have been more suspicious of this intruder to the community. *"What are your real intentions?" "Do you want to slaughter our business model?" "Who has sent you?" "How much must we pay to be included in your book?"* Etcetera.

This is a natural reaction in the business jungle. We have done our best to explain to both the friendly inhabitants of the jungle and to the others that we are independent of other interests or the interest of any specific certification. And that we are in favour of third-party certification schemes developed on multi-stakeholder input, transparent by nature, relevant to the market and ahead of legislation. We strongly believe in these criteria, and that certification is one of the best ways to secure responsible consumption and bridge vendors and consumers in their mutual fight for a sustainable transition.

We have asked in-depth questions to the inherent values of the certifications to an extent, that some of the representatives of the certifications considered to be a little too indiscreet and a bit too annoying. No one has ever before presented them to an analysis and assessment tool from a constructive point of view and a true interest in strengthening the best certification schemes in the world. We have done this to understand the inherent values and strengths of the certifications and communicate this knowledge to potential customers and users of the certification schemes as well as other stakeholders.

We predict that several business communities will embrace the sustainable certification schemes even more in the years to come. More industries will turn to documenting their claims through decent schemes, both the existing ones and the new ones. The competition between claiming systems will be more tough, and therefore, it will become relevant to have a mutual reference frame for judging the individual certification schemes. And it will become a must for the market actors who wish to document their contribution to the sustainable transition of their industry and the society. Pure perception and conventional branding will not be good enough in the long run.

Why an analysis tool?

Businesses and consumers need the kind of credible communication which can only be provided by an independent, multi-stakeholder, third-party certification. It will help product managers, top executives, and marketing managers to engage in true sustainable transition. The Butterfly Model will help to choose the relevant certifications and make better strategic business decisions and to achieve better market results. This is the reason why a certification assessment tool is in demand. The Butterfly Model is such a tool. Probably the first of its kind. We demonstrate how it is applied to eighteen globally relevant certifications, and anyone can use the tool to evaluate any certification in the world - whether it is local, regional or global. We invite all business professionals with an interest in sustainable transition and SDG relevant work to use the tool and report any shortcomings back to us. In return, we promise to update and improve the tool and make the changes available to anyone interested.

Certifications benefit from The Butterfly model

The development of The Butterfly Model was initiated in 2016. During the process we have done our best to use the same principles as those being used by the credible and sustainable certifications when they develop criteria and make their certification fly. The first outcome of our research work was a book on the 51 relevant certification schemes for the Danish market. The book was published in 2018 and the target group was marketing managers, product managers, and top management. The book is relevant to all industries as well as the public sector which, as you might be aware, makes up a substantial part of the total BNP in Denmark.

The Danish title of this pioneering book is: MAERK DIN FORRETNING and in English: CERTIFY YOUR BUSINESS. The subtitle is: Handbook for strategic use of certifications". All 51 certifications included in the book, as well as others, were invited to help developing the criteria for The Butterfly Model. More than 200 companies using certifications professionally in their business,

participated in quantitative as well as qualitative analyses including workshops and personal interviews. These insights are also relevant to this book on the seventeen global certifications as they were among the 51 certifications relevant to the Danish market.

The collaboration between companies, authorities, certifications and us, as researchers and writers has been extensive. In our opinion, it has resulted in consensus among certification stakeholders that The Butterfly Model is a relevant tool for evaluation of certifications and a way forward for guiding especially small and medium-sized businesses in developing sustainable business models. In principle, large corporations and the so-called super-brands could very well do the same. Only, they seem to wish to protect their investment in brand-value as a purely perception-based approach. We expect them to be the last to convert to third-party certification. But eventually they will. When they are pushed by the market to let external parties evaluate their products, services, and the company itself – and certify their qualities.

During the development of The Butterfly Model we discovered that several certifications had benefitted from the analysis tool and made specific changes in their organization. We need two hands to count the number of certification schemes who cleverly took the opportunity to secure a higher score before the book was published.
Certifications are focused on four main areas:

- Environment
- Economy
- Social conditions
- Health

Some certifications focus on one of the topics. Others focus on two, three or all four topics.

Here, we recognize companies as important players for creating real sustainable change. By holding one or more credible certifications, companies have great opportunities to play the role of a frontrunner in the sustainable transition and fulfilling their ambitions of doing good for one or more of the popular and extremely relevant SDGs. Without third-party documented products, the business strategies and specific activities risk to take a pointless turn and end up in embarrassing window-dressing and greenwashing. Therefore, credible, and trustworthy certifications are a gift to the businesses and consumers who decide to walk the extra mile for sustainable change. Businesses and consumers need more than conventional branding.

This view is very clearly expressed in a consumer survey conducted by Eurobarometer in 2016, revealing that only six percent of the population within Europe trust corporate branding. An analysis by the Danish Chamber of Commerce (2016) revealed that 64 percent of Danish consumers used certification and labelling, when purchasing more sustainable products. Third-party certification is the obvious alternative for companies if they wish to be considered credible in the future; and secure their future market value; and relevance to society.

Strategic management tool

The butterfly Model is a systematic and comprehensive way of analysing and evaluating all kinds of certification schemes. The model provides companies and certification bodies with a new and common language and grammar which make it possible for them to interact professionally about the essentials of a certification scheme. This common language is an important starting point for bridging the views of producers, consumers, and professional purchasers. It creates a fruitful collaboration on sustainable products for the benefit of all legitimate stakeholders.

The Butterfly Model is a detailed strategic assessment method for creating insight into the structure and organization of a given certification. You will be able to assess both the credibility value and the market value of any label worldwide. With its eight strategic objectives and 36 detailed criteria the 'butterfly rating' delivers an objective, factual score of the label in question making it easy for business and product managers to make informed decisions. Also, a certain score can be re-evaluated by a second or third analyst, when you wish a second opinion.

Here is the detailed description of how The Butterfly Model was developed

Information on corporate use of certifications relevant to the Danish market was collected in 2016 and

2017. The findings were presented in the Danish book published in 2018. This new book on global certifications was researched in 2019 and 2020. Here is a detailed run-through of activities:

Before developing The Butterfly Model, we conducted 50 personal interviews with senior executives in Danish and international companies using sustainability certifications for their products, services, and businesses.

A market survey was conducted and supported by 20 certification schemes by giving us access to more than 400 named companies.

152 of the prompted companies responded to our questionnaire and provided information on why they apply third-party certifications to their products, services, and to their companies.

In this process, we also gained knowledge about the obstacles that companies experience when using certifications.

In workshops, the criteria have been aligned, and finally, input has been obtained through an open consultation process with the aim of creating a common understanding of the tool's systematics with the eight objectives and the 36 criteria within the two overall value areas: credibility and market value.

The Butterfly Model

The Butterfly Model contains these four elements:

- Values
- Objectives
- Criteria
- Topic square

The Butterfly Model has two large carrying wings, a green and a blue one. The green represents the credibility value, the blue represents the market value. Each wing is divided into four strategic objectives with associated criteria attached to them. The total number of criteria is 36.

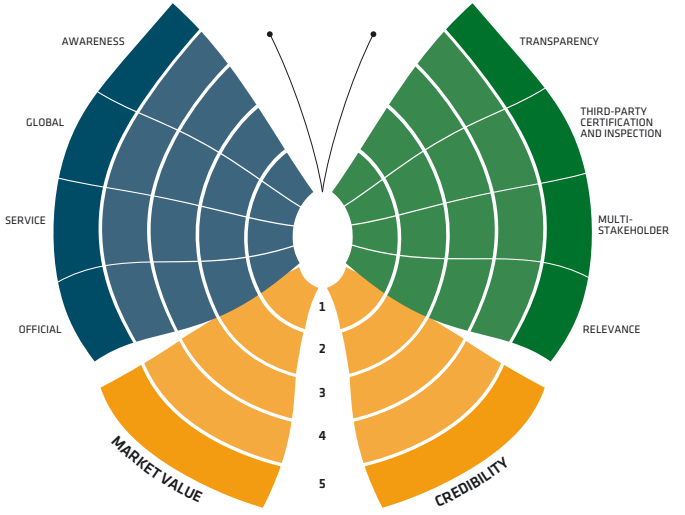
Also, the butterfly has two amber coloured wings presenting the total score of each wing. Each of

the steering wings can present a maximum score of 20 points. The credibility wing and the market value wing are divided into five levels: 'very high', 'high', 'average', 'low' and 'very low' in order to make it easy to catch the overall message. The reader can then get into the details by examining the individual certification.

The visual shape of The Butterfly Model makes it possible to obtain both an overview and a detailed knowledge of the position of each certification in terms of credibility and market value. It is supposed to contribute to raise the level of common understanding of the inherent qualities of the individual certifications. On top, it will create a sensible and constructive discussion platform to further develop the certifications for the benefit of their purpose and strategic goals.

The Butterfly Model can be used by companies who wish to assess the market value and credibility value of a specific label.

Please bear in mind, that a butterfly will only be airborne when both wings are large and strong; it must have a high credibility and market value. If one of the wings is remarkably weaker than the other, it will only stay airborne for a short time.



Credibility

TRANSPARENCY

The scheme behind the certification is clearly identified and the public has free access to information about the certification

Transparency reflects the openness of the certification scheme to the public and its stakeholders. A very high level of transparency gives the public full insight into the organization of the scheme and all its activities. Transparency is important for a label to gain confidence and interest from its customers and key stakeholders. Transparency is necessary for a potential customer to get insight into the certification scheme. Most companies will prefer to have the opportunity to choose a new business partner on the optimum informed level. The aspects defining transparency are about available information of governance, management, stakeholder involvement and certification. It is also information about total costs to use the scheme and an overview of companies which have a legal license to use the label.

THIRD-PARTY CERTIFICATION AND INSPECTION

The scheme behind the certification provides independent and third-party certification and control

Third-party certification and control are very important to ensure that a company comply with the defined standard and its criteria. It is utterly important that customers can rely on the stated promises. A certification scheme operating on third-party certification and control at the 'very high' level, ensures a standardized approach, focusing on verification and control of procedures and implementation of criteria requirements. Also, the value chain must be up for full traceability. A final onsite audit ahead of releasing the license to the company is a must in order to control whether the criteria have been implemented correctly, according to the stated and promised specifications. Some certification schemes operate through external accredited certification partners to make it easier to operate in many countries and on several continents. In this case the labels should carefully check whether their certification meets the requirement of the standard and double-check each individual certification before releasing the license (criteria 7).

Companies are constantly making changes in their production. A certification scheme must be able to identify this through on-site inspection. The license or the certification as a trademark can be abused on the market, cheating customers when purchasing labelled products. Therefore, it is important that the certification has the availability to ensure a proactive market surveillance (criteria 10).

MULTI-STAKEHOLDER

The scheme behind the certification engages relevant key stakeholders

Multi-stakeholder involvement is essential for a label if it wishes to be supported and considered credible in the eyes of the stakeholders. Significant stakeholders may be authorities, experts, educational and counselling institutions, NGOs, companies, business organizations, municipalities, politicians, and consumers. The key stakeholders have an opinion and interest in how a certification scheme operates and how relevant criteria are maintained. Significant stakeholders have an interest in and want to influence the label and how it operates. The label should be open to this to gain its license to operate. Stakeholder involvement ensures confidence in the label operating independently of individual interests.

RELEVANCE

The scheme behind the certification provides solid criteria giving measurable effects

'Relevance' implies that the scheme is founded on recognized and widely accepted knowledge and standards. Relevance is about trust and support to the certification and should always be a high priority. Also, relevance is crucial for a certification scheme to gain awareness, trust, and support from stakeholders, especially from the civil society. Be aware that business opportunities and challenges are not static. Therefore, the criteria and the standards run a risk of losing relevance if they are not thoroughly evaluated and revised. For example, it is important for a certification to be capable of responding to incoming challenges to sustainability and to include new business innovation and solutions in its criteria. That can only be ensured through a dynamic approach with procedures and routines for evaluation and revision of the criteria. A certification with a 'very high" relevance score proves to its stakeholders that it works for sustainability in a relevant direction. A certification should be capable to document its roadmap, e.g. by conducting an impact study demonstrating that its criteria and standard create real positive effects (criteria 19). This information is of great importance to companies and to their communication to the market and customers.

Market Value

OFFICIAL

The scheme behind the certification is supported by legislation of purchasing routines from public sector institutions

'Official' as value is about whether a certification scheme is based on legislation and has support from government, authorities, politicians, or municipalities. Official or public support will strengthen community confidence in the certifications and its relevance and has a positive impact on the market value of a label. Public support strengthens the perception of a label as trustful and credible, providing competitive advantages, such as a higher potential for creating awareness. Customers tend to prefer certifications with high awareness. Public support may be to provide public funds and other financial support to the label. In daily life, public support is about procurement and when public institutions decide to request certified products directly in their tenders. The 'official' criteria 21 and 22 are assessed for a national market as this varies from one national state to the other. Criterion 20 applies to certifications based on legislation, i.e. the German eco-label Der Blaue Engel. None of the global certifications in this book have been awarded with criterion 20 as legislators seem to prefer regional or national certifications.

SERVICE

The scheme behind the certification offers service to license holders

'Service' is about how a certification scheme supports its customers using the standard, criteria and how to implement the certification in marketing of the products or services in question. The certification scheme should provide customers with guidance in understanding the criteria and implementing them into business practices. For most companies, it will be a totally new procedure to do marketing with certifications in a strategic and efficient manner, as they might be used to rely on conventional and purely perception-based marketing activities. Therefore, counselling and training on how to reach customers with certified products, services or the entire business are in demand. Examples may be facilitation of network groups, webinars, courses, seminars and direct counselling. This is especially of great importance to small businesses with limited resources and marketing skills and budgets. 'Service' is also about the certification scheme taking responsibility for building awareness of its own certification through e.g. social media, campaigns, events, awards, open media, and own website information, in order to make it easy for consumers to find certified products. 'Service' ought to be assessed

at the national markets in which the companies operate, but for global certifications the 'service' value reflects the operation on the global market.

GLOBAL

To which extent the certification scheme has a global market coverage

'Global' as a value, tells us how supportive a certification is to its customers' marketing efforts and in exporting certified products and services. A certification scheme achieves global value when it becomes capable of supporting and empowering its customers' business outside their local market. A certification scheme organized globally or regionally can do this through its own offices, in collaboration with official partnership programs along with other certifications or through a network of international certifying organizations. Some certifications cooperate on standards and criteria to achieve a better global reach. This would support exporting companies, where an increased focus on digital solutions would be an obvious strategy to improve global reach.

AWARENESS

The certification must gain knowledge of consumer recognition through independent surveys

'Awareness' is a basic value of how many people are aware of a certain certification. Awareness is a pre-requisite for obtaining a good score on most of the other market values. High awareness will prove a bridge of trust between the product and the customer and ensures that the certified product is taken off the store shelf and purchased. The specific level of awareness is assessed by a survey in order to reveal how well a certain population knows the certification. The most reliable surveys are conducted by independent companies. National surveys are accepted in The Butterfly Model.

In this book, we have assessed the awareness of the eighteen global certifications on the Danish market. We have allowed all certifications to provide awareness studies from other national markets when accessible. The awareness value of The Butterfly Model is about an overall 'consumer recognition' indicating that the consumers have noticed the label of the certification. It is not about qualified knowledge, as quality data is not available in this field. When consumers are asked to qualify their knowledge to a specific certification, a wide variety of individual perceptions are revealed. People tend to attach personal preferences to their favourite certifications. If it has not been possible to get solid data on a certification's level of awareness, it has been rewarded with the score 'awareness below twenty percent'.

The SDG Clover and The Butterfly Model

In this chapter we will focus on how well and to which extent the eighteen global certifications relate to the seventeen Sustainable Development Goals, the SDGs.

The Market Value and Credibility Value are measured according to The Butterfly Model, and the level of SDG compliance is measured by the SDG Clover. You can use these two assessment tools to measure the sustainability of all certifications as the tools are generic by nature. In this book we focus on global certifications.

The Butterfly Model Criteria

The Butterfly Model score is based on compliance with the 36 criteria listed in this section. The criteria are distributed on the blue wing and the green wing measuring the market value and credibility value of each of the certifications. The credibility value is measured by criteria 1 to 19, and the market value by criteria 20 to 36.

To be considered 'available', information must be available to the public on the certifications' international website. This is a must to receive points in The Butterfly Model. Open access to all necessary information is a key element in terms of trust and credibility.

A certification scheme is the organization which officially owns the label.

To make the assessment tool simple to use, the certification scheme is most often rewarded with one point, when one criterion is met. Certain criteria though are more important and will give two or three points, as it is the case with some of the criteria in the market value wing.

If a certification is based on legislation or used in public procurement (criteria 20 and 21), it gives a company a major market advantage when targeting public procurement, especially in markets characterized by a high trust in public institutions. A certification is considered 'global' if it scores three points out of five in the 'global' value. If a certification body has its own offices on at least four continents, it is rewarded with three points and considered a 'global certification'. An organization must have global market knowledge to support companies operating globally.

The credibility value criteria

Transparency

1. The organization, certification and control system described clearly ●
2. The management and operational structure described clearly ●
3. Fees, total costs, and use of the label described clearly ●
4. The criteria and standards to achieve the label described clearly ●
5. Overview of companies and valid licensees are available on the web ●

Third-party certification and control

6. Certification ensures traceability from production to sales ●
7. The scheme verifies the final certification as a warranty to fulfil the standard ●
8. Criteria compliance is verified at the company prior to giving the license ●
9. Corporate compliance of the label criteria is verified during the license period ●
10. The scheme has routines for market surveillance ensuring correct use of the label ●

NB! yellow bullit indicate the number of point scored when fulfilling a criteria

Multi-stakeholder

11. Stakeholders are involved in the process of developing the criteria ●
12. Stakeholders are involved in criteria consultations ●
13. Stakeholders are involved before approval of the final standard ●
14. Stakeholders are involved during license approval of the company ●
15. Stakeholders are involved in creating a management system for organizing the label ●

Relevance

16. Criteria are determined by recognized scientific knowledge and methods ●●
17. Criteria are evaluated and revised with defined procedures ●●
18. Criteria are evaluated and revised without defined procedures ●
19. Criteria give measurable effects linked to essential objectives ●

NB! If you score point fulfilling criteria 17 you skip criteria 18.

Credibility and market value
Very low: 0-4 point
Low: 5-8 point
Average: 9-13 point
High: 14-17 point
Very high: 18-20 point

The market value criteria

Official

20. A legislation body establishes the scheme and defines its activities ●●
21. Public procurement uses criteria as requirements ●●
22. Public economy funding supports scheme activities ●

NB! Criteria 21 and 22 must be evaluated locally.

Service

23. Guidance on criteria, their significance, and effects ●
24. Guidance on implementation and certification of criteria ●
25. Guidance, counselling, and training on how to market product labelling ●
26. Support with regular information initiatives to raise the awareness of the certification ●
27. Web-based overview of existing licenses and labelled products ●

Global

28. Scheme established on at least four continents ●●●
29. Scheme provides international certification schemes on at least four continents ●
30. Scheme established regionally in at least four countries ●
31. Regular international promotions and marketing initiatives ●●

NB! If you score point fulfilling criteria 28 you skip criteria 29 and 30.

Awareness

32. 100 to 81 percent = ●●●●●
33. 80 to 61 percent = ●●●●
34. 60 to 41 percent = ●●●
35. 40 to 21 percent = ●●
36. 20 to 1 percent = ●

NB! The criteria 32 to 36 are supposed to be evaluated in local markets

The SDG Clover levels

SDG level can be measured by the SDG Clover on four levels. The lowest level, with no clover leaves at all, show that the global certification has not yet made a connection between their business and the SDG movement. The top level is a global certification with a full four-leaf clover, showing the world that this certification has entered a full partnership with the SDGs. It will indicate a deep and full understanding of how a global certification supports the SDGs at all levels - including targets and indicators.

The Clover Model operates similarly to The Butterfly Model by giving a score. Relevant information must be available on the website of the global certification.

The global certification has identified the SDGs, their targets, and the indicators relevant for the certification's goals and standard.

The global certification has identified the SDGs and targets relevant for the certification's goals and standards.

The global certification has identified the SDGs relevant for the certification's goals and standards.

The global certification has not identified any SDGs.

Review of the eighteen global certifications

In this chapter, we will review the eighteen global certifications and evaluate them in accordance with The Butterfly Model. A certification scheme is global if it scores at least three points in the 'global value'.

The scoring of points to both the credibility value and market value wing of The Butterfly Model are deducted from a systematic and factual review of the certification's website and a following dialogue with one or more representatives from the certification. The result of the assessment can be characterized as to what the certification says it does, and not by how its daily performance is. (*) on the assessment, in order to inform you that our conclusions are based on web only based research.

Points are given for complying with the 36 criteria defining The Butterfly Model when documentation has been found on the international website of the global certification. You can read more about the criteria on page 28 to 31.

The credibility value in The Butterfly Model is the same in all markets. It is slightly different when it comes to the market value wing, as some of the criteria are based on national conditions e.g. the 'awareness' of the label. Awareness is evaluated nationally, not globally, as there are no independent and reliable global awareness surveys available at this point. In this case, we allow the certification scheme to deliver an awareness score from a market of their own choice. The certification will, of course, select its best awareness score, which is only fair.

The table shows the eighteen global certifications assessed by the Butterfly Model. They are international, because they have been granted at least three points in the global value wing.

1
ASC

2
B-CORP

3
CARBON TRUST FOOTPRINT

4
CRADLE TO CRADLE

5
CROSSED GRAIN

6
DEMETER

7
ECOCERT COSMOS

8
EKOENERGY

9
FAIRTRADE

10
FSC

11
GOTS

12
GREEN KEY

13
LEED

14
MSC

15
PEFC

16
RAINFOREST ALLIANCE

17
RSPO

18
STANDARD 100 BY OEKOTEX

A certification scheme must score at least three points in the 'Global' evaluation parameter to be considered a global certification scheme according to The Butterfly Model.

Aquaculture Stewardship Council

Established
2010 in Holland and England.

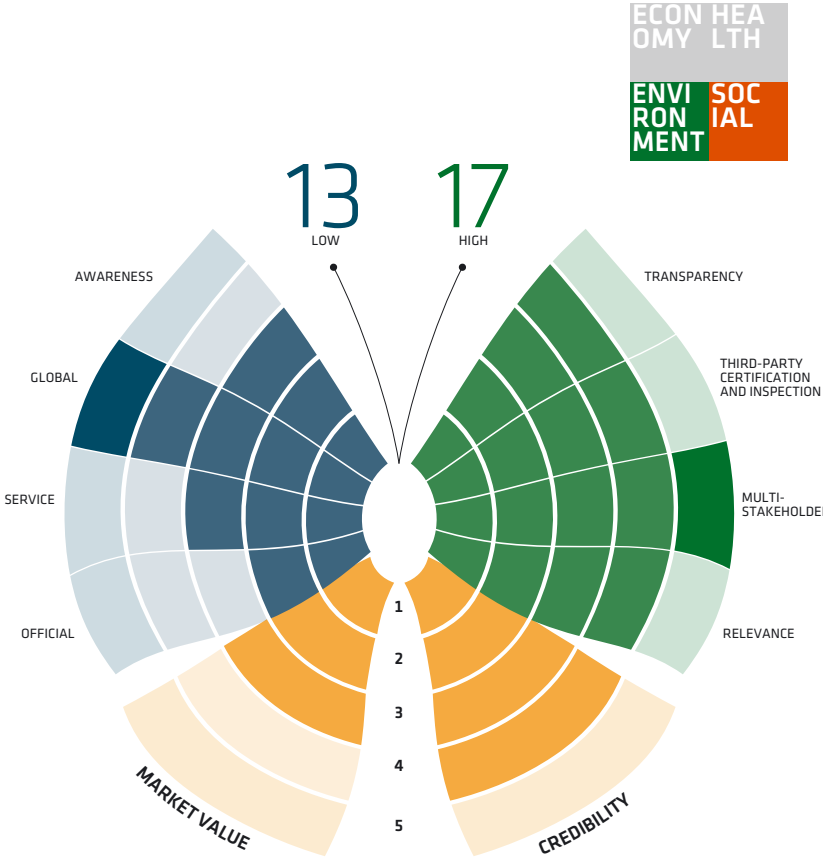
Areas of interest
Focus on the environment and social issues. Limits the environmental impact from aqua cultural seafood production and ensure better working conditions. Chain of Custody certification assuring traceability from a certified responsible farm to consumers and seafood buyers.

What can be certified
Seafood products such as clams, mussels, oysters, trout, pangasius, salmon, seabass, and shrimp.

Key figures
- 1,266 certified fish farms, 88 countries, 24,000 certified products.
- Leading production countries are Chile, Norway and Vietnam covering 75 percent of the total production of 1.7 million tons.

SDG Score
Dedication to SDG: one clover leaf.
Source: www.asc-aqua.org

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY			THIRD-PARTY						MULTISTAKEHOLDER					RELEVANCE			
1	2		4	5	6	7	8	9		11	12	13	14	15	16	17		

OFFICIAL			SERVICE				GLOBAL				AWARENESS				
	21		23	24			27	28			31			34		

Certified B Corporation

B-Corp

Established
2006 in the US.

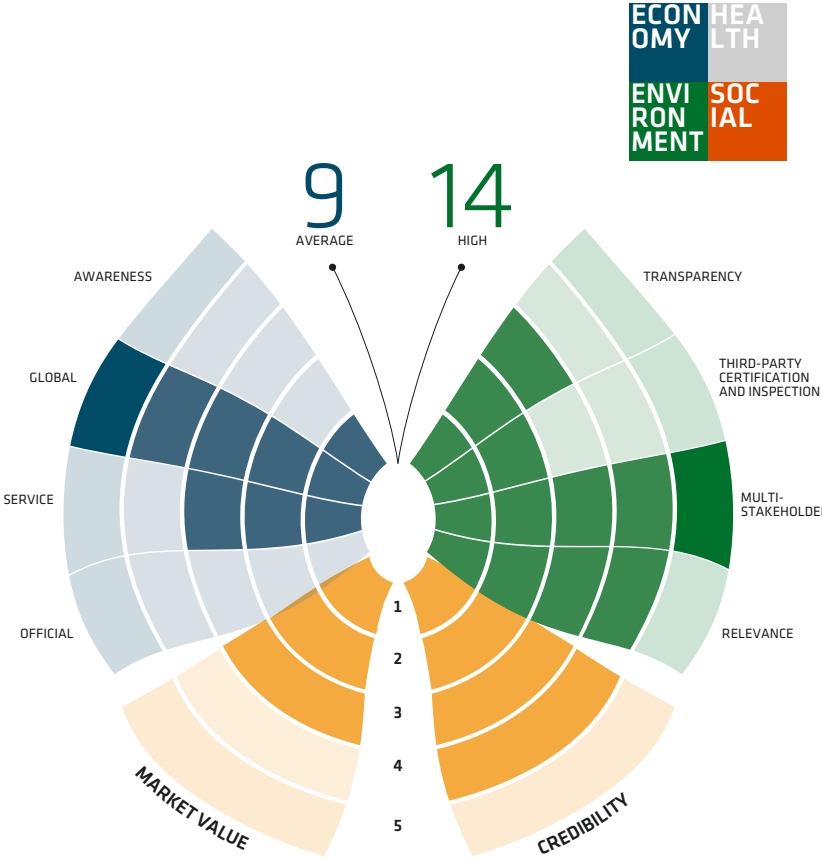
Area of interest
Environment, community and supplier relations, governance, impact business models, customers and economic conditions. Focus is on certification of the entire company, including products and services.

What can be certified
All types of companies and their business areas, e.g. manufacturing, fashion apparel, furniture, food, consultancy services, digital solutions, and educational organisations.

Key figures
- 3,327 companies, 150 industries, 71 countries.
- A UK study indicated that the revenue of the 44 UK B Corps in the fast-moving consumer goods sector in the UK have experienced a 28 times faster growth than the industry average.

SDG Score
No dedication to SDG, no clover leaves.
Source: www.bcorporation.net

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY			THIRD-PARTY					MULTISTAKEHOLDER					RELEVANCE			
	2		4	5		7		9		11	12	13	14	15	16	17		

OFFICIAL			SERVICE				GLOBAL				AWARENESS				
			23	24			27	28			31				36

Carbon Trust – Carbon Footprint labelling

Established
2007 in UK.

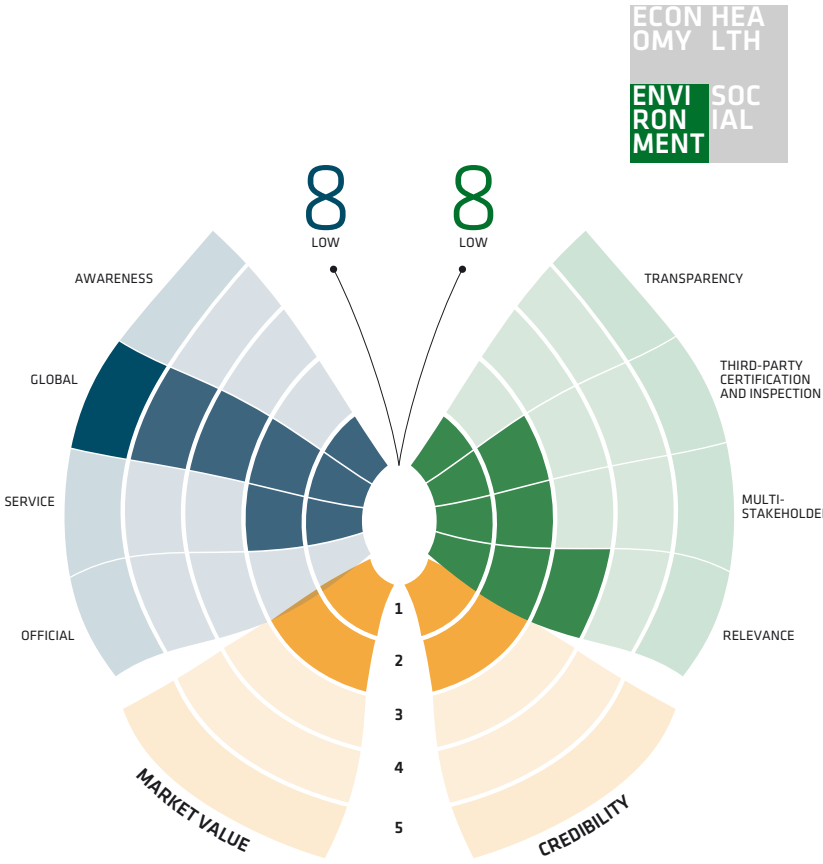
Areas of interest
Focus on the environment and third-party certification of the environmental, carbon footprints of products due to reduction of CO_2 emissions e.g. a cradle-to-grave perspective for consumer products.

What can be certified
Products moving towards carbon neutrality or a reduced carbon footprint. Certification can be bread, groats, sugar, wine, oil, banking products, hand dryers, water cooling, buildings, materials and packaging.

Key figures
- Approx 25,000 certified products.

SDG Score
No dedication to SDG, no clover leaves.
Source: www.carbontrust.com/client-services/certification/product-footprint

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY			THIRD-PARTY			MULTISTAKEHOLDER			RELEVANCE			
	2			7		9		11			14		16		18	

OFFICIAL			SERVICE				GLOBAL				AWARENESS				
			23	24				28			31				36

Cradle to Cradle Certified™

Established
2005 in USA

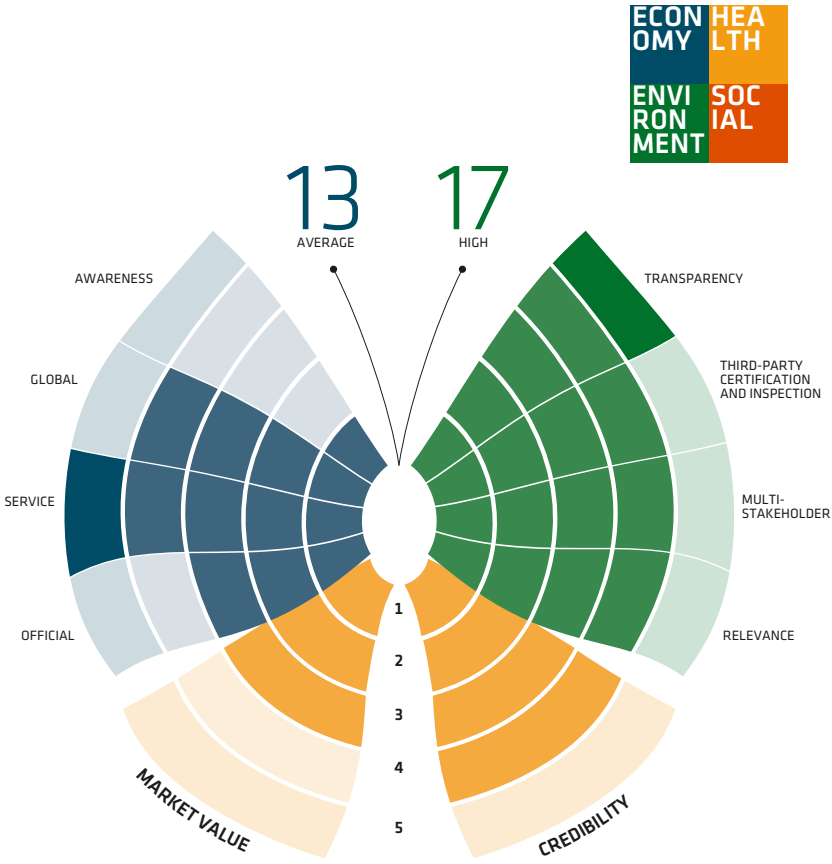
Areas of interest
Focus on the environment, social conditions, economy and health. Certification of products, also considering manufacturing processes and continuous improvement, within five criteria categories: material health, material reuse, renewable energy and carbon management, water stewardship, and social fairness.

What can be certified
Almost all types of non-food products e.g. toys, furniture, printed materials, cleaning, textiles, building materials, chemicals and packaging.

Key figures
- 566 certificates globally.
- More than 8,000 products.
- 12 Basic, 263 Bronze, 187 Silver, 104 Gold, 0 Platinum.

SDG Score
Dedication to SDG: two clover leaves.
Source: www.c2ccertified.org

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY					THIRD-PARTY					MULTISTAKEHOLDER			RELEVANCE				
1	2	3	4	5	6	7	8	9		11	12		14	15	16	17		

OFFICIAL			SERVICE					GLOBAL				AWARENESS				
	21	22	23	24	25	26	27		29	30	31					36

Crossed Grain

Established
1972 in UK.

Areas of interest
Focus on health. The label shows that the product can be used by people having coeliac, a disease of the small intestine making humans allergic to gluten.

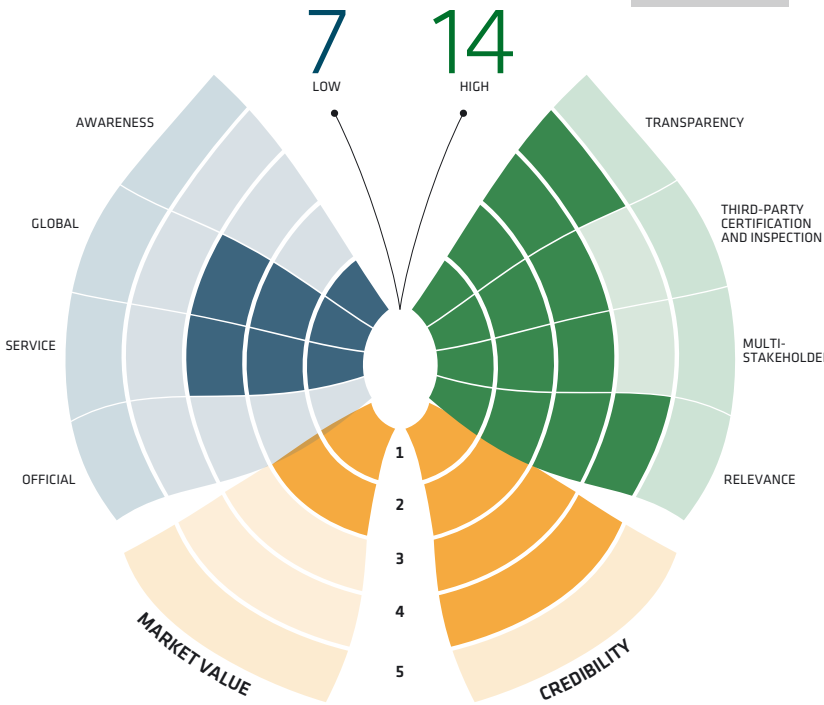
What can be certified
Processed food, bread, flour mixtures and biscuits containing less than 20 ppm of gluten can be labelled 'gluten-free'. Food with 100 ppm can be labelled with the subtitle: 'Very low gluten content '. Restaurants and events.

Key figures
- 22,000 certified products.
- 37 member countries of AOECS being part of an international coeliac network.
- Coeliac disease affects approx. one percent of the global population.

SDG Score
No dedication to SDG, no clover leaves.
Source: www.aoecs.org

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
GOALS																	
TARGETS																	
INDICATORS																	

ECONOMY HEALTH
ENVIRONMENT SOCIAL



TRANSPARENCY			THIRD-PARTY		MULTISTAKEHOLDER			RELEVANCE								
1	2		4	5	6		8		10	11			14	15	16	17		

OFFICIAL			SERVICE				GLOBAL				AWARENESS				
			23	24			27			30	31				36

Demeter

Established
1928 in Germany. The Demeter International Network was founded in 1997.

Areas of interest
Focus on the environment and social conditions for animals. Only biodynamic nutrients and fertilizers may be used. Farm animals are required to be self-sufficient in manure.

What can be certified
Agricultural products such as meat, dairy products, eggs, cereals, wine, beer, vegetables, fruit, plant seeds, and berries. Cosmetics and textiles can also be certified.

Key figures
187,860 acres certified agricultural area in 63 countries and 5,595 farms. The largest market is Germany with 85,000 acres and 1,600 farms. Growth of number of farms was 20 percent from 2010 to 2018.

SDG Score
No dedication to SDG, no clover leaves.
Source: www.demeter.net

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GOALS																	
TARGETS																	
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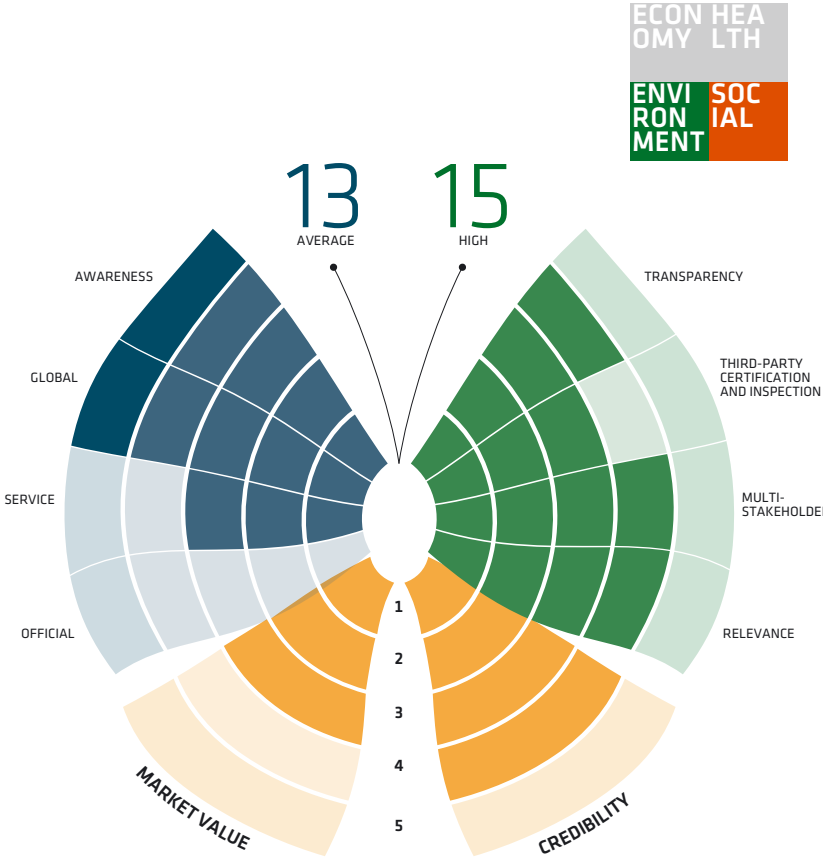

TRANSPARENCY			THIRD-PARTY						MULTISTAKEHOLDER					RELEVANCE			
1	2		4	5	6		8	9		11		13	14	15	16	17		

OFFICIAL			SERVICE				GLOBAL				AWARENESS				
			23	24			27	28			31	32			

Ecocert – Cosmos Organic

Established
In 2010 by five European organisations responsible for setting organic and natural cosmetics standards. Since 2002, Ecocert has been involved in certification regarding natural and organic cosmetics.

Areas of interest
Focus on environment and social conditions. Certification of organic and natural cosmetics and homecare products.

What can be certified and labelled
Organic and natural ingredients and cosmetic products such as shampoos, perfumes, face cream, lotions, hair oil, soaps and make-up.

Key figures
- More than 8,000 certified organic ingredients
- More than 20,000 products in 60 countries carry the Cosmos Organic or Cosmos Natural labels
- Ecocert is the world's largest certification organization for organic cosmetics.

SDG Score
No dedication to SDG, no clover leaves.
Source: www.ecocert.com/en

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TARGETS																	
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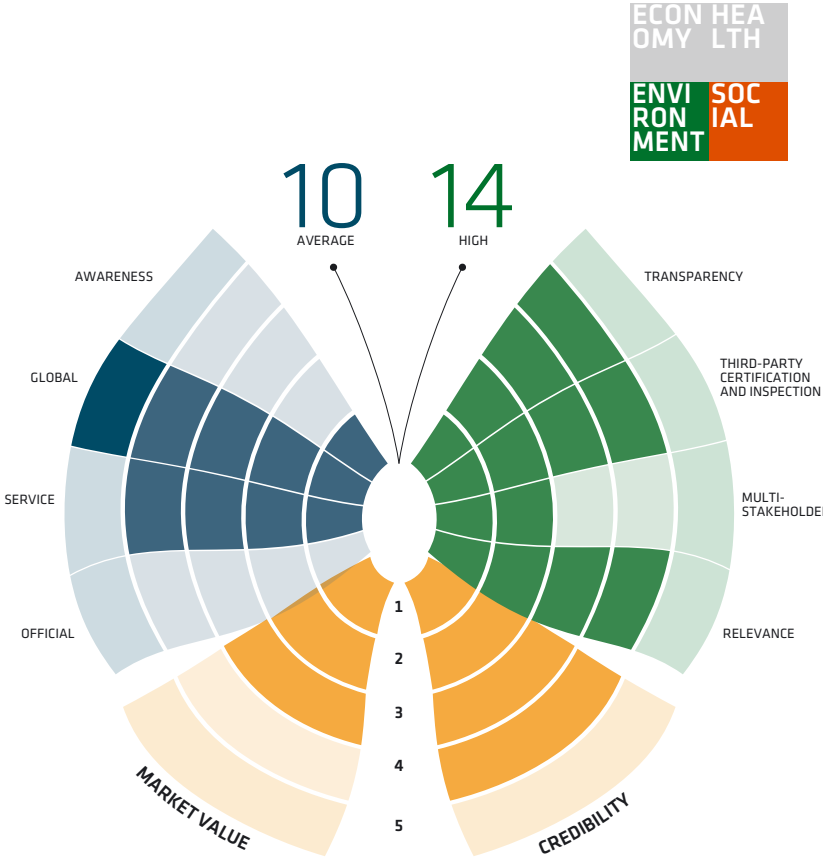

TRANSPARENCY			THIRD-PARTY						MULTISTAKEHOLDER					RELEVANCE			
1		3	4	5	6	7	8	9		11			14		16	17		

OFFICIAL			SERVICE					GLOBAL				AWARENESS				
			23	24	25		27	28			31					36

EKOenergy

Established
2013 in Finland.

Areas of interest
Focus on the environment. Helps the user to switch to 100 percent renewable and sustainable energy with traceability to a more environmentally friendly energy production. The certification fundraises projects that counteract energy poverty and implement nature restoration.

What can be certified
Certifies electricity from renewable energy sources such as wind, sun, geothermal, hydropower, marine energy and bioenergy. Certifies also gas produced from bioenergy and from gasification of renewable electricity.

Key figures
Number of licenses increased from two to sixty between 2013 and 2017. Available for households in eleven countries and companies worldwide.

SDG Score
Dedication to SDG: one clover leaf.
Source: www.ekoenergy.org

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
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TARGETS																	
INDICATORS																	

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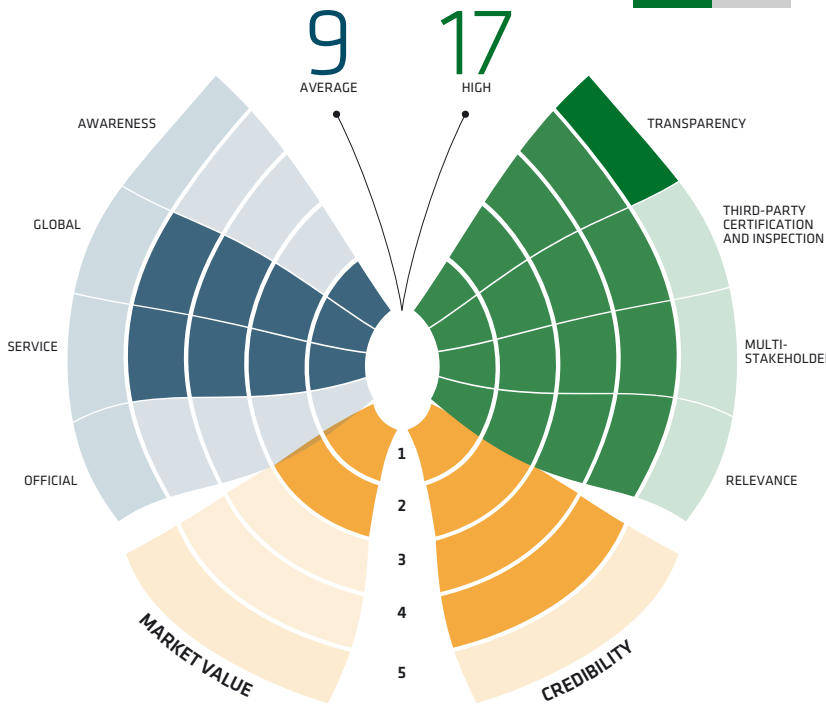

TRANSPARENCY					THIRD-PARTY					MULTISTAKEHOLDER					RELEVANCE			
1	2	3	4	5	6	7	8	9		11		13	14	15	16		18	19

OFFICIAL			SERVICE					GLOBAL				AWARENESS				
			23	24		26	27		29	30	31					36

Fairtrade

Established
1988 in the Netherlands as Max Havelaar. International Fairtrade mark launced in 2002.

Areas of interest
Focus on environment and social conditions for small-scale farms and workers on plantations. Guaranteed minimum price for agricultural products, minimum wages and an additional premium to spend on projects e.g. farm equipment, schools, and clean water

What can be certified
Product certification for e.g. bananas, coffee, sugar, cocoa, tea, flowers, wine, gold, cotton, honey, sports balls, juice and processed products such as jam, ice cream and sweets.

Key figures
- 1.7 million farmers and workers.1,707 certified producer organizations in 73 countries.
- 2,025 Fairtrade towns
- Global retail sales of 9.8 billion euros and approx. 35,000 certified products.

SDG Score
Dedication to SDG: three clover leafs.
Source: www.fairtrade.net
https://files.fairtrade.net/2019_FairtradeContributionSDGTargets.pdf

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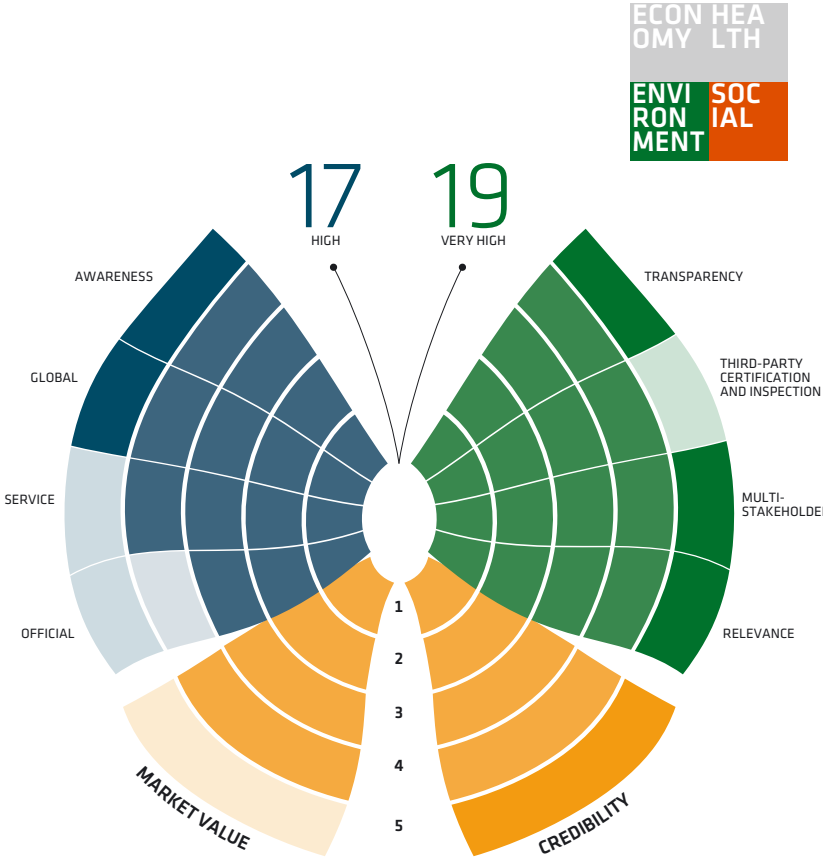
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY					THIRD-PARTY					MULTISTAKEHOLDER					RELEVANCE			
1	2	3	4	5	6	7	8	9		11	12	13	14	15	16	17		19

OFFICIAL			SERVICE					GLOBAL				AWARENESS				
	21	22	23	24		26	27	28			31	32				

Forest Stewardship Council

Established
1993 in Mexico

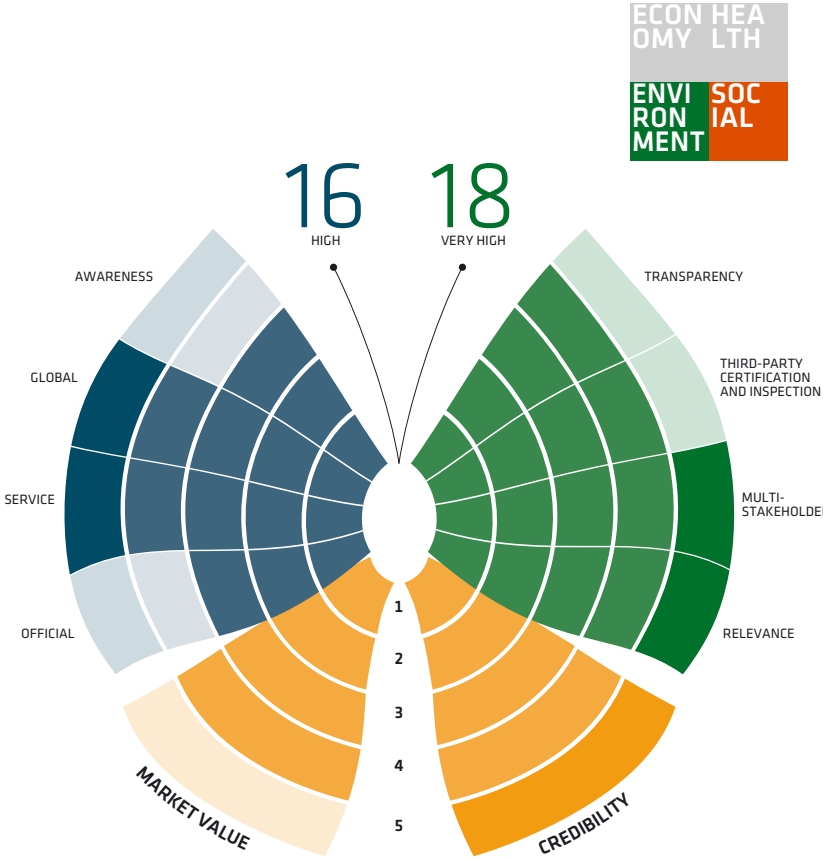
Areas of interest
Focus on environment and social issues and certification of sustainable forest management and chain of custody certification from production to sales to customers.

What can be certified
Forestry, chain of custody, wood products e.g. flooring, terraces, paper, printed matter, insulation, furniture, jewelry, packaging, bamboo, rubber and wood materials from recyclable sources.

Key figures
- 41 national offices, and eight regional offices on six continents.
- 200 million acres of certified forest worldwide in 84 countries.
- 75 percent of all certified forests are in North America and Europe.
- Growth of the number of chain of custody certificates was 33 percent from 2014 to 2019

SDG Score
Dedication to SDG: two clover leaves.
Source: www.ic.fsc.org/en
www.fsc.org/en/page/sustainable-development-goals

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY			THIRD-PARTY		MULTISTAKEHOLDER				RELEVANCE								
1	2		4	5	6	7	8	9		11	12	13	14	15	16	17		19

OFFICIAL			SERVICE					GLOBAL				AWARENESS				
	21	22	23	24	25	26	27	28			31			34		

Global Organic Textile Standard

Established
Developed by Organic Trade Association (US), Japan Organic Cotton Association, International Association of Natural Textile Industry (Germany) and Soil Association (UK).

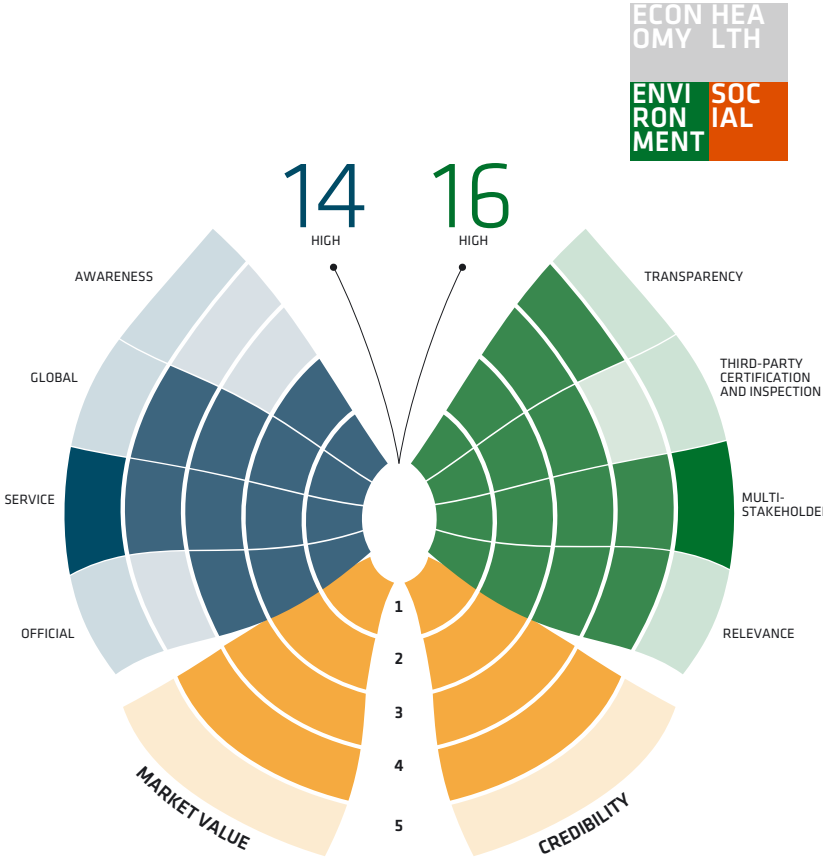
Areas of interest
Focus on environmental and social aspects for workers, including prohibition of child labour according to ILO. Certification of organic textiles. Use of genetically modified organisms, GMO, and highly hazardous chemicals such as azo dyes and formaldehyde are banned.

What can be certified
Fabrics and finished fabrics including all chemicals and materials used. certification of processors, manufacturors and traders

Key figures
- 7,765 GOTS certified facilities, 2,411 located in India.
- Growth of 35 percent of certified facilities from 2018 to 2019.
- 17 certification organisations approved.

SDG Score
Dedication to SDG: one clover leaf.
Source: www.global-standard.org/
www.globalstandard.org/images/stories/Why_GOTS_Factsheets/GOTS_SDGs_low.pdf

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY			THIRD-PARTY		MULTISTAKEHOLDER			RELEVANCE								
1	2		4	5	6		8	9		11	12	13	14	15	16	17		

OFFICIAL			SERVICE					GLOBAL			AWARENESS				
	21	22	23	24	25	26	27		29	30	31				35	

Green Key

Green Key

Established
1994 in Denmark.

Areas of interest
Focus on the environment and some social conditions, such as savings of energy, water, laundry, cleaning, sustainable food, waste and indoor climate, protection of neighborhoods, education, equality and local labor rights. Also focus on education, information and training of staff and guests as well as engaging suppliers.

What can be certified
Hotels, hostels, conference centres, campsites, holiday parks, restaurants, small accommodations, and tourist sites.

Key figures
Globally 3,000+ establishments in 66 countries are certified.
84 percent of all certifications are in the EU, 43 percent in the Netherlands and France.

SDG Score
Dedication to SDG: one clover leaf.
Source: www.greenkey.global

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
GOALS																	
TARGETS																	
INDICATORS																	

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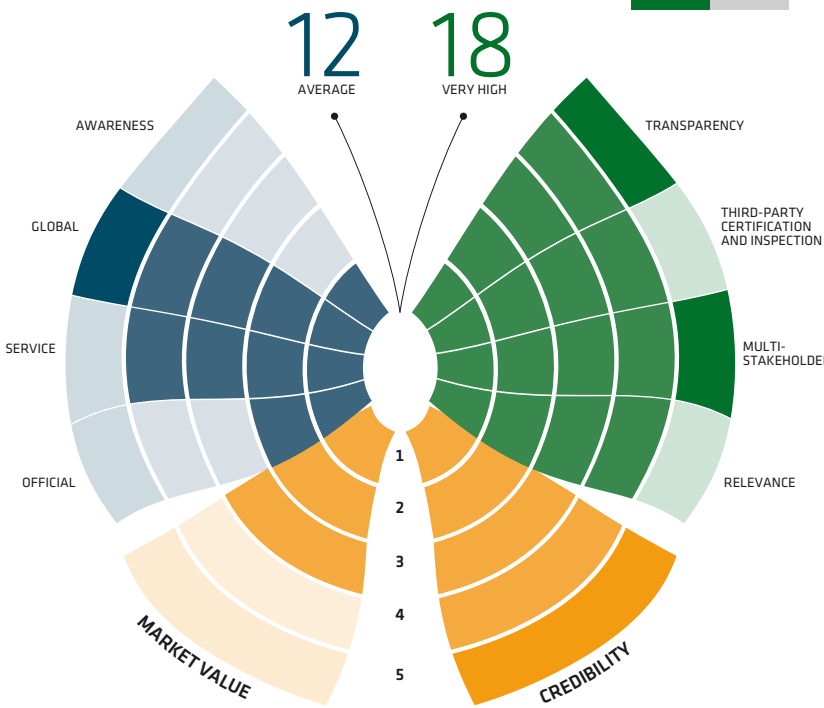


TRANSPARENCY					THIRD-PARTY					MULTISTAKEHOLDER					RELEVANCE			
1	2	3	4	5	6		8	9	10	11	12	13	14	15	16	17		

OFFICIAL			SERVICE					GLOBAL				AWARENESS				
	21		23	24		26	27	28			31					36

LEED

Established
1998 in the US.

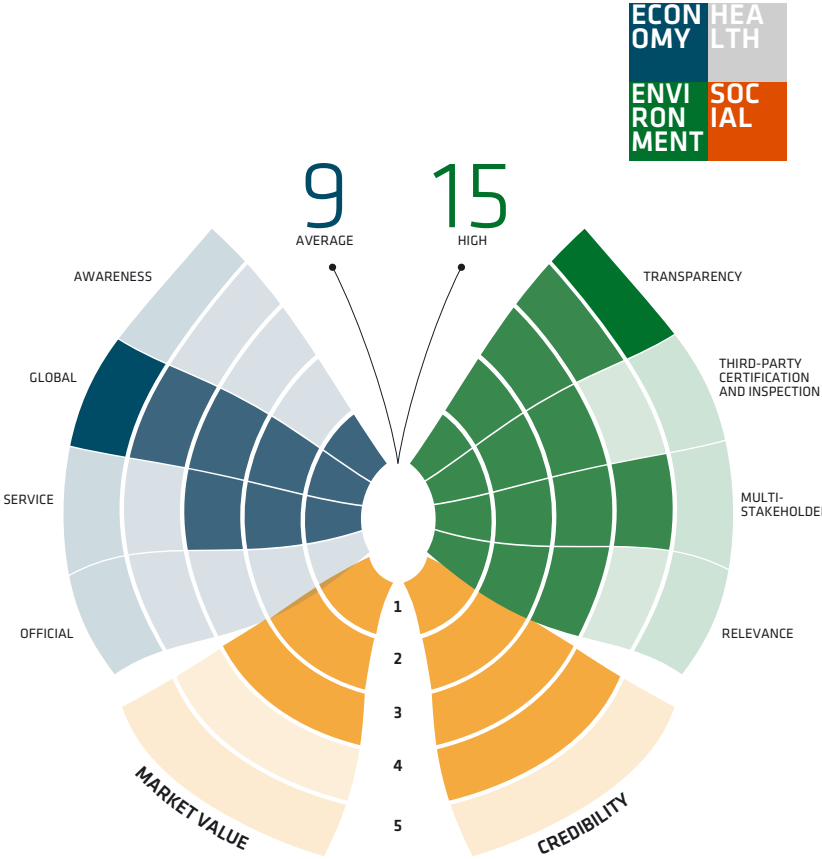
Areas of interest
Focus on economy, social conditions and environment within the construction industry. Focus on energy savings, water consumption materials and their resources. Focus on indoor climate to promote social well-being and innovative design.

What can be certified
All types of buildings and building materials.

Key figures
- More than 38,000 certified projects, 21 percent is basis, 32 percent is silver, 40 percent is gold, and 7 percent is platinum.
- Approx 80 percent of the projects are in the US, and the majority are office buildings.

SDG Barometer
Dedication to SDG: one clover leaf.
Source: www.usgbc.org/leed

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY					THIRD-PARTY					MULTISTAKEHOLDER					RELEVANCE			
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OFFICIAL			SERVICE				GLOBAL				AWARENESS				
			23	24			27	28			31				36

MSC

Established
1996 in UK.

Areas of interest
Focus on the environment. Covers sustainable fishing of wild-caught fish and shellfish to ensure sustainable fish stocks, conservation of marine environment and chain of custody certification for traceability.

What can be certified
Wild-caught fish and seafood products from certified sustainable fisheries. In addition, processors, traders, food service companies and retailers can be certified as part of the chain of custody certification for traceability.

Key figures
- More than 390 MSC certified fisheries in 36 countries responsible for 15% of the global catch
- More than 40,000 fish and shellfish products in 95 countries bear the MSC label
- More than 38,000 sites around the world, including production facilities, retailors, hotels and restaurant chains have MSC CoC certification for traceability

SDG Score
Dedication to SDG: one clover leaf.
Source: www.msc.org

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
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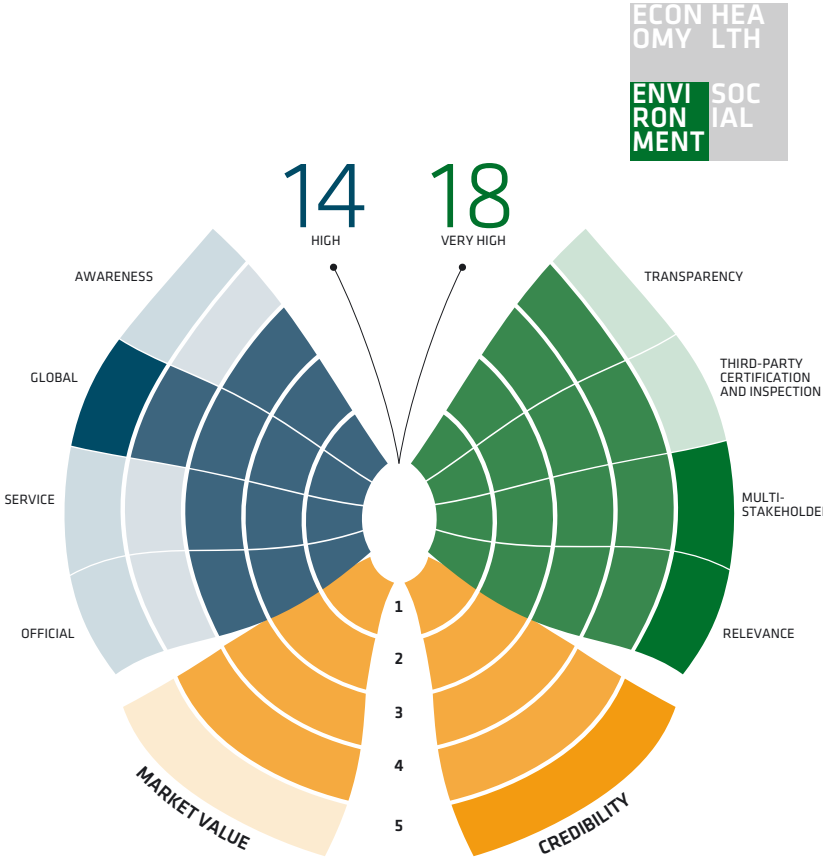
TARGETS																	
INDICATORS																	



TRANSPARENCY			THIRD-PARTY		MULTISTAKEHOLDER				RELEVANCE								
1	2		4	5	6	7	8	9		11	12	13	14	15	16	17		19

OFFICIAL			SERVICE				GLOBAL				AWARENESS					
	21	22	23	24			27	28			31			34		

PEFC

Established
1999 in Luxembourg.

Areas of interest
Focus on environment and social conditions. Certification of sustainable forest management, chain of custody certification of the wood in the supply chain for the manufacturing industry and sales to customers.

What can be certified
Forestry, chain of custody certification and traceability, products made of wood e.g. flooring, terraces, paper, printed materials, charcoal, furniture, insulation, packaging, and wood materials from recyclable sources.

Key figures
- 330 million acres of certified forests worldwide and 53 percent in North America. Approx 65 percent of all certified forests in the world are PEFC.
- More than 20,000 certified sites. Europe is the most important market with 82 percent of all CoC certificates.

SDG score
Dedication to SDG: one clover leaf.
Source: https://www.pefc.org/

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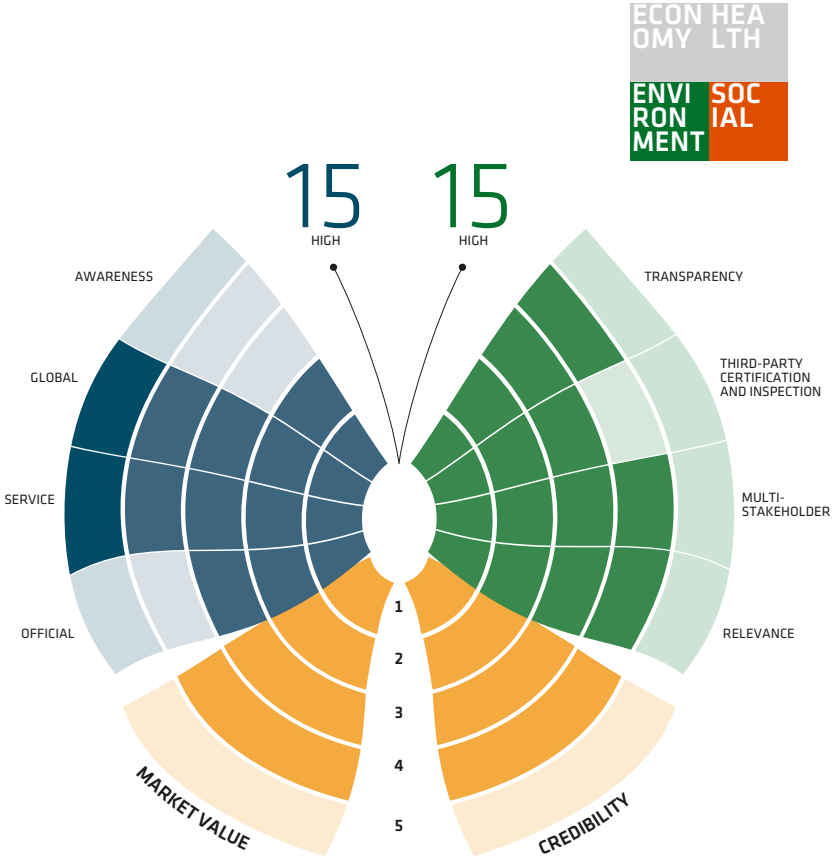
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY			THIRD-PARTY						MULTISTAKEHOLDER					RELEVANCE			
1	2		4	5	6		8	9		11	12		14	15	16	17		

OFFICIAL			SERVICE					GLOBAL				AWARENESS				
	21	22	23	24	25	26	27	28			31				35	

Rainforest Alliance

Established
1987 in the US.

Areas of interest
Focus on environment, economic and social conditions for farmers, workers and their communities in agriculture, forests and tourism in third world countries through training and better agricultural production.

What can be certified
Chain of custody certification, coffee, cocoa, tea, bananas, flowers, fruits and juices, herbs and spices, office supplies, furniture, eco-tourism.

Key figures
- Training and certification programs in 60 countries.
- 3,500 companies are certified.
- 130 countries where you can buy products with the Rainforest Alliance Certified seal.
- More than 1.3 million Rainforest Alliance Certified farmers.
- Certification of 3.8 million acres of farmland.

SDG Barometer
Dedication to SDG: one clover leaf.
Source: www.rainforestalliance.org

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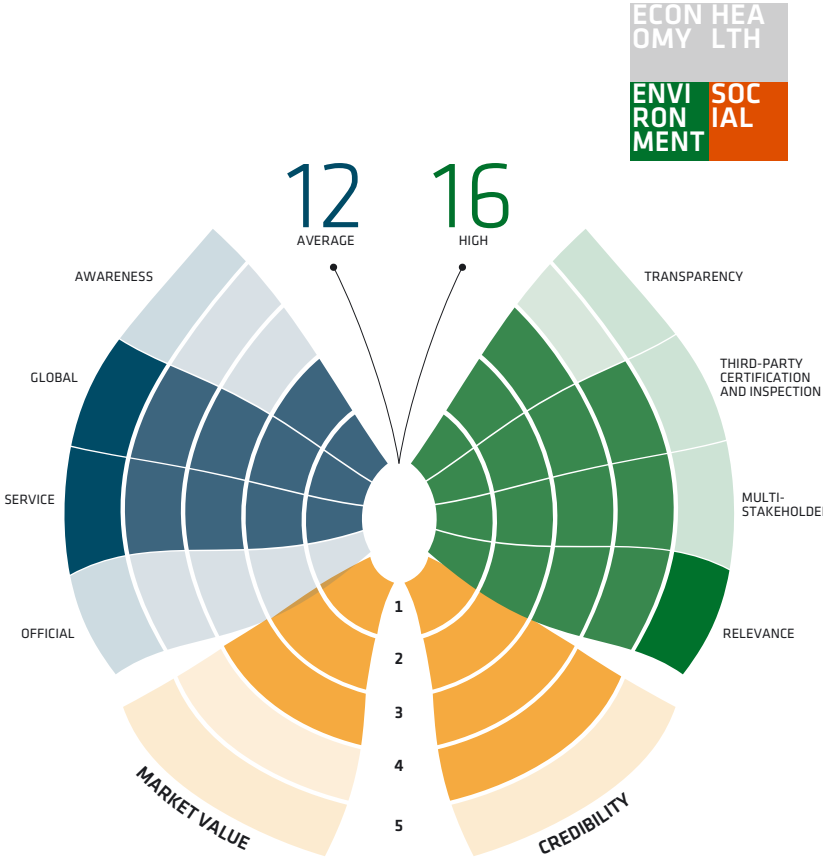
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY					THIRD-PARTY					MULTISTAKEHOLDER					RELEVANCE				
1			4	5	6	7	8	9		11	12		14	15	16	17		19	

OFFICIAL			SERVICE					GLOBAL				AWARENESS				
			23	24	25	26	27	28			31				35	

Roundtable on Sustainable Palm Oil

Established
2004 in Kuala Lumpur.

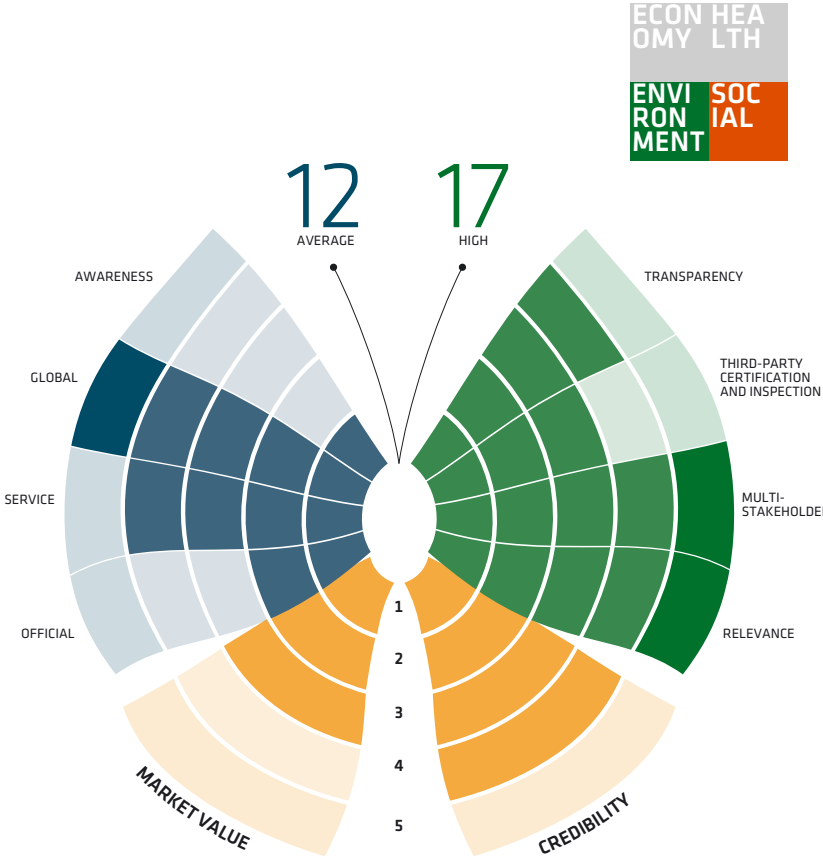
Areas of interest
Minimizing the negative impact of palm oil cultivation on the environment and communities in palm oil-producing regions. RSPO works to transform the markets to make sustainable palm oil the norm through e.g. advancing the production, procurement, finance and use of sustainable palm oil products and engaging stakeholders throughout the supply chain, including governments and consumers.

What can be certified
Palm Oil (CSPO).

Key figures
- 1059 trademark licenses used by RSPO members, where 75 percent of licenses is given to manufactures of consumer goods and supply chain actors. 40 licenses are hold by growers.
- 3,3 million acres certified production area with 93 percent located in Indonesia and Malaysia
- Proportion of palm oil globally certified is 19 percent
- RSPO Trademark appears on 400 consumer products in 60 countries.

SDG Score
Dedication to SDG: one clover leaf.
Source: www.rspo.org

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY			THIRD-PARTY						MULTISTAKEHOLDER					RELEVANCE			
1	2		4	5	6		8	9		11	12	13	14	15	16	17		19

OFFICIAL			SERVICE					GLOBAL				AWARENESS				
	21	22	23	24	25		27	28			31					36

STANDARD 100 by OEKO-TEX®

Established
1992 in Switzerland.

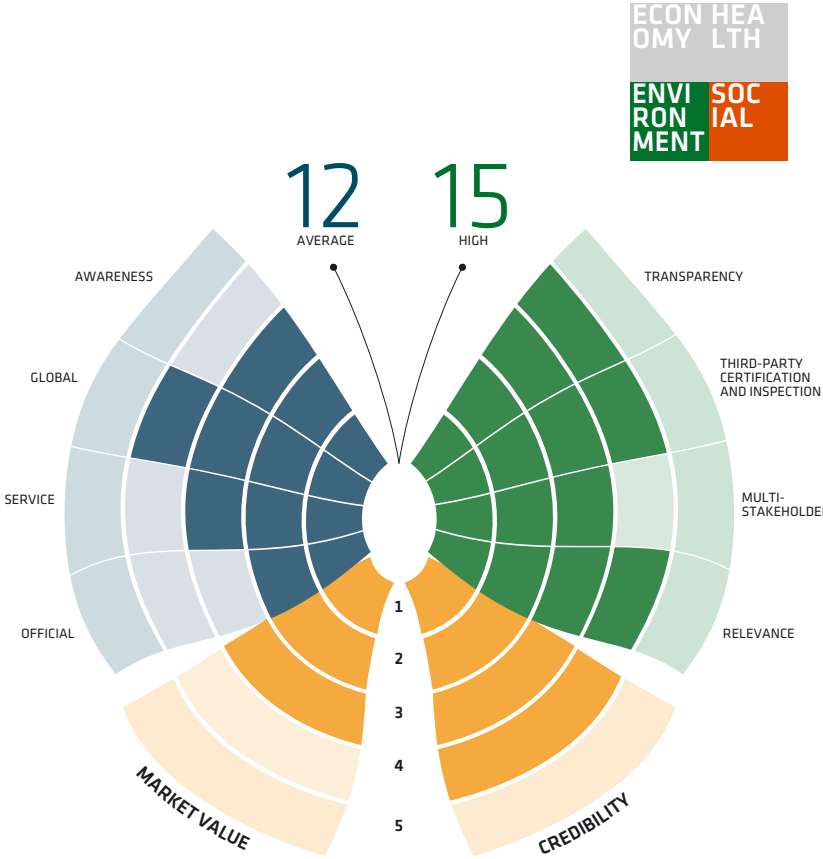
Areas of interest
Focus on health. Ensures by laboratory testing that textile materials do not contain harmful levels of chemical substances, e.g. harmful dyes, heavy metals pesticide residues, and phthalates.

What can be certified
All kinds of textiles e.g. baby articles, underwear, outerwear, and furnishings. Materials can be raw and dyed/finished yarns, woven and knitted fabrics, accessories, such as buttons, zip fasteners, sewing threads or labels, ready-made articles of various types.

Key figures
- 13,000 producers with 19,600 certificates in more than 100 countries.
- Approx. 57 percent of the certificates issued for manufacturing facilities is in Asia and 30 percent in Europe.
- The number of certificates grew by 12,5 percent from 2017 to 2018.

SDG Score
No dedication to SDG, no clover leaves.
Source: www.oeko-tex.com/standard100

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
GOALS																	
TARGETS																	
INDICATORS																	



TRANSPARENCY			THIRD-PARTY						MULTISTAKEHOLDER					RELEVANCE			
1	2		4	5	6	7	8	9		11			14	15	16	17		

OFFICIAL			SERVICE					GLOBAL				AWARENESS				
	21		23	24			27		29	30	31			34		

BENCHMARK

BUTTERFLY BENCHMARK 2020

In this section, the eighteen global certifications are compared in order to derive the typical, the best and the most striking within the community of global certifications. From these insights, companies will be able to decide which certifications are the most suitable to support their business in a strategic way.

Overall conclusions of The Butterfly Benchmark 2020

- The average credibility value is 'high' with a score of 15.3 points of a maximum of 20.
- The average score of the four individual credibility values is 3.8 points of a maximum of 5.
- The average market value is 'average' with a score of 11.9 points of a maximum of 20.
- The average score of the four market values is 3 points per value.
- Nearly half of the global certifications (42 percent) focus on environment.
- Rather few global certifications (eight percent) focus on economy.

Credibility value strengths

The certifications are characterized by a high degree of transparency. They communicate openly to the public how they work.

The certifications do a good job to involve their main stakeholders.

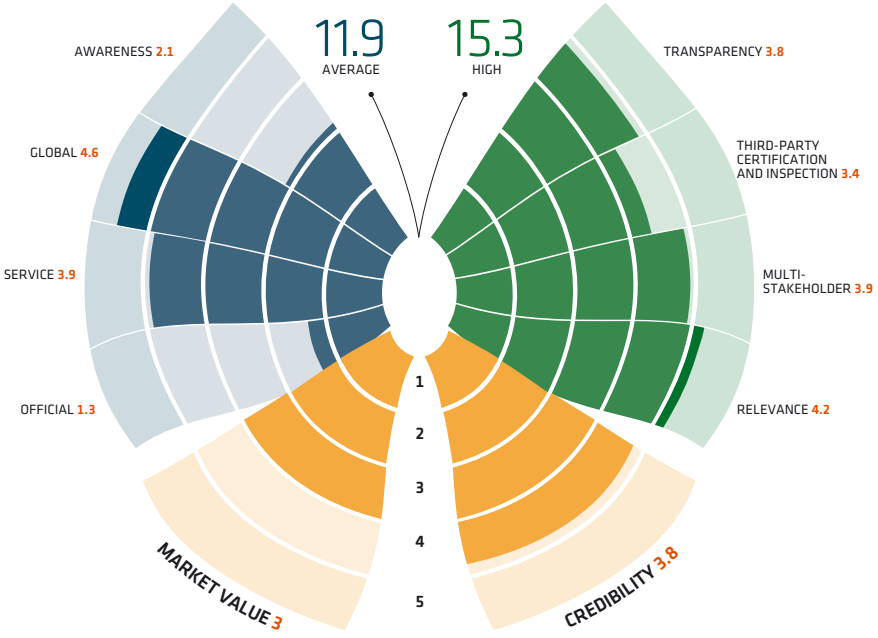
The certifications create relevant criteria and objectives.

Credibility value improvement potentials

- The certifications would get an even better credibility score when they become able to present the direct impact of their activities. Also, this will be important to their market value.
- Several global certifications would benefit from a more careful surveillance of the certification process and market practices.

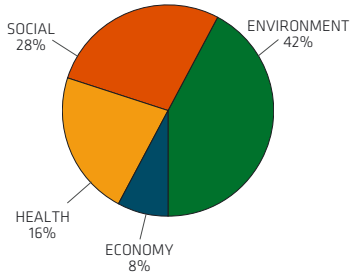
Market value strengths

- The global certifications provide a basic customer service.
- The global certifications support global marketing efforts by their customers.

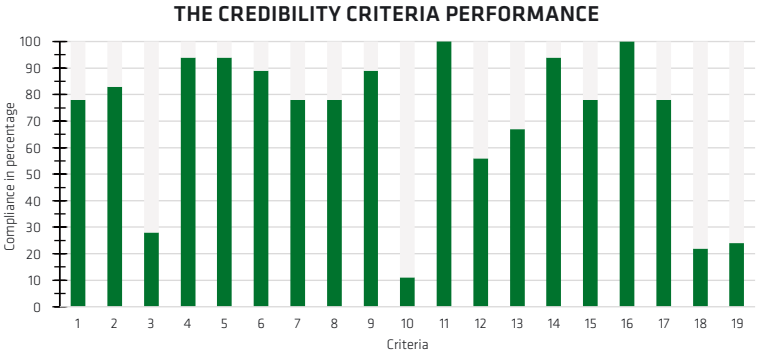


Market value improvement potentials

- Most of the global certifications should strengthen their support activities towards their customer base and make sure they have the most appropriate marketing tools in place.
- Most global certifications should put more effort into creating awareness around their offerings to increase market share and support their existing customer base.



Global certification performance according to Credibility criteria



The credibility value, or the C value, is described here at criteria level. The criteria are numbered in the graph.

Strengths and improvement potentials

Transparency (criteria 1 to 5)

- Global certifications are generally characterized by high transparency. They communicate openly to the public on how they operate their scheme.
- Only 28 percent of the global certifications provide information about the total cost to certificate and the use of the label in marketing.

Third-party certification and control (criteria 6 to 10)

- Global certifications run their schemes at a highly credible level.
- Only twelve percent of the global certifications have implemented proactive surveillance routines to control how well the market uses the label.

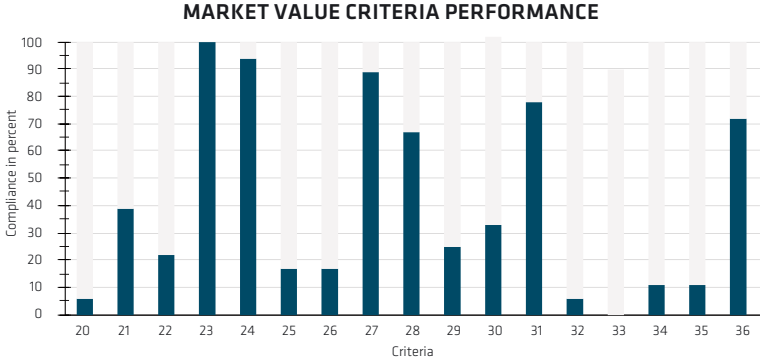
Multi-stakeholder involvement (criteria 11 to 15)

- All global certifications are rather good at involving their main stakeholders in the development of criteria.
- Nearly half of the certifications do not have appropriate routines in place for open consultations and approvals of criteria.

Relevance (criteria 16 to 19)

- All the certifications are good at defining standards and criteria according to recognized principles. And the majority, 76 percent, has routines for revision in order to keep the criteria updated.
- Only 22 percent of the global certifications perform impact assessments providing evidence of the real effects according to criteria.

Global certifications and their Market value criteria



The market value, or the M Value, is described here at the criteria level. The criteria are numbered in the graph.

Strengths, weaknesses, and potential improvement

Official (criteria 20 to 22)

- 38 percent of the global labels are used in public procurement. This indicates they need not to be based neither on national nor regional legislation to be popular in public procurement. No global labels are based on legislation, which is often the case with national certification schemes.

Service (criteria 23 to 27)

- A limited number of global certification bodies (17 percent) offer advice and training to licensees besides web-based guidance.
- Some global certification bodies (18 percent) host frequent and regular information activities to raise global awareness of the certification scheme.

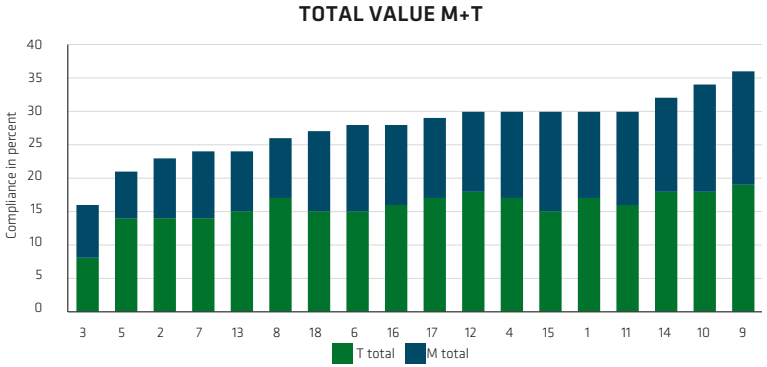
Global (criteria 28 to 31)

- A majority of global certification bodies (68 percent) have their own offices on four continents or more and can support companies globally with guidance and marketing.
- Most of the global certification bodies (78 percent) communicate regularly and globally in order to systematically raise the awareness of the label and to strengthen its impact on export markets.

Awareness (criteria 31 to 36)

- Most global certification bodies (72 percent) score 'very low' on awareness.
- A third of the global certification bodies (33 percent) get an awareness score above 50 percent.
- Global certification bodies could choose to use digital strategies more intensively to raise their global awareness to consumers.

Comparison of the market value score and the credibility score



The individual certification schemes are referred to by numerals in this graph. The first one is '3', and it refers to Carbon Trust Footprint. See page 33 to identify the individual certification schemes of the graph.

The market value score and the credibility score of global labels are compared in this figure. You can see both a total value score and the individually values. The total value score of a certification scheme is the addition of M and C. The overall value expresses the overall ability to create credibility and the market value it delivers to its customers. The number on the column shows the global label, and the numbering can be seen on page 33.

Conclusion

TOP Three: Fairtrade, FSC, and MSC

- A high score on market value influence the overall value of a global certification scheme
- The higher credibility you have, the higher market value you get. To reach a high market value score, a certification body must gain a high credibility score - not the other way around.

SDG CLOVER MODEL BENCHMARK 2020

The SDG Clover Model assesses at four levels from no clover leaves and up to the maximum of three clover leaves indicating to which extent the individual certification has partnered up with and chosen to match SDGs.

Conclusions

- Global certifications point out six of the SDGs in average.
- Global certifications as a group work with SDGs at a superficial level, represented as an average score of 0,8 in the three-leaf clover model.
- Less than half of the global certifications (44 percent) score only one 1,0 in the three-leaf clover model as they only relate to the SDG at the first level and no targets nor indicators.
- More than one out of three global certifications (39 percent) do not point out any SDG at all.
- One global certification gets the full house of the three-leaf clover model as they point out SDG, targets, and indicators.
- SDG number 8: "Decent job and economic growth" is the most popular SDG among global certifications as 50 percent of all global certifications refer to it.
- SDG number 15, 16 and 17 are the less popular SDG among global certifications as 8, 5 and 4 percent refer to them.

Example. Fairtrade pointing out SDG 8 target and indicator

- **Target 8:5:** By 2030, achieve full and productive employment and decent work for all women and men, including young people and individuals with disabilities, and equal pay for work of equal value
- **Indicator 8.5.1:** Average hourly earnings of female and male employees, by occupation, age and individuals with disabilities
- **Fairtrade work for in this area:** Fairtrade has set Living Wage Benchmarks in 20 countries – covering banana, tea, flowers.

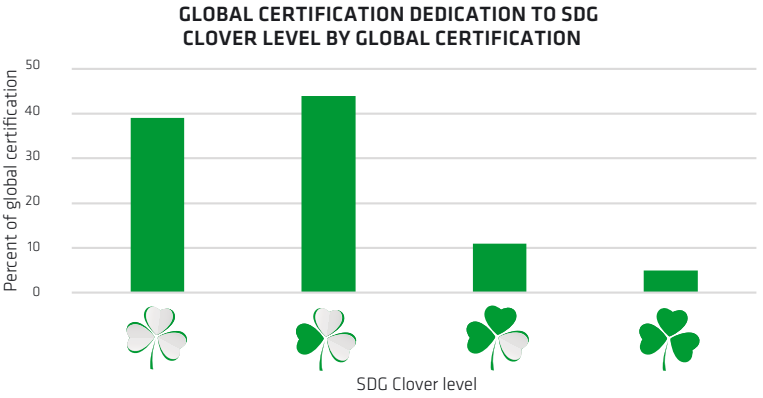


Figure 1 shows how many SDGs are addressed by global certification bodies.

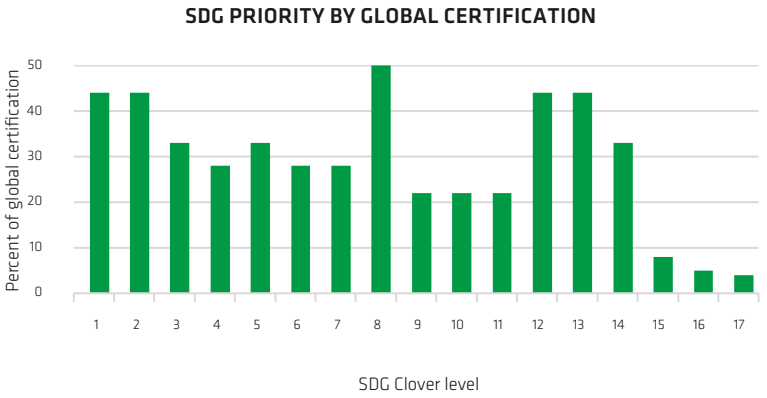


Figure 2 shows the SDG priority of global certification bodies.

TRAIN
YOURSELF
CERTIMAN

Chapter 4

Train yourself – a roadmap to successful business strategies using sustainable certification

By reading the book you have obtained an overview of eighteen global certification schemes, and you understand how to measure all certifications, globally as well as locally, according to The Butterfly Model.

We will now go into more details on how to use The Butterfly Model in a specific case for selecting the best certification for your product, services, and company to support your business in the best possible way.

A wrong decision could turn out to be expensive and useless for your company and your ambition of contributing to the sustainable transition of societies. An appropriate certification strategy is the key to becoming successful. Your company will join the community of companies who document the effect of real changes, as you are no longer left behind with those who attempt to dress up their windows by creating perception-based storytelling of how to do good and similar old-school activities based on conventional branding. Your fact-based and credible certification strategy based on best-in-class certification schemes as well as your own in-depth market knowledge are your key to building a successful business for the future. A future based on companies with the highest possible credibility doing the right things well. You might discover that you will need more than one certification to document and market all the credentials of your product, services, and company. This guide will help you to consider most aspects of a certification process.

Business case

The situation: You have made the decision to certify your textile product. Currently, it is sold on the consumer market. It is your ambition to expand your market to public institutions. You wish to have your product certified according to a certification scheme that can provide relevant knowledge and a strategic roadmap for sustainable production, including an easy way of complying to future legislation. In the short term, it is especially important for your company and its owners to increase sales through access to new markets. The business focus is on winning market shares internationally. You are aware, not only to focus on the textile product itself, but packaging also needs focus, as it affects the cost of transportation. Therefore, packaging is also due to certification.

The background: You and the rest of your management group are convinced that environmental and climate issues must be addressed responsibly to be allowed to grow in the future of sustainable transitioning. You are aware of an increasing demand for real sustainable products among present customers in several EU countries as well as other continents. Further, you have noted that public organizations make environmental demands when posting public tenders. You are convinced that it would be a good idea to be a front-runner among companies who adapt to future regulation of international transportation, including recycling of packaging materials to secure a more sensible use of resources. The business case for certified products seems to be a good idea. But how to select the best certification schemes, and how many you need to fulfil your business objectives to be considered a credible company by your customers and other stakeholders?

Roadmap to success

Here is a basic tool to help you collect useful knowledge for a global or international certification strategy. The tool is a case-oriented checklist for a company producing and selling textile products, specifically cotton t-shirts.

First action is to identify and analyse all global certification bodies relevant to the textile industry. You will find the information on the previous pages of this book. You then follow the checklist with the ten action points and make your own considerations inspired by the 40 suggested points in the table below.

1 ACTION **First, choose an important market for your company to evaluate the most relevant certification schemes**
CONSIDERATIONS 1. To identify the most relevant certification schemes and how they operate, you can evaluate and identify all relevant schemes on a specific market like Scandinavia or Benelux. Or even a single country. A pilot study will give you in-depth knowledge. When you understand the basics of a certification label's market value in a specific market, it will be easier to make a strategy for how to approach and cooperate with certifications in the global arena. 2. Global certification schemes have the same credibility value all over the world, as they are evaluated on generic values independent of geography. The market value, on the other hand, may very well differ from one market to the other as it is dependent on appearance, local offices, the market, investments and how successful the certification schemes have been with awareness activities. 3. Scandinavia is good for benchmarking activities, as the consumer market tend to be rather mature regarding the use of sustainable certifications.

2 Make a list of the business possibilities your company will obtain by using the selected certifications

4. Let us pretend that the choice of certification for your textile products is between GOTS (see page 54), Oekotex Standard 100 (see page 68) and Cradle-to-Cradle (see page 40). GOTS has environmental demands for both materials and production. Oekotex Standard 100 focuses on health issues with demands for chemicals in the end-user product.
5. Cradle-to-Cradle has environmental demands as well as design criteria regarding the separation of the products for recycling of materials. And it has a holistic approach addressing all four main themes: social, health, economy, and environment. You might estimate that the fastest way to certify your product is through Oekotex Standard 100, and that GOTS will be valuable to your product in the long run as it covers three thematic issues: environment, economic and social issues.
6. If you wish to design both your products and packaging for circulation it would make sense to go with Cradle-to-Cradle. Beyond doubt, recycling will increase its importance in future business strategies. If you succeed in documenting recycling of materials in your products you will create a competitive advantage
7. Regarding packaging you can choose between global environmental certifications like Cradle-to-Cradle, FSC (see page 54) and PEFC (see page 62). By selecting a forest standard, either FSC or PEFC, you will document that your packaging materials origin from sustainable forestry. FSC and PEFC are considered a good choice by public procurement representatives as they guarantee the products comply to REF, the timber regulations of the EU. Cradle-to-Cradle will also guarantee materials from traceable, sustainable sources, and on top of that it will guarantee packaging from "can be separated for recycling without harmful chemicals". Be aware, that EU will introduce a new packaging law by 2025 making packaging the producer's responsibility, and that you will pay less taxes if your packaging can be recycled. If you prefer plastic packaging the best choice will be Cradle-to-Cradle.
8. Your products can only be certified if they can be developed further.

3 Evaluate costs for the potential certifications
Butterfly criteria 3

9. The global certifications tend to use external certifying bodies which make the total costs less transparent. We advise you to investigate this thoroughly before entering the certification market.
10. Contact the individual certification bodies' offices and ask them to provide an overview of the total costs, and preferably present an example from a relevant product and company from your industry.

4 Evaluate the level of awareness of your preferred certifications – at a local market
Butterfly criteria 32 to 36

11. The level of awareness at a certain market will indicate the market value even though the total market value consists of four areas. This is due to the fact that the level of awareness is so closely related to, how well the consumer tends to trust the certification schemes.
12. The level of awareness might differ substantially from one market to another. If you wish to get a quick market breakthrough you should select a certification with a documented high level of awareness. Demeter has obtained a level of awareness at 91 percent in Germany while it is only 10 percent in the neighbouring country Denmark. In Denmark, the awareness numbers among consumers are: GOTS 30 percent, Oekotex Standard 100 53 percent, FSC 56 percent, and PEFC 15 percent.
13. The level of awareness indicates how active a certain certification is on the market. If low, you must be prepared to invest more in marketing to create an interest among your customers.
14. Low awareness of a global certification on a local market might be related to the lack of presence of the certification in question. If the organization has not invested in a local office, it makes it more difficult to provide adequate service and market knowledge.

5 Evaluate the ability to provide adequate service and advice
Butterfly criteria 23 to 27

15. When selecting a certification scheme, you also accept to be open to a close cooperation with the certifying organization. It is hard work to implement the demands of a certification scheme to make your product or service meet the standard and finally be allowed to put the label of the certification on your products.
16. You might wish to know more on how to implement the various criteria and how to market your products on individual markets (criteria 23 to 25). Therefore, please check whether the certification body offers trainings sessions or workshops which will add knowledge and value and secure a better outcome for your company.
17. Most probably, you will wish to join a certification body which actively try to raise awareness in your preferred markets (criteria 26). It is recommended you check the certification body's website for events or campaigns aiming at improving awareness.
18. Before signing an agreement, we advise you to phone or otherwise contact the certification body's office to get insights into the certification body's true interest in you as a customer and the certification body's willingness to listen to and address your market challenges. You will pay a substantial amount of money to use the certification body, which makes it relevant to expect top service and an active interest in helping you to meet your business objectives. The level and quality of service differ hugely from one certification to the other.

6 Evaluate ability to win public client accounts
Butterfly criteria 20 to 22

19. In case your company wishes to sell products or services to public institutions, it is recommended to dig deeper into criterium 21 which is relevant for public procurement and the tender procedures. This criterium is evaluated on the local markets, as global certifications are treated differently in each country.
20. Public procurement organizations tend to prefer local certifications as they know these best, and in some countries especially prefer those being based on local legislation (criterium 20).
21. In some cases, a global certification body is so well-established on a certain local market that will be awarded a point for this according to criterium 22. It happens when they receive funding from public organizations. It will only happen, if they have a local office in the country as it is considered a must to increase local awareness.

7 Evaluate the total market value of the certifications
Butterfly criteria 20 to 36

22. By checking the general market value of the certification bodies, you will identify the partners with the most value for money. A high market value score will help your business gain more attention and be likely to get you a higher market share.
23. A high market value score, including a high awareness score, will indicate that both consumers and public purchasers recognize and trust the certification body. And they will most probably buy your products. An average market value score does not indicate that it is not trusted and recognized - only that you should be prepared to invest resources in communication and marketing activities yourself to raise awareness and protect your investment.
24. It is obvious that a certification should deliver at least some market value apart from having a fair or high level of credibility. After all, you are into this for business reasons.

8 Evaluate the overall credibility of the certification
Butterfly criteria 1 to 19

25. All 18 global certification schemes described in this book are run as third-party certification, which is a must to be considered a credible scheme. Thus, you will experience less difference between the individual certifications regarding credibility than on the market value score. All the certifications described here have an acceptable credibility score.
26. A high credibility score is useful to avoid negative publicity from disappointed customers communicating their views on social media platforms and in press articles. Negative press articles tend to reduce end-user support of the certification in question and influence the market value for some time until the reputation has been repaired.
27. A certification is supposed to run a thorough inspection of its licensees (criteria 6 to 9) and make sure that proper procedures for market surveillance is implemented to prevent abuse of the certification (criterium 10). That is quite often not the strongest part of the certification.
28. Criteria must be kept relevant through dynamic routines to secure that the products are developed in a still more sustainable direction (criteria 16 to 19).
29. Without a dynamic approach to own criteria development, we all risk that the certification schemes turn irrelevant over time and eventually become unable to address the market challenges.

9 Evaluate the certification's willingness to match criteria and standards to the SDGs Clover score, see page 28)

30. The SDGs have become the common guiding star for many companies running their business in a sustainable way. Your company might have pointed out the most relevant themes for producing and selling textile products to consumers and public purchasers. You might have selected SDG points from these four SDGs: 3, 12, 15, and 17.
31. It might be useful to compare your own selected SDGs to those of the certification body and evaluate how well they correspond.
32. If there is a match between SDGs chosen by your company and the certification body, you increase the probability of adding value to your business through the certification schemes.
33. GOTS and Cradle-to-Cradle get one and two leaves according to The Clover Model which indicate that they do not explain in detail which SDGs they comply to. This might indicate that you do not receive a precis or detailed explanation of what their certification work does for the SDGs.
34. When comparing FSC and PEFC you will learn that FSC explains more detailed, how it addresses its SDG topics. Also, you receive better input for marketing support by the FSC certification.

10 Evaluate competing national certifications on your preferred markets

35. To begin with, you wished to have a global certification as you export your products to global markets. Still, there are competing certifications you should pay attention to.

36. It is of great importance to create an overview of local certifications on all your key markets, to be able to adapt your marketing with factual, and ethically reliable messages.
    It might be a good idea to give your global certification strategy a local twist to get into the market if a certain market is dominated by a local certification.

37. In Scandinavia it could be relevant to add the Nordic Swan to your global certification as it is the most well-known environmental certification scheme, or the similar Blaue Engel if your market is in Germany. And there are similar local certification schemes which are relevant on other local markets.
    Consider carefully whether a single certification strategy or a multi certification strategy will be the best business decision for your company.

38. A single certification strategy is sometimes the best strategy, but not always. One consideration is the above-mentioned regarding local or global certification when considering awareness. Another one is the limited scope of the individual certification. Many certifications focus on one theme only. That is a strength as the certification can be very operational and quickly change its criteria. But from an objective point of view, most products need to be certified in relation to several themes; they would be better off if they had more certifications covering more themes e.g. both organic issues and climate issues as well as social issues - like work conditions, health issues and fair trade. A single certification strategy might lead to inappropriate perception that the certification covers a broader area than it in fact does. It is also rather common that consumers perceive the certification as a broader certification as it is.

39. When you have selected the best certifications for your products, services, and company, it is time to create a sustainable strategy for communicating your choices. The strategy should follow the same rules as you require from your certifications i.e. be relevant, multi-stakeholder oriented, third-party, fact-based. In short, credible all the way.

Afterword

One thing is perfectly clear; global sustainable certifications are going to survive and be even stronger in the years to come simply because there is a need for integrating sustainable business development and certification in a constructive manner. The challenges of today and tomorrow are global by nature - whether you look at scarcity of resources, biodiversity, or climate change. Global action is a must to meet these challenges constructively, and this is exactly what the global certifications mentioned in this book do.

Global certification schemes offering labelling have a long-term view, a never-ending view you might add. They have no end-of-life date attached to their operation. And there is room for more sustainable schemes, as so many areas of modern societies have not yet been identified as a target for sustainable certification schemes. Several industries, as well as several themes, are not yet certifiable. We believe a lot more will become certifiable in the coming years. We will be the first to welcome them and do our best to separate the good ones from the less good ones. And so can you, dear reader, by using The Butterfly Model as your tool of judgement when evaluating new certifications and when developing new relevant certifications in collaboration with all the stakeholders necessary and based on trustworthy criteria only.

Always remember to make your certification schemes operational in order for them to be useful buying buttons - and aligned with the intentions of the most important guiding star of our time, the Sustainable Development Goals. This is the way forward to create a necessary green and sustainable transition of local and global societies.

We intend to keep monitoring the progress of global certification, including how they develop their criteria to help companies and the global communities to develop more sustainable products and services. This will be done through a yearly benchmark overview based on The Butterfly Model and The SDG Clover Model. Also, we will keep an eye on how well the four thematic areas of The Theme Star are covered by certifications. The overall idea is to provide an easy to understand

overview of the progress made in the global certification community. Like that, you will always have access to an updated knowledge on certification at your fingertips, whether you are the product manager of your company, the marketing executive, sustainability advisor, chief financial officer, CEO or chairperson of the board.

We believe that all existing and new certifications will have a mutual interest in constantly developing their own credibility value and market value and on top of that cooperate within the certification community to meet the global challenges defined by the Sustainable Development Goals movement. These challenges can only be solved in close collaboration between all good forces, including both local and global certifications.

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FAIRTRADE
COSMOS ORGANIC
cradle to cradle
PRODUCTS PROGRAM
FARMED RESPONSIBLY
asc
CERTIFIED
ASC-AQUA.ORG
RAINFOREST ALLIANCE CERTIFIED
CONFIDENCE IN TEXTILES
FAIRTRADE
PEFC
RAINFOREST ALLIANCE CERTIFIED
CARBON TRUST
CERTIFIED SUSTAINABLE PALM OIL
RSPO

FSC
ECO CERT
FAIRTRADE

GLOBAL THIRD-PARTY CERTIFICATION AND LABELLING