DEMANDING
CHANGE
BY CHANGING
DEMAND
ISEAL Alliance surveyed leading businesses about their experiences with sustainability certification. They found that:

- 7 out of 10 individuals said there is a strong business case for using sustainability standards.
- But 1 in 4 need more evidence that standards provide business value to their suppliers, clients and trading partners.

SUSTAINABILITY CERTIFICATION: WHAT IS NEXT FOR BUSINESS, CONSUMERS AND ADVOCATES?

When: 25th November 2015, Melbourne
Where: IBIS Melbourne Hotel and Apartments
       15-21 Therry Street - Melbourne VIC 3000 - Australia
Time: 9:30am - 5:00pm

Demanding Change by Changing Demand is the first event in Australia discussing credible certification and sustainability standards, and designed to be an annual meeting place that discusses the trends, debates the issues, and connects key players in sustainability certification to drive change. Through an interactive and engaging agenda, and by bringing together key brands, businesses, retailers and NGOs, this one day forum will provide an opportunity to examine challenges and opportunities for sustainability standard setting and what the future could look like beyond certification.
KEY THEMES OF THE FORUM:

Building sustainable and transparent supply chains – the evolution of certification and current challenges and trends

A producer perspective - understanding what certification requires of producers and lessons learnt/what that means for sustainability standard setting

How business is responding to certification – companies putting sustainability certification into practise

Understanding the market – what is the value of certification for business?

Certification as risk mitigation – what are the legal risks of not knowing your supply chain? An examination of what the latest trends mean for business

Engaging the consumer – Can the behaviour intention gap be closed?

Sustainability standards and certification systems - How to effectively communicate and build trust with consumers

Beyond Certification – what is the future for certification in a world of self regulation by business?

ISEAL found that:

8 out of 10 using standards, said they are CONSIDERING expanding their use

in order to improve evidence the top priority for

85% of individuals surveyed is to have information that is easier TO UNDERSTAND

FORUM OUTCOMES

Stronger relationships between labels and businesses

Discover a common ground on challenges we need to deal with together

Understanding from retailers about their view and approach to certification

Hear from advocates about what they see as the role for certification
We are currently seeking to partners from organisations & businesses across supply chains & industries to support the success of this Forum. Partnership positions your organisation or business as a key player in creating this platform for discussing sustainability certification in Australia.

Sponsorship options available are:

- **Event Partner**
  - $5,000
  - 5 complimentary tickets to attend the Certification Forum
  - Prominent company branding on all promotional materials, including the day of the forum

- **Major Sponsor**
  - $2,500
  - 3 complimentary tickets to attend the Certification Forum
  - Secondary company branding on most promotional materials, including the day of the forum

- **Minor Sponsor**
  - $1,000
  - 2 complimentary tickets to attend the Certification Forum
  - Company branding on some promotional materials, including the day of the forum

ISEAL found that: businesses are largely convinced of sustainability impacts of standards but many feel that they lack sufficient evidence for decision makers in their companies of the business case for using standards.
If your organization is interested in becoming a partner or sponsor of the forum or would like further information, please contact Laura Sykes.

CONTACT
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