



Certification and Verification in the Artisan Sector Programs and Proposals for Impact and Scale



Panelists

Abigail Jacobs and Doug Guiley

west elm

Indrassen Vencatachellum

Formerly of UNESCO

Moderated by: Karen Gibbs

Alliance for Artisan Enterprise

Certification: Best Practices and Pitfalls

Originally presented by Global Goods Partners

What are the key questions and considerations for creating new or evaluating existing certification systems?

Key Considerations

- Scope
- Transparency
- Accessibility
- Governance
- Compliance
- Monitoring
- Fee Structure
- Consumer Value
- Consumer Awareness

Scope

What does the certification do and not do?



Lack of recognition/awareness and confusion around what “sustainable fishing” entails

Transparency

Is information clearly communicated and publicly available?

Label search results



click to magnify

USDA - Organic

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LABEL REPORT CARD						
How meaningful is the label?	Is the label verified?	Is the meaning of the label consistent?	Are the label standards publicly available?	Is information about the organization publicly available?	Is the organization free from conflict of interest?	Was the label developed with broad public and industry input?
Highly	Yes	No ¹	Yes	Yes	Yes	Yes

1. The meaning of the organic label is different for food than for cosmetics and personal care products.

From Consumer Reports' www.greenerchoices.org

Accessibility

How do you create a system that is accessible to a range of businesses?



Governance

How do you ensure third-party independence when the certification agency is supported by brands?



Handles compliance and audits for Fair Trade USA, MSC, FSC, and more...

- Financial independence
- Fee-for-service independent of volume
- Conflict of interest policy and structure



The New York Times

The groups claim that the certification panel, far from being independent of the industry it supposedly oversees, as required by F.T.C. guidelines, is in fact a body created by and dominated by timber companies. S.F.I. officials deny the allegations.

Compliance

How do you create a compliance system that is trustworthy?

- Self Assessment
- Peer visit
- Monitoring audit
- What happens to those found in violation?

Monitoring

How do you create a monitoring system that is not too costly or onerous?



- Self Assessment: every 2 years, audit every 2- 6 years depending on the risk category, peer visits every 2 - 6 years depending on the risk category



- 12 fee-based professional agencies perform analysis
- Audited annually
- Logo and labels are free with certification
- Audits performed every three years by an independent agency



- Application with fee, document request and onsite audit, evaluation audits in year 0, 3, 6, and surveillance audit year 1-2 and 4-5



Fee Structure



Audit Fees every six years of estimated \$3,000 +,
and nominal fees every three years



Annual membership fees to the CCIC and a one-time
licensing fee, based on the company's gross annual sales,
required for use of the trademarked logo (\$500 to
\$4,500).

Consumer Value



Measurable/observable return on investment or personal benefits



Consumer education, brand awareness and outreach are key

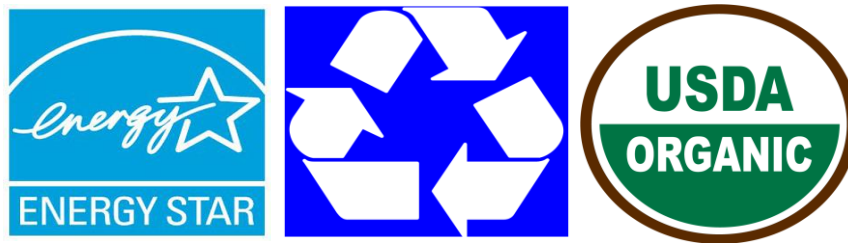


Point of sale signage reinforces certification message

Consumer Awareness

Consumers seem to be most familiar with seals sponsored by federal agencies and that represent frequently purchased items

- Energy Star (87%), Recycling (89%) and USDA Organic (62%)



Consumers seem to be least familiar with seals sponsored by non-governmental organizations and infrequent purchase

- Cruelty-free/Leaping Bunny (11%), Marine Stewardship Council (11%) and Forest Stewardship Council (6%)



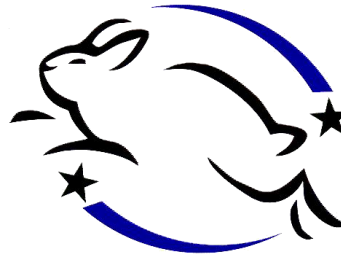
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- Competing Standards: Sustainable Forestry Initiative, Rainforest Alliance
- Reluctance towards use (Home Depot & IKEA)
- Infrequency of purchase



- Only 37% of companies who are certified license and use the logo
- Competing, less strict standards
- Major cosmetic producers are not eligible for certification