

Ethical claims of responsibility for sustainable development - Application guidelines to UNI ISO/TS 17033:2020

Asserzioni etiche di responsabilità per lo sviluppo sostenibile - Indirizzi applicativi alla UNI ISO/TS 17033:2020

The purpose of this document is to define the requirements for preparing an ethical claim of responsibility for sustainable growth of a product, a service, a process or an organization. The process of developing an ethical claim of responsibility for sustainable development includes the three dimensions of sustainability, which are:

- economic
- social
- environmental.

An ethical claim of responsibility for sustainable development makes it possible to promote the demand and supply of those products, services, processes or organizations, whose characteristics can stimulate a process of continuous improvement towards sustainability with the involvement of stakeholders according to the principle of materiality.

Published on 26 January 2021

ICS 03.120.20



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The present UNI/PdR was endorsed by the President of UNI on 25 January 2021

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Anyone who believes, following the application of this UNI/PdR, that they can provide suggestions for its improvement is requested to send their contributions to UNI, the Italian National Standards Association, which will take them into consideration.

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INTRODUCTION

This UNI/PdR provides application guidelines in terms of responsibility and sustainability of the requirements of UNI ISO/TS 17033, identifying the elements that an organization shall take into consideration in declaring an ethical claim of responsibility for sustainable development.

The ethics that guide an organization can provide, in the consideration of sustainability issues, a boost to achieving lasting and fair ties that strengthen the relationship between people and nature. The ethical claim of responsibility for sustainable development, including the assessment of the needs of future generations, offers added value to an organization's policies, the production and consumption of material goods and the daily decision-making process of citizens/consumers.

If the claim can be considered of an ethical nature when it involves social implications concerning consumption, i.e. a direct correlation between a purchase and its positive ethical impact, the ethical claim of responsibility for sustainable development is a message used to distinguish and promote a product, service, process or organization with regard to the contribution made to the pursuit of sustainability, also in relation to the UN Sustainable Development Goals, which derives from its application and results.

This UNI/PdR does not intend to overlap with the requirements identified by UNI ISO/TS 17033 nor limit or exclude the certification of ethical claims other than ethical claims of responsibility for sustainable development, but is intended to indicate to organizations a structured and shared approach in the preparation and declaration of ethical claims that intend to focus on sustainability issues.

UNI ISO/TS 17033 defines the ethical claim as a declaration of a result achieved by an organization with respect to social, economic justice and sustainability issues with regard to the claim itself or to its field of application.

The analysis process underpinning the ethical claim of responsibility for sustainable development indicates a path which, while allowing different grades of depth and complexity based on the breadth of the field of application, ensures to the consumer, in certain and unequivocal terms or with a satisfactory level of materiality, that the claim declared by the organization has been objectively validated/verified and, therefore, corresponds to the truth.

This UNI/PdR, in the area identified by UNI ISO/TS 17033 when it indicates that it contains principles and requirements for the development and statement of ethical claims and where specific standards have not been developed, provides the elements to create consistency in the programmes used for the validation/verification of claims, outlining a path for the future definition of further Prassi di Riferimento for the application of ethical claims focused on social issues and economic justice.

Ethical claims of responsibility for sustainable development can be validated/verified on the condition that the development of these claims contains analysis of the factors relating to the economic, social and environmental considerations, which constitute the three essential areas of sustainability.

As also provided for in UNI ISO/TS 17033, ethical claims of responsibility for sustainable development can be expressed for different purposes, and can regard a product, a process, a service (e.g. packaging, delivery) or an organization.

The organization that develops an ethical claim of responsibility for sustainable development should carefully clarify the scope of the claim in order not to be misleading for the consumer/user, creating negative and distorting effects on the market or giving rise to unfair competition or misleading advertising.

Taking its cue from the approach set out in UNI EN ISO 14021, also in order to ensure consistency in the programmes necessary for the validation/verification of ethical claims of responsibility for sustainable development, this UNI/PdR identifies some supporting elements for organizations in order to provide tools to give greater reliability to an ethical claim of responsibility for sustainable development through a structured process of defining the aspects to be included in the claim itself.

By means of the dissemination of ethical claims of responsibility for sustainable development that are reliable and generated by means of a common and shared path, it is possible to create ethical claim programmes of responsibility for sustainable development within a specific product sector or value chain.

In addition, through the use of reporting tools already in widespread use and known on the market, organizations will be able to further enhance the actions underpinning an ethical claim of responsibility for sustainable development.

Finally, in the case of an ethical claim of responsibility for sustainable development that covers the entire organization, the future definition of the requirements of a sustainability management system will support all sustainability actions in a systemic and integrated manner.

To enable the path towards sustainable development to be increasingly widespread and shared by the organizations present on the market, it is necessary that, in defining ethical claims of responsibility for sustainable development, organizations refer to the fundamental tenets of UNI ISO 26000 and of the Sustainable Development Goals in the 2030 Agenda (Transforming our world. The 2030 Agenda for Sustainable Development), signed in 2015 by the 193 member states of the United Nations.

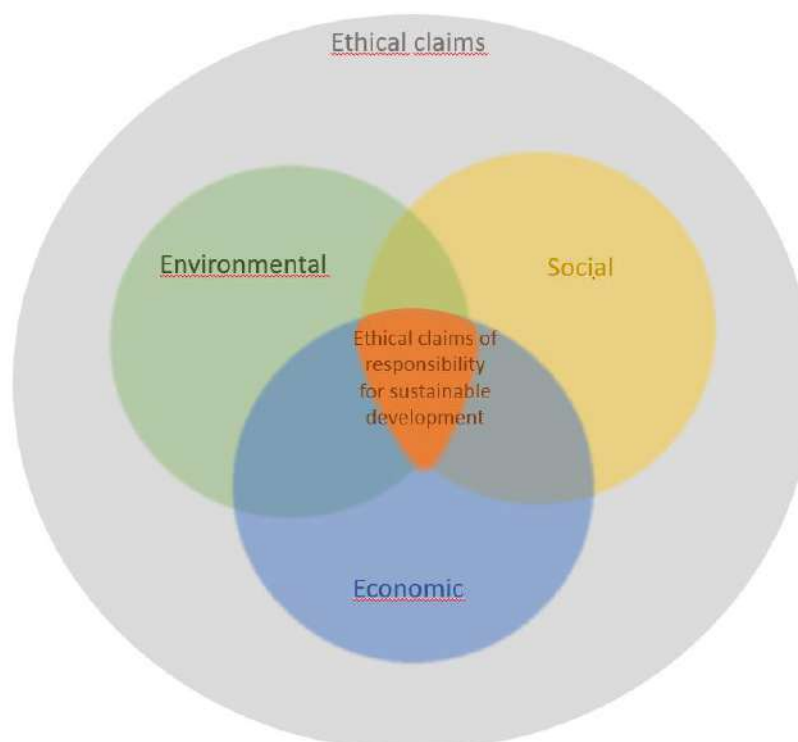


Figure 1 – Scheme of the relationship between ethical claims and ethical claims of responsibility for sustainable development

1 SCOPE AND FIELD OF APPLICATION

The purpose of this document is to define the requirements for developing an ethical claim of responsibility for sustainable development of a product¹, a service, a process or an organization.

The process of developing an ethical claim of responsibility for sustainable development includes the three dimensions of sustainability, which are:

- economic
- social
- environmental

The ethical claim of responsibility for sustainable development makes it possible to promote the demand and offer of those products, services, processes or organizations, whose characteristics can stimulate a process of continuous improvement towards sustainability with the involvement of stakeholders according to the principle of materiality.

2 NORMATIVE REFERENCES

This UNI/PdR refers, through dated and undated references, to provisions contained in other publications. These normative and legislative references are cited in the appropriate points of the text and are listed below. With regard to dated references, subsequent amendments or revisions made to these publications are valid only if introduced in this document as an update or revision. For undated references the latest edition of the publication referred to is applicable.

UNI EN ISO 26000:2020 Guidance on social responsibility

UNI ISO/TS 17033:2020 Ethical claims and supporting information – Principles and requirements

UNI CEI EN ISO/IEC 17029 Conformity Assessment - General principles and requirements for validation and verification bodies

UNI EN ISO 14021:2016 Environmental labels and declarations – Self-declared environmental claims (Type II environmental labeling)

3 TERMS AND DEFINITIONS

For the purposes of this document the following terms and definitions are applied:

3.1 ethical claim of responsibility for sustainable development: Statement, symbol or graphic indicating the grade/degree of sustainable development achieved in relation to a product, service, process or organization.

NOTE 1 An ethical claim of responsibility for sustainable development can take the form of a statement, a symbol or graphic on a product, a packaging label, product documentation or technical data sheet in the advertising field.

NOTE 2 The ethical claim of responsibility for sustainable development is a message used to distinguish and promote a product, service, process or organization in reference to the contribution to

¹ For the purposes of this UNI/PdR the term product is also referable to a process or a service.

the pursuit of sustainability also in relation to the sustainable development goals deriving from its application or entrusted use.

3.2 supply chain: Sequence of activities or entities/persons supplying products or services to the organization.

NOTE: In this UNI/PdR, the use of the term supply chain is equivalent to the term value chain (point 2.25) used in UNI EN ISO 26000.

3.3 value chain: Complete sequence of activities or entities/persons providing or receiving value in the form of products or services.

NOTE 1 Those providing value include suppliers, external workers, subcontractors and others.

NOTE 2 Those receiving value include clients, consumers, users, members and other users.

3.4 life cycle: Consecutive and interconnected phases of a system of products (or services), from the acquisition of raw materials or the generation of natural resources to final disposal.

NOTE The phases of the life cycle include the acquisition of raw materials, design, production, transport and delivery, use, end-of-life treatment and final disposal.

[UNI EN ISO 14001:2015]

3.5 context of the organization: Combination of internal and external factors that may have an influence on an organization's approach to the development and achievement of its objectives. [UNI EN ISO 9000:2015]

3.6 context of the ethical claim of responsibility for sustainable development: A set of knowledge, beliefs, assumptions shared by those who make and receive a communication that guide the understanding of the communication act.

3.7 supporting data: Verifiable technical information substantiating the ethical claim of responsibility for sustainable development.

3.8 explanatory statement: Explanation that is necessary or provided so that an ethical claim of responsibility for sustainable development can be adequately understood by a buyer, a potential customer or a user

3.9 ESG – environmental, social and governance – factors: Environmental, social or governance characteristics that can have a positive or negative impact on an organization's financial solvency performance

[EBA]

3.10 governance of the organization: System whereby an organization takes and implements decisions in pursuit of its objectives.

3.11 supporting information: Available material in support of an ethical claim of responsibility for sustainable development.

3.12 materiality: Inaccuracies, single or aggregated, which may affect the reliability of the claim or the decisions of the intended user.

[UNI CEI EN ISO/IEC 17029:2020]

3.13 materiality: Identification and understanding of priorities with respect to the context of social responsibility in which an organization operates. The priorities thus identified reflect the economic, social and environmental impacts that should be considered.

[UNI/PdR 18:2016]

3.14 field of influence: Range of political, contractual, economic or other relationships by means of which an organization has the ability to influence the decisions or activities of other organizations or individuals.

NOTE The ability to influence does not in itself involve a responsibility in exercising such influence

[UNI EN ISO 26000]

3.15 sustainability: Degree of sustainable development within the context of the organization.

3.16 sustainable development: Development that meets the needs of the present without compromising the ability of future generations to meet their own.

[UNI EN ISO 26000 point 2.23]

NOTE: The process provides a long-term and balanced approach to economic activity, environmental responsibility and social progress.

3.17 validation of the ethical claim of responsibility for sustainable development: Confirmation of a claim by providing objective evidence that the requirements for a specific intended future use or application are met.

3.18 validation programme: Rules, procedures and management for the performance of validation activities in a specific sector.

NOTE 1 Validation programmes can be managed at an international, regional, national, sub-national level or at a specific sector level.

NOTE 2 It is possible to call a “programme” a “scheme”.

NOTE 3 A set of standards capable of covering all the requirements of this document can constitute a programme

[UNI CEI EN ISO/IEC 17029]

3.19 verification of the ethical claim of responsibility for sustainable development: Confirmation of a claim by providing objective evidence that the requirements have been met.

3.20 verification programme: Rules, procedures and management for the performance of verification activities in a specific sector.

NOTE 1 Audit programmes can be managed at an international, regional, national, sub-national or sector-specific level.

NOTE 2: It is possible to call a “programme” a “scheme”.

NOTE 3: A set of standards capable of covering all the requirements of this document can constitute a programme.

[UNI CEI EN ISO/IEC 17029]

4 PRINCIPLE

The purpose of this UNI/PdR is to identify the requirements for the definition of an ethical claim of responsibility for sustainable development prepared by an organization or proposed by a scheme owner.

The UNI/PdR identifies the principles and requirements that an ethical claim of responsibility for sustainable development shall have, providing the necessary elements to identify a correct scope of application and the indications to set up a correct materiality assessment of the sustainability factors to include in the scope. The document also identifies the supporting data and information for a correct ethical claim of responsibility for sustainable development, including a traceability system to ensure that the scope of application and the aspects included in the ethical claim of responsibility for development sustainable are documented.

The benefits resulting from the implementation of this UNI/PdR are as follows:

- a) Clear, verifiable², relevant and not misleading claims of responsibility for sustainable development;
- b) Prevention or reduction to a minimum of claims which are not correctly ensured;
- c) Reduction of marketplace confusion;
- d) Greater opportunities for informed choice on the part of purchasers, potential purchasers and users of the product;
- e) Greater potential for market forces to stimulate improvement in sustainable development within the supply chain;
- f) Support for the legislator for the promotion and definition of policies concerning sustainable development;
- g) Facilitation of International trade;
- h) To enhance and promote the recognition of ethical claims of responsibility for sustainable development by the financial and banking world.

The document is completed by five appendices:

- Appendix A: Recommendations for the assessment of conformity with the requirements of this UNI/PdR by third parties
- Appendix B: Examples of programmes
- Appendix C: Examples of ethical claims of responsibility for sustainable development
- Appendix D: Fundamental issues addressed by UNI EN ISO 26000
- Appendix E: Objectives for sustainable development of the UN (SDGs) contained in the Agenda 2030

²The term verifiable refers to both verification and validation activities (ref. UNI CEI EN ISO/IEC 17029:2020)

5 PRINCIPLES OF AN ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT

The principles specified below provide a guide for defining the ethical claim of responsibility for sustainable development and their compliance shall be ensured in the various steps of definition of the claim.

The principles specified below provide a guide in defining the ethical claim of responsibility for sustainable development and their compliance shall be ensured in the various steps of defining the claim.

The principles of the claim may reflect the principles, values and policies of the organization that develops and proposes the ethical claim of responsibility for sustainable development.

NOTE The UNI/PdR does not introduce new principles with respect to those set out in UNI ISO/TS 17033 but it provides some supporting considerations for their understanding in terms of sustainability.

- **Reliability**

Ethical claims of responsibility for sustainable development shall be accurate, verifiable, relevant and not misleading.

A truthful claim, based on evidence, enables gaining the trust of the interested parties in the actions of the organization underpinning the claim regarding the contribution made in the pursuit of sustainable development goals.

- **Transparency**

Information about the procedures, methodologies and other criteria and assumptions used in defining an ethical claim of responsibility for sustainable development shall be made available and easily accessible.

The organization shall make available the information necessary to ensure the reliability of the claim while taking into account the requirements of confidentiality.

The organization shall clearly and transparently communicate the scope of its ethical claim of responsibility for sustainable development.

- **Relevance**

Ethical claims of responsibility for sustainable development shall consider the aspects relevant to the scope of the claim in order to demonstrate an effective contribution to sustainable development. Claims shall not only regard compliance with mandatory laws but shall refer to aspects of concrete and significant differentiation on the market in the field of sustainability. Any certifications, relevant to the presented claim and possessed by the organization may be used as support for demonstrating the reliability of the claim itself.

In defining the ethical claim of responsibility for sustainable development, the organization shall not omit to evaluate the most "uncomfortable" issues (cherry picking) and therefore this shall not be used by the organization to make a misleadingly positive declaration in order to divert the attention of the citizen/consumer/user from the negative impacts on sustainable development due to their activities or products (sustainable washing).

- **Involvement of the interested parties**

The underlying aspects of the ethical claim of responsibility for sustainable development and the materiality assessment are also defined by means of the involvement of the interested parties.

The interested parties involved in the development of ethical claims of responsibility for sustainable development shall be consistent with the field of application, the context of the claim and the context of the organization that proposes the claim.

- **Fairness**

Ethical claims of responsibility for sustainable development shall be developed and presented following an assessment of the distribution of negative and positive impacts on sustainable development among generations, regions and social groups.

Organizations shall adopt a precautionary approach in the ethical claims of responsibility for sustainable development based on risk analysis linked to the context of the claim and of the organization.

6 REQUIREMENTS OF ETHICAL CLAIMS OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT

6.1 GENERAL

An organization that wants to define an ethical claim of responsibility for sustainable development shall use this UNI/PdR as a reference.

An ethical claim of responsibility for sustainable development makes it possible to provide credible and reliable information on the contribution to the pursuit of sustainability, also with regard to the UN sustainable development goals adopted by an organization, to all the interested parties included in the organization's sphere of influence, in the context and/or in the context of the claim comprising, but not limited to:

- a) Consumers and/or their representative entities who wish to favor the consumption and use of products/services that contribute to sustainable development and who have useful information on the organizations that have contributed to the creation of the product. In this way, consumers can buy products not only on the basis of price but also on the basis of the contribution to sustainable development made by the producer and/or on the basis of the contribution to sustainable development that derives from product use, having awareness, where applicable, of information relating to the sustainability of the entire value supply chain.
- b) Ownership and management that intend to give importance to policies and commitment in terms of sustainability, with specific and concrete actions in the context;
- c) Investors who wish to favor sustainable investments. The ethical claim of responsibility for sustainable development can contribute to the improvement of the organization's reputation and constitute a distinguishing factor that can facilitate investment decisions also through the availability of non-financial information (for example information set out in the non-financial declarations required by Directive 2014/95/EU);
- d) A local community desiring information on the non-financial risks of an organization operating on a local basis;
- e) Personnel wanting to know the commitment to sustainable development of the organization to which it intends to provide or provides its services;

- f) Governmental Authorities which, thanks to the presence on the market of organizations that implement various tools, including those underlying the ethical claim of responsibility for sustainable development, can benefit from demonstrating the contribution of the national system to achieving sustainable development goals;
- g) Trade union organizations which, through the direct involvement provided for the definition of ethical claims of responsibility for sustainable development, can initiate a process with an organization aimed at achieving sustainable development goals;
- h) Employer organizations, which through the direct involvement required for the definition of ethical claims of responsibility for sustainable development, can contribute to the sustainable development of the organization;

An organization that wants to prepare an ethical claim of responsibility for sustainable development shall ensure an approach that encompasses not only the issues that closely affect its operative context but also those relating to its supply chains and the context in which the claim will be declared.

Being part of a broader project undertaken by the organization, the ethical claim of responsibility for sustainable development shall reflect the organization's strategies and objectives, acting as a tool for dialogue with stakeholders and encouraging dialogue with interested parties.

6.2 SPECIFIC REQUIREMENTS

6.2.1 ELEMENTS OF THE ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT

An ethical claim of responsibility for sustainable development shall:

1. unequivocally identify and describe the scope it covers;
2. respect the principles laid down in point 5;
3. in relation to the scope of application described, include the results of the materiality assessment as defined in point 6.2.4 on the three dimensions of sustainability;
4. report the period and the related boundary conditions in which it can be considered valid;
5. be an ethical claim in line with the definition in UNI ISO/TS 17033;

The process for defining the ethical claim of responsibility for sustainable development shall be documented and shall include, at least, the elements described in points 6.2.2. to 6.2.5 below.

The elements of the process of defining the ethical claim of responsibility for sustainable development, including standards and technical documents, shall be included in the programme for the third party validation/verification of the claim. The scope of application and validity of the claim shall be reported in the declaration of verification/validation issued by the verification/validation body.

If there are shared standards or guidelines, with more detailed or specific requirements for the product sector, these shall be used to develop the ethical claim of responsibility for sustainable development.

The ethical claim of responsibility for sustainable development shall not conflict with fair competitive commercial practices or concern issues already covered by legislative provisions.

NOTE In order to be used, the guidelines shall be based on criteria made known and available for consultation and developed on the basis of the consent of the interested parties.

6.2.2 IDENTIFICATION OF THE SCOPE OF APPLICATION

The organization shall identify the scope and boundaries of the ethical claim of responsibility for sustainable development that it intends to declare. The organization shall clearly identify whether the ethical claim of responsibility for sustainable development is applicable to a single product or a family of products or to the organization as a whole without any exclusion of operative units, thus ensuring a consistent and uniform approach to the whole the supply chain.

The organization can associate the ethical claim of responsibility for sustainable development exclusively with what is included in the scope of application. The claim can be communicated to interested parties provided that there is a reliable and verified traceability system capable of ensuring the link between a particular product and the organization that actually made it.

Regarding the scope of application of the ethical claim of responsibility for sustainable development, the organization shall include all aspects relating to the three dimensions of sustainability that it considers and that the interested parties consider relevant. The analysis of relevance (materiality assessment) shall be consistent with the context in which the organization operates and in which the claim is declared.

The greater breadth and complexity of the scope of application makes it possible on the one hand to obtain greater visibility of the organization's commitment to pursuing sustainability also in relation to sustainable development goals, on the other hand it commits the organization to a detailed and challenging analysis .

Whatever the breadth and complexity of the field of application, the claim shall be clear and unambiguous about its actual coverage.

6.2.3 RESPECT FOR THE PRINCIPLES

An ethical claim of responsibility for sustainable development shall respect the principles set out in point 5, as follows:

- it shall be accurate, verifiable, not generic, relevant and not misleading;
- it shall take into account the suitability of what is included in its scope of application to ensure that the ethical claim of responsibility for sustainable development does not conceal other negative impacts on sustainable development due to other parts of the product, other products or other activities of the organization;
- it shall be factual, tested and verified in order to help the user to make informed choices;
- it shall always be supported by an explanatory statement which avoids any possible misunderstanding of the claim;
- it shall be supported by verifiable data and information that can be made public upon request according to the requirements described in point 9;
- it shall be truthful not only in relation to the scope of the claim but also to the relevant aspects of the life cycle and value chain considered, including using stakeholder involvement in order to identify the potential increase of an impact in one area and, in the process, of decreasing impact in another.

NOTE This does not necessarily mean that an LCA study shall be undertaken according to the ISO 14040 series.

6.2.4 MATERIALITY ASSESSMENT

On the basis of its scope and on the basis of the context in which it operates and in which it intends to declare the claim, the organization shall conduct an analysis that includes the three dimensions of sustainability in order to identify the aspects of sustainability that will be comprised in the ethical claim of responsibility for sustainable development.

To conduct these analyses, an organization may use the process for the identification of material aspects described in UNI/PdR 18: 2016 "Social responsibility of organizations – Guidance to the application of UNI EN ISO 26000" or other methods that guarantee the application of principles of relevance and significance in order to ensure the identification of material aspects not only in the short term but also in the medium and long term. If the organization is a micro or small enterprise, it is possible to refer for example to the process described in UNI/PdR 51: 2018 "Social responsibility in micro and small-sized enterprises and craft enterprises - Guidelines for implementing UNI ISO 26000³ Social Responsibility model".

The term materiality indicates awareness of the impact, positive or negative, that the aspects of sustainability exert on the organization and its interested parties.

The process described in UNI/PdR 18 requires that, in the first instance, the organization identifies within all the seven fundamental topics of UNI EN ISO 26000 those specific topics which are relevant to its decisions and activities.

In addition to the fundamental aspects of UNI EN ISO 26000, the organization can also take into account the UN Sustainable Development Goals (SDGs) included in the 2030 Agenda, the indicators of fairness in wellbeing and sustainability and the ESG (environmental, social, and governance) factors.

At a subsequent stage, the organization shall develop a series of criteria to decide which specific areas have greater significance.

With regard to relevance, the organization, also on the basis of its governance, its sustainability principles and policies, shall evaluate the results of the analysis of the impacts on the supply chain with the involvement of stakeholders in order to identify which aspects are more relevant to be included in the ethical claim of responsibility for sustainable development also within a broader timeframe.

NOTE Figure 2 shows an example of the SDG Compass section of impact analysis with respect to the SDGs along the value chain of an organization. The impact analysis can be carried out considering only the part of the product included in the scope of the claim decided by the organization.

³ For the construction sector reference can be made to UNI/PdR 49:2018 "Social responsibility in the construction sector - Guidelines to the implementation of UNI ISO 26000 social responsibility model UNI EN ISO 26000"

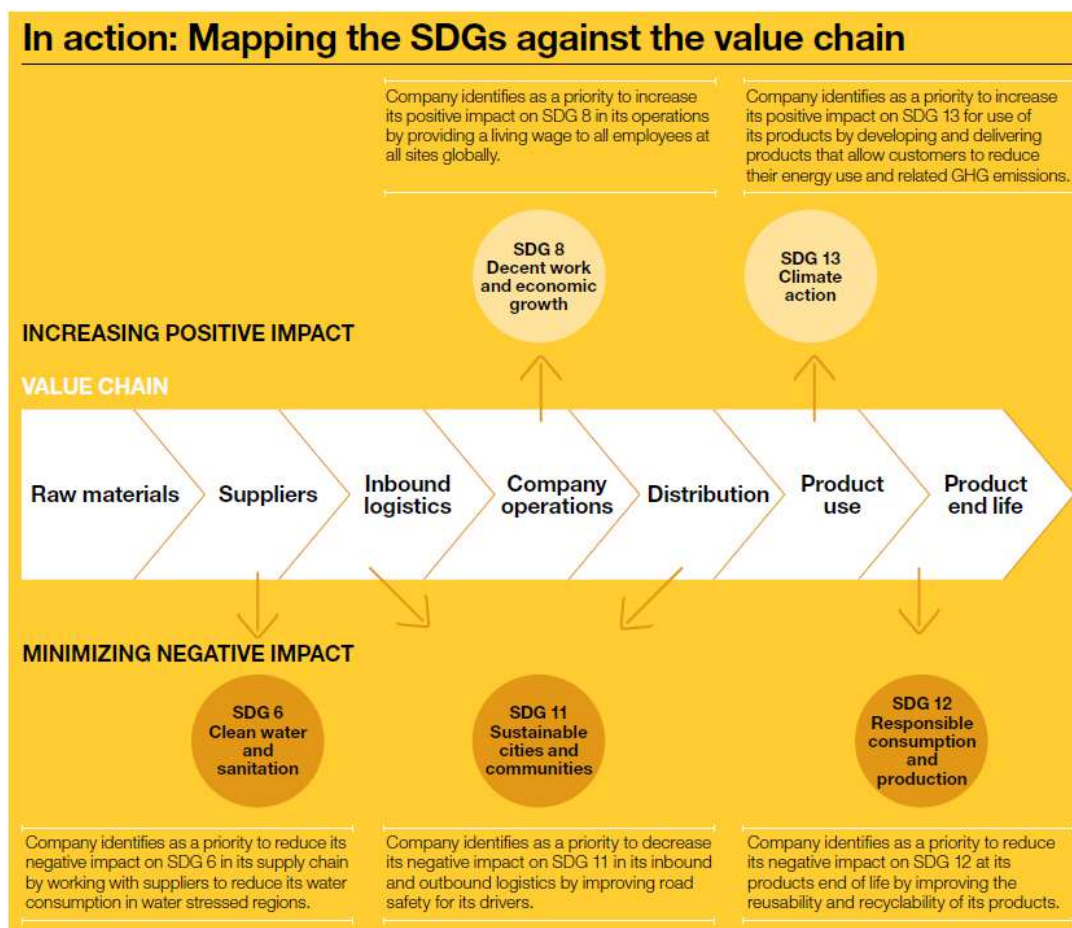


Figure 2 – Example of an impact analysis of SDGs along the supply chain

The systematic and structured involvement of the stakeholders is fundamental with regard to a correct materiality assessment.

The identification of the stakeholders to be involved shall be relevant to the scope of the claim, to the context of the organization and to that of the claim, such as, for example, consumers, users of intermediate products, producers, regulatory authorities, scientific committees, employers' associations, trade union associations.

The stakeholders' point of view, appropriately integrated with the views of the organization's personnel, has as its final result the definition of a materiality matrix, such as the one presented by way of example by the UNI/PdR 18.

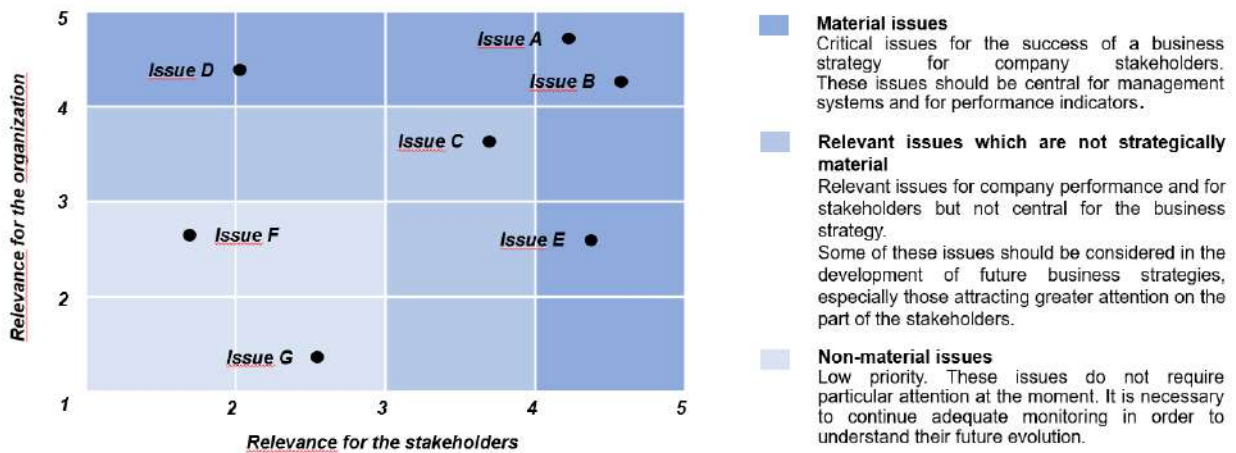


Figure 3 – Example of an analysis of materiality

To prepare and declare an ethical claim of responsibility for sustainable development, the following requirements shall be fulfilled:

- The analysis of relevance shall cover all areas of sustainability relating to what is included in the scope of the claim;
- The ethical claim of responsibility for sustainable development shall reflect the significance of the sustainability issues emerging from the materiality assessment with reference to all areas of sustainability. In the event that an organization decides to develop an ethical claim that does not include some of the most relevant issues that emerged from the materiality assessment in a context of sustainability, it must be able to explain the reasons that led to this choice and disclose them appropriately to the stakeholders.

In preparing the ethical claim of responsibility for sustainable development, the organization shall consider the contents of point 5.5 of ISO 14021 which states that the claim shall never indicate the achievement of the goal (to be sustainable), but only the path towards that goal (e.g. “sustainability path”, “towards sustainability” or similar claims). Therefore, considering sustainability as an ongoing process, the organization will have to provide evidence not only of the goals achieved but also and above all of the path undertaken, developing a claim that enables a clear and effective understanding of what is really ensured in order to avoid misinterpretations by consumers and also negative repercussions on the competitiveness of businesses.

Taking into consideration the definition of sustainability, the organization, through the ethical claim of responsibility for sustainable development, will therefore only be able to declare the "degree of sustainable development" achieved and/or that it intends to achieve, with respect to the aspects in the three areas of sustainability identified as material in relation to the scope of application, the context of the organization and the context in which the claim will be declared.

Since the sustainability targets are constantly evolving at a global level, it is not possible to declare achievement of the final result of being sustainable, but in the claim the organization shall give timely and unambiguous emphasis to the actions it has undertaken or intends to undertake for the management of the most important issues of sustainability that emerged from the materiality assessment.

In the explanatory statement and in the supporting information/data, all the details shall be defined that explain the dimension(s) and/or aspects on which the organization has achieved results and the dimension(s) and/or aspects on which the organization has planned the actions in order to ensure that there can be no misunderstanding, as assured by the claim.

The body responsible for the validation/verification of the claim will be able to validate/confirm the plausibility of the results that will be achieved with the programmed actions and/or verify/confirm the truthfulness of the results achieved through the actions performed. In the validation/verification declaration that the validation/verification body will issue to the organization, the validated actions and/or the verified results shall be reported in an unambiguous manner. On the basis of the typologies of claims, surveillance/monitoring activities shall be carried out regarding the programmed actions.

In cases where the organization does not intend to analyze the aspects relating to all the areas of sustainability, for the preparation of the claim it shall apply the requirements of UNI ISO/TS 17033 and, in the case of environmental claims, the requirements of the applicable environmental normative requirements (e.g. UNI EN ISO 14065).

If the scope of application includes the entire organization, the analysis of the aspects to be included in the ethical claim of responsibility for sustainable development shall be developed also considering the analysis of the organization's context, the risk analysis (see the management system standards⁴) in which the organization operates and the sphere of influence in which it has the possibility to influence the decisions or activities of other organizations or individuals.

6.2.5 IDENTIFICATION OF THE BOUNDARY CONDITIONS OF AN ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT

The analysis for the identification of the aspects to be included in the ethical claim of responsibility for sustainable development is valid under the conditions in which it was made (timeframe, scope of application, governance of the organization, stakeholders involved, context of the organization, context of the claim, completion of the actions underlying the claim, existing technologies or other circumstances that may alter the accuracy of the claim).

In cases where there are changes to the boundary conditions in which the claim was formulated, the ethical claim in question may no longer be valid because the material aspects relating to sustainability have changed.

An ethical claim of responsibility for sustainable development can be verified if the actions envisaged for the material aspects have been concluded and/or it can be validated if the actions are programmed. In the latter case, the organization will have to make public the results achieved following the validation, informing the body that validated the claim. The body shall include periodic checks in the programme to verify the achievement of the results.

The validated/verified claim is valid as long as there are no variations in the boundary conditions and for a maximum period of time provided for by the specific program.

These conditions are an integral part of the programme for the validation/verification of an ethical claim of responsibility for sustainable development.

The organization shall inform the validation/verification body if the boundary conditions or the data/information that made the validation/verification claim possible have changed. On the basis of the extent of the changes, the body shall evaluate which activities to carry out (e.g. additional

⁴See, for example, UNI EN ISO 9001, UNI EN ISO 14001, UNI ISO 45001

verification, new validation/verification). As long as the body has not completed its assessments, the organization shall refrain from declaring the claim as validated or verified.

7 REQUIREMENTS OF THE ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT

In cases of a comparative ethical claim of responsibility for sustainable development point 6 of UNI ISO/TS 17033:2020 becomes applicable.

8 REQUIREMENTS FOR THE PRESENTATION

The presentation of the ethical claim of responsibility for sustainable development shall comply with the provisions of point 6 of UNI ISO/TS 17033:2020.

9 SUPPORTING DATA AND INFORMATION

The supporting data and information for the ethical claim of responsibility for sustainable development shall comply with point 7 of UNI ISO/TS 17033:2020.

In addition, information supporting the ethical claim of responsibility for sustainable development shall include at least the following:

- information about the scope of the ethical claim of responsibility for sustainable development;
- information regarding the fulfillment of the requirements of this UNI/PdR, in particular compliance with the principles referred to in point 5, the results of the materiality assessment as defined in point 6.2.4 on the three dimensions of sustainability, the timeframe and the boundary conditions;
- information about the programmed actions and/or the results achieved with respect to the material aspects relating to the three dimensions of sustainability;
- information regarding the use of logos;
- the date of publication.

This information shall be meaningful for its use and for the context of the claim.

The information and supporting data shall be easily accessible and free of charge in printed, electronic or other form, at the point of sale or via the web or other communication channels. If the information and data supporting the ethical claim of responsibility for sustainable development are confidential, they shall be verified by competent third parties after the signing by such parties of suitable confidentiality agreements.

Returning to the concept of materiality and level of assurance defined in UNI CEI EN ISO/IEC 17029, the information shall guarantee an adequate level of confidence in the claim, explaining the degree of uncertainty and the level of assurance that can affect the reliability of the claim or decisions made by the intended user.

10 POINT OF SALE AND SUPPORTING INFORMATION

With regard to the point of sale requirements and supporting information refer to point 9 of UNI ISO/TS 17033:2020.

11 TRACEABILITY AND THE SUPPLY CHAIN

The supporting data for the ethical claim of responsibility for sustainable development includes a traceability system to ensure that the scope and aspects included in the ethical claim of responsibility for sustainable development are documented.

Based on the extent and complexity of the scope and on the basis of the aspects identified in the ethical claim of responsibility for sustainable development, the organization shall define a robust traceability system commensurate with the level of assurance and materiality it ensures for the claim.

If the scope of application and sustainability topics also include the supply chain, the traceability system shall also include these areas. For example, in the case of an ethical claim of responsibility for sustainable development for a product made by different suppliers, in the process of defining the claim, the organization shall implement a reliable traceability system capable of ensuring the link between a specific product and the producer organization.

The traceability system may be supported by software or similar technologies.

For the definition of a traceability system refer to Appendix A of UNI ISO/TS 17033:2020.

12 COLLECTIVE PROJECTS OF ETHICAL LABELLING OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT

For collective projects of ethical labelling of responsibility for sustainable development point 11 of UNI ISO/TS 17033:2020 is applicable.

If a collective project of ethical labeling of responsibility for sustainable development provides for the preparation of a specific claim, the organization agrees to use the claim developed by the project at the end of the evaluation and decision-making process in accordance with the terms set out by the collective project.

A collective project of ethical claim of responsibility for sustainable development can be developed by any person or organization of public law (public entity) or private (e.g. trade association, foundation, non-profit association, validation/verification bodies, etc.) provided that it respects the requirements of this UNI/PdR. Such collective projects may include existing product certifications that include a social, environmental or economic dimension. The criteria for the choice of these certifications shall give priority to conformity assessment activities, including calibration, testing, inspection and certification, accredited in accordance with Regulation (EC) 765/2008 of the European Parliament and of the Council and signatory of the EA/IAF MLA international agreements of mutual recognition.

APPENDIX A – RECOMMENDATIONS FOR THIRD PARTY CONFORMITY ASSESSMENT IN ACCORDANCE WITH THE REQUIREMENTS DEFINED IN THIS UNI/PdR

A.1 REFERENCES TO ASSESSMENT

For the validation and verification of an ethical acclaim of responsibility for sustainable development, the validation/verification body shall consider at least the requirements contained in the following standards:

1. UNI CEI EN ISO/IEC 17029
2. UNI ISO/TS 17033 and the UNI/PdR relating to ethical claims of responsibility for sustainable development
3. Programme (ref. point 8 and Appendix A of UNI CEI EN ISO/IEC 17029)

It is not possible to validate or verify generic, imprecise and non-objective claims.

In order to declare the ethical claim of responsibility for sustainable development to be in compliance with this UNI/PdR, the information and supporting data, as described in point 9, shall substantiate the scope of application, respect for the principles, the results of the materiality assessment, the actions planned and/or the results achieved with respect to the material aspects relating to the three dimensions of sustainability, the period and the boundary conditions (for example, related to the timeline, geographical or physical) for which the ethical claim of responsibility for sustainable development can be considered valid. This shall be sufficient and understandable in order to enable actual or potential users and other interested parties to evaluate the claims in terms of principles, relevance and overall validity, as well as to assess whether a claim is consistent with UNI ISO/TS 17033 and with this UNI/PdR.

The validation and verification of the ethical claim of responsibility for sustainable development shall be supported by an evaluation against a technical document (programme) that provides for fulfillment of the requirements underpinning the claim itself, precisely to provide assurance to all interested parties of the robustness and truthfulness of the claim. The program shall precisely detail what is ensured and how the assessment of compliance with the requirements is conducted.

A programme is the set of rules, procedures and management for carrying out validation and verification activities in a specific sector or field, specifying the context analysis of the ethical claim of responsibility for sustainable development, the scope of validation/verification, the competence criteria, process phases, evidence gathering and reporting. The body can carry out validation/verification activities only if evidence is provided that the program meets all the requirements set out in point 8 and Appendix A of UNI CEI EN ISO/IEC 17029.

The body shall prepare and have available suitable documents identifying a methodology to validate/verify the ethical claims of responsibility for sustainable development with particular attention to claims that, for the environmental field, refer to other existing standards. In this case, the validation and verification activities shall include the activities in accordance with the normative requirements. For example, for the activities of validation and verification of an ethical claim of responsibility for sustainable development which, for the environmental area, declares the programmed actions or the targets achieved relating to the reduction of GHG emissions, the validation/verification body shall fulfill the requirements of the UNI/PdR and also those of UNI EN ISO 14065. The statement shall also state that the validation/verification was also carried out in conformity with the requirements of UNI EN ISO 14065.

Validation and verification are based on scientific and objective data and findings. It must be possible to demonstrate the truthfulness of the claim with investigative rigour (professional skepticism). It is essential that every ethical claim of responsibility for sustainable development is supported by reliable, rigorous, timely and relevant objective evidence as defined in the standard UNI CEI EN ISO/IEC 17029 (points 3.2, 3.3, 4.2.1, 4.3.1, 4.3.5, 4.3.7, 9.2.2, 9.4.1, 9.5.4, 9.6.3, 9.11.1).

In the event of a negative outcome of the validation/verification, the body shall issue a statement of negative outcome of the validation/verification, in accordance with the requirements of UNI CEI EN ISO/IEC 17029 or with of the specific requirements of the programme.

A.2 CONFLICTS OF INTEREST OF THE VALIDATION/VERIFICATION BODY

A body with UNI CEI EN ISO/IEC 17029 accreditation cannot offer a validation/verification service to the same client and relating to the same claim which is already the object of consultancy services provided by the same body.

A.3 DURATION OF THE VALIDATION/VERIFICATION OF THE CLAIM

Assessment activities against UNI CEI EN ISO/IEC 17029 are not considered as surveillance assessments because it refers to a single well-defined moment in time.

The validation/verification activity is a snapshot, confirming the extent of truthfulness and plausibility of a statement (regarding either the future or the past). This being the case, it is the duty of the validation or verification body to assess the consistency of the organization's provisions in its process of definition of the claim.

In cases where the body validates an ethical claim of responsibility for sustainable development or confirms the plausibility of the programmed actions underpinning the claim, periodic checks shall be contained in the programme to verify the effective achievement of the results.

In all cases, when the boundary conditions change or at the end of the maximum period of validity provided for in the programme, the assessment shall be repeated to confirm the outcome of the validation/verification also by means of a periodic reassessment as described in paragraphs 6.2.4 and 6.2 .5 of this UNI/PdR.

A.4 SCOPE OF THE ASSESSMENT

The objective of the evaluation is to validate/verify the compliance of an ethical claim of responsibility for sustainable development, with respect to the requirements of this UNI/PDR.

The validation/verification activities and the related methods (e.g. duration, extent, typology) depend on the scope of the claim and must therefore be better defined within the individual programme. For example, the duration and the activities will be different for an ethical claim of responsibility for sustainable development applicable to the packaging of a product compared to that applicable to an entire organization.

Commercial communication campaign, labelling and packaging

Ethical claims of responsibility for sustainable development shall comply with the rules regarding the claims and the rules and ethical codes relating to the means and channels of communication through which they are disseminated. Hence also the importance of considering the context (point 6.2.4 of this UNI/PdR) in which the ethical claims of responsibility for sustainable development will be included. The quantity and depth of supporting information and data for the claim will be influenced by how and where (means of dissemination) it will be used.

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This UNI/PdR refers only to the claim (phrase, logo, graphic or symbol), and not to the advertising campaign or to the labelling and packaging itself. It is therefore correct to evaluate the suitability of the claim within the context, but the context itself is not validated or verified. The sole object of the validation or verification is the claim.

Therefore, when the claim is part of a commercial communication campaign, i.e. present on the labelling and packaging, even if it is included in the assessment activities, it does not extend to the whole context of the claim, and the validation/verification of the claim cannot be interpreted as the validation/verification of the advertising campaign or of the labelling and packaging.

A.5 COMPETENCE CRITERIA OF THE BODY'S VALIDATION/VERIFICATION TEAM

Competence shall be sufficient for the complexity of the ethical claim of responsibility for sustainable development undergoing validation/verification. It is the task of the body to demonstrate that this competence is present on a case by case basis.

At a minimum, the following requirements shall be fulfilled:

- specific knowledge of this UNI/PdR;
- adequate presence of specific skills, including legal ones, where relevant (e.g. legislation on commercial fraud, misleading advertising, unfair competition, labour law, environmental legislation, food labeling, environmental labelling, food safety, etc.);
- specific competence relating to ethical claims of responsibility for sustainable development (as stated in the programme).

On the basis of the claim, it is necessary to have competences in communication with particular regard to the ethical and behavioural rules of the operators in the communication and advertising sector.

A.6 CRITERIA OF COMPETENCE OF PERSONS CARRYING OUT THE REVIEW OF THE FILE BEFORE THE DECISION

Minimum necessary requirements:

- specific knowledge of this UNI/PdR;
- specific competence relating to ethical claims of responsibility for sustainable development (with regard to the programme).

A.7 CRITERIA OF COMPETENCE OF THE BODY'S DECISION MAKERS

Minimum necessary requirements:

- specific knowledge of this UNI/PdR;
- knowledge of the accreditation standard (UNI CEI EN ISO/IEC 17029).

A person undertaking review activities may also perform those of a decision maker. Persons performing decision or review activities cannot be members of the audit team.

A.8 STATEMENT OF VALIDATION AND VERIFICATION ISSUED BY THE BODY

The statement of validation and verification issued by the body shall include:

- the validated/verified claim, specifying the scope of application
- the validity of the claim
- reference to the standard UNI CEI EN ISO/IEC 17029
- reference to UNI ISO/TS 17033 and to this UNI/PdR⁵
- the programme, which shall be easily available to the public on request

The output of the evaluation is confirmation that the claim has a reasonable or limited level of assurance and is free from material errors (in any case below the established relevance threshold) or has a negative outcome.

For further details see UNI CEI EN ISO/IEC 17029.

A.9 MODALITIES, TIMES AND PERIODICITY OF VALIDATION/VERIFICATION ACTIVITIES

The modalities, the validation/verification times and the possible periodicity of the verifications vary according to the established programme in accordance with UNI CEI EN ISO/IEC 17029.

A validation/verification programme shall be prepared (including for example: on-site and documental activities, self-declarations, involvement of suppliers, inspections, laboratory tests).

The validation / verification programme shall be an integral part of the program.

For more information on the programme, refer to Appendix A of UNI CEI EN ISO/IEC 17029.

The validation program shall be an integral part of the program.

For more information on the programme see Appendix A of UNI CEI EN ISO/IEC 17029.

A.10 LOGOS

In accordance with point 10.3.2 of the standard UNI CEI EN ISO/IEC 17029: 2019, it is possible to use wording and marks relating to the validated/verified claim in the modalities indicated in the regulations of the accredited body that carries out the validation/verification.

A.11 THE UNI MARK

The organizations that carry out the conformity assessment shall provide rules for the granting of the license to use their certification mark which also includes the use of the UNI mark.

NOTE The UNI conformity mark is intended to attest that the requirements of certified products, services, systems or persons are established by UNI through the publication of reference standards or UNI/PdR.

⁵ The statement shall report the reference standards with respect to which the validation/verification activities were carried out. For example, if the body that carries out the validation and verification of an ethical claim of responsibility for sustainable development which, for the environmental area, declares the planned actions or the targets achieved relating to the reduction of GHG emissions, the declaration shall contain reference that the verification/validation was carried out also according to the requirements of UNI EN ISO 14065.

APPENDIX B – EXAMPLE OF A VERIFICATION/VALIDATION PROGRAMME

It should be noted that the owner of the program is responsible for defining the level of detail of the validation/verification programme, as well as fulfilling the minimum requirements set out in this document.

The numbering refers to the numbering in UNI CEI EN ISO/IEC 17029.

The validation/verification programme shall specify as follows:

Annex A ISO 17029 – A2	Example of a programme
<p>a) the type of claims that are subject to validation/verification and the requirements against which the claim will be evaluated;</p>	<p><i>Ethical claim of responsibility for sustainable development for a specific product which declares the target achieved in the social and economic field and the actions planned for the environmental area.</i></p> <p><i>The ethical claim of responsibility for sustainable development shall be accompanied by an explanation that clearly indicates the actions it planned and the targets it has achieved.</i></p> <p><i>Material aspect concerning the social and economic areas: 10% increase of staff employed on the production line who are high-school graduates and unemployed.</i></p> <p><i>Material aspect with reference to the environment: design changes have been introduced to the components of the specific product that will improve the reuse of the product by 30%.</i></p> <p><i>The claim will be validated/verified according to the requirements of UNI ISO/TS 17033:2020 and the UNI/PdR.</i></p>
<p>b) the competence criteria of the members of the audit team and of the validation/verification body;</p>	<p><i>The audit team shall consist of persons possessing:</i></p> <ul style="list-style-type: none"> <i>- specific training with regard to ISO 17029, the UNI/PdR, and the standard ISO 17033;</i> <i>- knowledge of the environmental issues concerning product reuse;</i> <i>- knowledge in the social area regarding work rights;</i> <i>- experience in the communication and marketing sectors;</i> <i>- experience of the production cycle of the product in question;</i> <i>- experience of product certification audits and of environmental and social management systems.</i>
<p>c) the process steps to be undertaken as a minimum in conducting the validation/verification activities to achieve the expected results;</p>	<p><i>The steps of the process are set out in point 9 of ISO 17029.</i></p> <p><u>Pre-engagement (ref. §9.2):</u></p> <p><i>a) The gathering, as a minimum, of the following information:</i></p>

	<ul style="list-style-type: none"> - name of the organization; ethical claim of responsibility for sustainable development and explanatory statement submitted for verification/validation; - data and information supporting the ethical claim of responsibility for sustainable development and their materiality/level of assurance; - elements of the process of defining the ethical claim of responsibility for sustainable development, including standards and technical documents; - boundary conditions of the claim, scope, governance and the context in which the claim will be declared, materiality assessment in line with point 6.2.4 of the UNI/PdR; - objectives and scope of the request for verification/validation; - context in which the claim will be declared; - any collective projects of ethical labelling of responsibility for sustainable development; - first party/second party/third party audits. <p>Following the analysis of the information received, on the basis of Appendix C of the UNI/PdR, the body defines the type of validation or verification service, the times and resources to be allocated. Following the analysis of the information, the body shall decide whether or not to proceed with the verification/validation activity.</p> <p><u>Engagement (ref. §9.3)</u></p> <p>On the basis of the activities carried out by the body in the previous step, an agreement shall be signed with the organization requesting the verification/validation activity.</p> <p><u>Planning (ref. §9.4)</u></p> <p>The body shall analyze the level of risk related to the materiality, the level of assurance of the ethical claim of responsibility for sustainable development, and supporting information and data on the basis of which:</p> <ul style="list-style-type: none"> - to confirm the objective and scope of the validation/verification; - to identify the competent resources; - to determine the validation and verification activities: the plans for gathering the necessary evidence (documents, site inspections, verifications, tests....), the sampling plans, the duration of activities, and in the case of validation, any additional activities to be completed following a positive validation (e.g. periodic checks to verify the real achievement of the results).
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	<p><i>On the basis of this analysis, the body shall prepare a validation/verification plan and communicate it to the client.</i></p> <p><u>Performance of the verification/validtion (ref. §9.5)</u></p> <p><i>The carrying out of the activities of the validation/verification plan shall be aimed at gathering adequate evidence with the identification of the level of materiality (errors and analysis of their importance) for the assessment of compliance with the requirements of the program, of the standard ISO/TS 17033 and of the UNI/PdR.</i></p> <p><i>At the conclusion of the activities, the body shall define the outcome also with a proposal for a validation/verification statement.</i></p> <p><u>Review (ref. §9.6)</u></p> <p><i>The final review activity shall be carried out by personnel not involved in the verification and it shall confirm that:</i></p> <ul style="list-style-type: none"> <i>• the verification/validation activities were completed in accordance with the contract and the program;</i> <i>• the evidence gathered is sufficient and appropriate to support the decision.</i> <p><u>Decision and issuance of the statement of verification and validation (ref. 9.7)</u></p> <p><i>Following the review activity, the body shall make the decision and issue the statement of validation and verification as described in point A.8 of the UNI/PdR.</i></p>
<p>d) the level of assurance, if requested, and materiality assessment of the claim;</p>	<p><i>It is necessary to describe the requirements with which the organization intends to comply with regard to the ethical claim of responsibility for sustainable development and any objectives, including the timelines and criteria of evaluation of compliance with the requirements and fulfillment of the objectives. This information sustainability map shall be clear and not misleading, and made available to the public upon request. The assurance level of the verification shall be defined as limited or accurate on the basis of, for example:</i></p> <ul style="list-style-type: none"> <i>- the range of the scope of application;</i> <i>- the range of the supply chain;</i> <i>- the actions/targets underlying the claim with respect to the factors referring to the three dimension of sustainability;</i> <i>- the level of risk evaluated by the body during the planning.</i>

e) the activities for gathering validation and verification evidence (point 9.5.4);	<i>The activities to be carried out shall be consistent with the analysis conducted by the organization described in point 6.2 of this UNI/PdR. These shall always include the evaluation of the relevance with respect to the ethical claim of responsibility for the sustainable development of the interested parties involved.</i>
f) the requirements relating to reporting (point 9.5.5);	<i>It is necessary to prepare a report containing, at least, all the information present in the validation/verification statement, the outcome of the activities carried out according to the validation/verification plan and the level of assurance of the audit.</i>
g) the review activities, including confirmation that all the activities have been completed in accordance with the programme requirements (point 9.6);	<i>The review activities shall be carried out by personnel of equal competence to that of the members of the team who conducted the activities of the validation/verification plan who were not involved in the activity. The review shall confirm that the verification/validation activities were completed in accordance with the provisions of the contract and that the evidence gathered is sufficient and appropriate to support the decision.</i>
h) the modality for the interpretation of the outcomes of the validation/verification and what the consequences of the outcomes are - this also means that it is necessary to establish which results prevent the issuance of a validation/verification statement (point 9.7.2);	<i>The judgment can be positive, positive with comments or negative. A positive judgment can be issued only in the absence of inaccuracies and with full compliance with the mandatory requirements set out in the UNI/PdR. A negative judgment can be issued when errors have emerged that exceed the materiality value defined in this programme. A positive judgment with comments can be issued when there are inaccuracies that do not exceed the materiality value.</i>
i) the wording used for the validation/verification statements, as sector-specific terminology can be used;	<i>In line with the contents of point 6.2.4 of the UNI/PdR for the ethical claim of responsibility for sustainable development, the final result of "being sustainable" cannot be indicated in the validation/verification statement, but the "degree of sustainable development" achieved and/or that the organization which developed the ethical claim of responsibility for sustainable development intends to achieve with respect to the aspects contained in the three areas of sustainability identified as material in relation to the scope, the context of the organization and the context in which the claim shall be declared.</i>
j) the requirements regarding which records shall be kept by the validation/verification body	<i>If the body needs to verify confidential information in the verification/validation</i>

<p>as evidence of the conduct of the validation/verification (point 9.11.3);</p>	<p><i>activities, appropriate confidentiality agreements shall be in place.</i></p>
<p>k) the validation/verification declaration (point 9.7) issued on the basis of the assessment of the claim (point 9.5) to comply with the validations/verifications carried out;</p>	<p><i>The verification/validation declarations shall be clearly indicated in the validation/verification statement, which shall contain, at least, the information as stated in point A.8 of the Appendix A.</i> <i>The scope and the conditions or the maximum period of time within which the verified/validated claim can be considered valid shall be reported in this statement.</i></p>
<p>Annex A ISO 17029 – A3</p>	
<p>a) the necessity of a function for the monitoring of impartiality;</p>	<p><i>The body shall evaluate the relevance with respect to the ethical claim of responsibility for sustainable development of the interested parties, for example by consulting the committee of interested parties in accordance with ISO/IEC 17029 (point 5.3.3 NOTE 2).</i> <i>This activity could constitute a threat to the impartiality of the mechanism for the protection of impartiality because it is involved in a verification/validation process. However, this risk is considered acceptable, considering its third party role with respect to the body and the fact that it is only a consultative opinion and not a decision-making one.</i></p>
<p>b) the period within which the personnel who provided consultancy on the subject of validation/verification shall not perform validation/verification activities relating to their previous engagements (point 7.2.5);</p>	<p><i>A body with UNI CEI EN ISO/IEC 17029 accreditation shall not offer services of verification/validation to the same client and on the same claim which is already the object of consultancy by the same body.</i></p>
<p>c) training needs for staff on processes, requirements, methodologies, validation/verification activities and other requirements of the validation/verification programme - the programme owner may consider providing training programmes (point 7.3.2);</p>	<p><i>They can be defined on the basis of the body's competences with regard to point A.2 b).</i></p>
<p>d) personnel monitoring requirements (point 7.3.2);</p>	<p><i>Monitoring of the maintenance of competences of evaluators regarding verification/validation activities is provided for.</i></p>
<p>e) the requirements regarding personnel, structures, equipment and supporting systems and services (point 7.1);</p>	<p><i>To validate the plausibility of programmed actions related to product reuse, request for support from research institutes of product design.</i></p>

f) whether, and under what conditions, the validation/verification body can outsource validation/verification activities (point 7.4);	<p><i>Outsourced activities are not foreseen.</i></p> <p><i>The involvement of persons or employees of other organizations in order to obtain additional resources or professional evaluations does not constitute "external engagement".</i></p>
g) the additional parameters for the pre-engagement phase, including, but not limited to, sampling, materiality criteria, quality parameters, planning the timeframe, tariffs (point 9.2);	<p><i>Any deviations from and exceptions to the reference procedure for the management of the pre-engagement shall be authorized by the decision-taking committee.</i></p>
h) the requirements for the validation/verification agreement (point 9.3);	<p><i>The agreement shall clearly define the obligations and responsibilities</i></p> <ul style="list-style-type: none"> <i>- of the body (competence, impartiality, confidentiality) and</i> <i>- of the organization (such as the timely communication of changes in the conditions and in the case of validation of the claims, publication of the results achieved following the validation and information to the body that validated the claim)</i>
i) the planning and preparation of the activities that the body shall undertake before starting the validation/verification activities (point 9.4);	<p><i>Any deviations from and exceptions to the reference procedure for the management of the planning period shall be authorized by the decision-taking committee.</i></p>
j) the provisions to be adopted in the event that there are new facts discovered after the issuance of the validation/verification statement that could influence, in terms of materiality, the statement itself (point 9.6.3);	<p><i>The organization shall inform the verification/validation body if the conditions or the data/information enabling the validation/verification of the claim have changed. Based on the extent of the changes, the body shall evaluate which activities to carry out (e.g. addition of a verification, new verification/validation). Provided that the body has not completed its assessments, the organization cannot declare that the claim has been verified or validated.</i></p>
k) specific confidentiality requirements (point 7.2.6);	<p><i>Where required, it is also possible to provide for the publication of information relating to verification/validation to allow the interested parties to check it (e.g. website of the verification/validation body, of the organization, etc.). Prior authorization from the organization that prepared the claim is required if it is decided to publish the verification/validation documents prepared by the verification/validation body.</i></p>

<p>l) the rules governing any references to validation/verification, including the use of marks by the validation/verification body or its clients;</p>	<p><i>Any deviations from and exceptions to the reference procedure for the use of the mark shall be authorized by the decision-taking committee.</i></p>
<p>m) the rules covering the responsibility for accepting inputs considered as part of the validation/verification activities, for example conformity assessment results that were generated prior to the engagement or that were provided by the client;</p>	<p><i>The results of verifications carried out by a conformity assessment body, including calibration, testing, inspection and certification, accredited according to Regulation (EC) 765/2008 of the European Parliament and of the Council and signatory of the EA/IAF MLA international agreements of mutual recognition, are taken into consideration.</i></p> <p><i>Test reports issued by laboratories, also university laboratories, accredited by one accreditation body according to the standard ISO 17025, are also taken into consideration.</i></p>

APPENDIX C – EXAMPLES OF ETHICAL CLAIMS OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT

To decide if it is possible to start the process of validation/verification of an ethical claim of responsibility for sustainable development against UNI CEI EN ISO/IEC 17029, UNI ISO/TS 17033 and the UNI/PdR (verification of acceptability), it is necessary to analyze elements relating to the subject of the ethical claim of responsibility for sustainable development, the applicable requirements, the characteristics of the ethical claim of responsibility for sustainable development and the methodology used to define the ethical claim⁶.

Below is an example of a preliminary analysis carried out by a body in the pre-engagement phase.

1. Object of the claim:
 - a. Is it only emotional payoff? If it is, no V/V
 - b. does it only state the technical characteristics of the product? If it does, no V/V (however, it could be an ethical claim of responsibility for sustainable development which requires product certification)
 - c. does it express simple legal compliance? If it does, no V/V
 - d. can it be confused with a declaration of conformity to specific ISO standards within which there are already standardized declarations/claims (see ISO 14025)? If yes, no V/V (it could however be an ethical claim of responsibility for sustainable development which requires ethical product certification but which contains additional requirements to those of the product)
 - e. does it negatively impact the certification (or more generally, a concept of good behaviour? (if it does, no V/V)
 - f. can the V/V of the ethical claim of responsibility for sustainable development be considered an alternative to other existing forms of certification? If it can, no V/V
 - g. does it comply with the provisions of the law regarding an ethical claim of responsibility for sustainable development?⁷ If it does, V/V is ok

⁶ See also Recommendation UNECE No. 46: Enhancing Traceability and Transparency of Sustainable Value Chains in Garment and Footwear

⁷For example, in Europe sustainability claims fall within the broader notion of "commercial practice", covered by Directive 2005/29/EC on unfair commercial practices and implemented by the Consumer Code, which provides that a practice is misleading if it contains information which is not true or could be misleading, and wrongful if it conflicts with professional diligence.

2. Applicable requirements:

- a. does it refer only to environmental matters? If it does, the V/V is ok only according to EN ISO 14065 (ISO 17033 and the UNI/PdR are not applicable)
- b. does it involve one or more aspects of the social sphere, economic justice, animal welfare or sustainability? If it does, V/V is ok and UNI ISO/TS 17033 is applicable. (For animal welfare, if available, the specific certification schemes on the subject shall be applied)
- c. does it involve a social implication of consumption, i.e. a direct correlation between purchase and its positive social impact? If it does, V/V is ok and UNI ISO/TS 17033 is applicable
- d. does it refer to aspects relating to the three dimensions of sustainability identified through a materiality assessment consistent with the scope of application, the context of the organization and the context in which the claim is made? If it does, V/V is ok and UNI ISO/TS 17033 and the UNI/PdR are applicable
- e. following a careful and agreed materiality assessment, only one or two dimensions of sustainability are referred to. If this exclusion is justified by the materiality assessment, the V/V is ok and UNI ISO/TS 17033 and the UNI/PdR are applicable

3. Characteristics of the ethical claim of responsibility for sustainable development (if all are fulfilled, V/V is ok and UNI ISO/TS 17033 and the UNI/PdR are applicable):

- a. Is the claim accurate and not misleading?

The legislation referred to above does not provide specific rules in relation to marketing and advertising relating to social, economic and environmental sustainability, however two fundamental principles apply to it:

- a) professionals shall, in the first place, formulate their claims in a specific, accurate and unambiguous manner;
- b) professionals shall base their claims on scientific data and be able to present the latter in an understandable way in case any doubt is raised regarding the declarations;

In particular, it is necessary to express clearly for the average consumer:

- whether the claim refers to the entire product or only to some component parts;
- whether the claim refers to a company or only to some products;
- if the claim does not cover the entire life cycle of the product, which phase is covered or which characteristics of the product itself?
- for certain products or services that are in all cases harmful to the environment (e.g. cars or pesticides), environmental claims relating to one aspect of the product shall not give the misleading impression that the product is, in itself, respectful of the environment.

- b. Are the scope of the claim and the boundary conditions clearly identified?
 - c. Is it supported by objective, reliable, rigorous, accurate and verifiable testing/data/information?
 - d. Is it in accordance with the means/channels/contexts of communication where it will be used?⁸
 - e. Does the ethical claim of responsibility for sustainable development reflect all the principles defined in point 5 of the UNI/PdR?
4. Methodology used to define the ethical claim of responsibility for sustainable development (if fulfilled, V/V is ok in accordance with UNI ISO/TS 17033 and the UNI/PdR):
- a. were the interested parties involved?
 - b. does the scope of the ethical claim of responsibility for sustainable development include the results from the materiality assessment of its value chain?
 - c. do the aspects considered in the ethical claim of responsibility for sustainable development take into account the fundamental issues of UNI ISO 26000, the UN Sustainable Development Goals (SDGs) included in the 2030 Agenda, the BES or ESG factors?
 - d. in the explanatory statement and in the programme, are the achieved goals/planned actions described with reference to the material aspects occurring in all three dimensions of sustainability? If they are, in the explanatory statement and in the supporting data and information it is necessary to define actions undertaken/planned on the material sustainability aspects in the three sustainability dimensions.

⁸ For example, the (frequent) environmental declarations that contain true information but intentionally deliberately ambivalent because they can deceive the average consumer in light of the context in which the commercial communication is conveyed (Ex: the insertion of a car in a natural environment such as a forest to underline its respect for the environment).

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Below are some examples⁹ of ethical claims of responsibility for sustainable development

	EXAMPLE OF AN ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT WHICH <u>CAN</u> BE SUBMITTED TO THE VALIDATION OR VERIFICATION PROCESS ON THE BASIS OF THIS UNI/PdR	EXAMPLE OF AN ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT WHICH <u>CANNOT</u> BE SUBMITTED TO THE VALIDATION OR VERIFICATION PROCESS ON THE BASIS OF THIS UNI/PdR
1	<p>Hybrid car produced in plants that respect, in accordance with the programme, a path towards sustainability as the social, economic and environmental impacts of the plant's employees and the area un question are improved.</p> <p>The claim does not describe in detail the aspects and the relative targets accomplished and the relative programmed actions. It could be submitted to the validation/verification process if, in the supporting information/data and consequently in the programme, the following factors are detailed in an accurate and not misleading way:</p> <ul style="list-style-type: none"> - scope of application (car A, line of car) - evidence of respect of the principles - materiality assessment process and its results, i.e. the aspects considered most relevant to the social, economic and environmental dimension relating to the production of the car - targets achieved/programmed actions relating to material aspects - the boundary conditions. <p>The body shall pay particular attention in the pre-engagement period to counteract the phenomenon of "sustainable washing", especially when the term "sustainable" is used. Furthermore, generic and, therefore, unverifiable claims are contrary to the rules of commercial practice and the self-discipline advertising code¹⁰.</p>	<p>Hybrid car that, in the first 100,000 km, has an energy saving of 10% of the fuel compared to the same model of car which runs on petrol</p> <p>It is not an ethical claim of responsibility for sustainable development, because it only refers to aspects relating to the environmental dimension.</p> <p>It could be verified/validated according to UNI ISO/TS 17033. The related programme shall provide detailed information, including the accredited test methods used.</p> <p>Comparative ethical claims are possible in accordance with UNI ISO/TS 17033 only for the products of the individual producer organization.</p>

⁹ See also the examples given in the already cited Recommendation UNECE No. 46: Enhancing Traceability and Transparency of Sustainable Value Chains in Garment and Footwear

¹⁰ Art. 12 of the code establishes that a commercial communication declaring or evoking benefits of an environmental or ecological nature "shall make it possible to clearly understand to which aspect of the advertised product or activity the benefits claimed refer."

	EXAMPLE OF AN ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT WHICH <u>CAN</u> BE SUBMITTED TO THE VALIDATION OR VERIFICATION PROCESS ON THE BASIS OF THIS UNI/PdR	EXAMPLE OF AN ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT WHICH <u>CANNOT</u> BE SUBMITTED TO THE VALIDATION OR VERIFICATION PROCESS ON THE BASIS OF THIS UNI/PdR
2	<p>Production of apples which, in the production area, is managed 100% by small local enterprises with the involvement of local labour and which contributes to a 30% reduction in water consumption.</p> <p>The claim describes the aspects and the relative targets achieved and the relative programmed actions. It could be submitted to the validation/verification process if, in the supporting information/data and consequently in the programme, the following factors are detailed in an accurate and not misleading way:</p> <ul style="list-style-type: none"> - scope of application (area) - evidence of respect for the principles - materiality assessment process and its results, i.e. the material aspects (if they are those declared) - greater detail regarding the goals achieved/programmed actions relating to the material aspects - the boundary conditions 	<p>Production of apples without using pesticides</p> <p>It is not an ethical claim of responsibility for sustainable development, because it only refers to aspects relating to the environmental dimension.</p> <p>It may also be the object of a product certification scheme.</p>
3	<p>Bank that guarantees the application of sustainable development goals (SDGs) n.3, 4, 7 and 8 of the UN 2030 Agenda in their investment choices</p> <p>The claim describes aspects in the three dimensions but it is not clear about the scope of application and the goals achieved/the relative programmed actions relating to the SDGs identified. It could be submitted to the validation/verification process if, in the supporting information/data and consequently in the programme, the following factors are detailed in an accurate and not misleading way:</p> <ul style="list-style-type: none"> - scope of application (investment choices) - evidence of respect for principles - materiality assessment process and its results, i.e. the material aspects (if the SDGs identified are really material ones) - targets achieved/programmed actions relating to material aspects 	<p>Banking service that guarantees gender equality</p> <p>It is not an ethical claim of responsibility for sustainable development, because it only refers to aspects relating to the social dimension.</p> <p>It could be verified/validated according to UNI ISO/TS 17033</p>






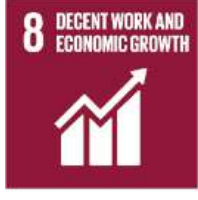




	EXAMPLE OF AN ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT WHICH <u>CAN</u> BE SUBMITTED TO THE VALIDATION OR VERIFICATION PROCESS ON THE BASIS OF THIS UNI/PdR	EXAMPLE OF AN ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT WHICH <u>CANNOT</u> BE SUBMITTED TO THE VALIDATION OR VERIFICATION PROCESS ON THE BASIS OF THIS UNI/PdR
	<ul style="list-style-type: none"> - the boundary conditions 	
4	<p>Responsible tourism according to the programme (actions aimed at reducing the social, economic and environmental impacts of tourists who stay in the hotels participating in the program)</p> <p>The claim does not describe in detail the aspects and relative targets achieved/programmed actions. It could be submitted to the validation/verification process if, in the supporting information/data and consequently in the programme, the following factors are detailed in an accurate and not misleading way:</p> <ul style="list-style-type: none"> - field of application (e.g. hotels included in the programme) - evidence of respect of the principles - materiality assessment process and results, i.e. aspects considered relevant for the social, economic and environmental dimension relating to the hotel service - goals achieved/related programmed actions relating to material aspects - the boundary conditions 	<p>“Green” or zero impact hotels</p> <p>It is not an ethical claim of responsibility for sustainable development as it cannot be verified/validated according to UNI ISO/TS 17033 because it is too vague and ambiguous. Furthermore, with reference to the “zero impact” claim, it is specified that tourism can have a more or less harmful impact, but can never be without impact and therefore uninfluential</p>
5a	<p>Sustainable honey production</p> <p>The claim does not describe in detail the aspects and relative targets achieved/related programmed actions. It could be submitted to the validation/verification process if, in the supporting information/data and consequently in the programme, the following factors are detailed in an accurate and not misleading way:</p> <ul style="list-style-type: none"> - scope of application (what, and what type of honey, is included in the programme) - evidence of respect of the principles - materiality assessment process and its results, i.e. the aspects considered most relevant to the social, economic and environmental dimension relating to the production of the honey 	<p>Sustainable honey production in accordance with the programme</p> <p>It is not an ethical claim of responsibility for sustainable development because it does not describe the degree of sustainability achieved through the actions relating to the material aspects but implies that the organization that provided the claim relating to the field of application of honey has achieved the goal of being sustainable</p>






	EXAMPLE OF AN ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT WHICH <u>CAN</u> BE SUBMITTED TO THE VALIDATION OR VERIFICATION PROCESS ON THE BASIS OF THIS UNI/PdR	EXAMPLE OF AN ETHICAL CLAIM OF RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT WHICH <u>CANNOT</u> BE SUBMITTED TO THE VALIDATION OR VERIFICATION PROCESS ON THE BASIS OF THIS UNI/PdR
	<ul style="list-style-type: none"> - goals achieved/related programmed actions relating to material aspects - the boundary conditions 	
5b	<p>Sustainable honey limited to actions within the supply chain for the improvement of BES indicators relating to the quality of work, minimum economic conditions and the surrounding area</p> <p>The claim does not describe in detail the aspects and relative targets achieved/programmed actions.</p> <p>It could be submitted to the validation/verification process if, in the supporting information/data and consequently in the programme, the following factors are detailed in an accurate and not misleading way:</p> <ul style="list-style-type: none"> - scope of application (what, and what type of honey, is included in the chain) - evidence of respect of the principles - materiality assessment process and its results, i.e. the aspects considered most relevant to the social, economic and environmental dimension relating to the production of the honey - goals achieved/related programmed actions regarding material aspects - the boundary conditions 	



**APPENDIX D – SPECIFIC FUNDAMENTAL ISSUES REGARDING SOCIAL RESPONSIBILITY –
UNI ISO 26000**

Core subject: Organizational governance
Core subject: Human rights
Issue n.1: Due diligence Issue n.2: Human rights risk situations Issue n.3: Avoidance of complicity Issue n.4: Resolving grievances Issue n.5: Discrimination and vulnerable groups Issue n.6: Civil and political rights Issue n.7: Economic, social and cultural rights Issue n.8: Fundamental principles and rights at work
Core subject: Labour practices
Issue n.1: Employment and employment relationships Issue n.2: Conditions of work and social protection Issue n.3: Social dialogue Issue n.4: Health and safety at work Issue n.5: Human development and training in the workplace
Core subject: Environment
Issue n.1: Prevention of pollution Issue n.2: Sustainable resource use Issue n.3: Climate change mitigation and adaptation Issue n.4: Protection of the environment, biodiversity and restoration of natural habitats
Core subject: Fair operating practices
Issue n.1: Anti-corruption Issue n.2: Responsible political involvement Issue n.3: Fair competition Issue n.4: Promoting social responsibility in the value chain Issue n.5: Respect for property rights
Core subject: Consumer issues
Issue n.1: Fair marketing, factual and unbiased information and fair contractual practices Issue n.2: Protecting consumers' health and safety Issue n.3: Sustainable consumption Issue n.4: Consumer services, support, and complaint and dispute resolution Issue n.5: Consumer data protection and privacy Issue n.6: Access to essential services Issue n.7: Education and awareness
Core subject: Community involvement and development
Issue n.1: Community involvement Issue n.2: Education and culture Issue n.3: Employment creation and skills development Issue n.4: Technology development and access Issue n.5: Wealth and income creation Issue n.6: Health Issue n.7: Social investment

APPENDIX E – OBJECTIVES FOR SUSTAINABLE DEVELOPMENT – UNITED NATIONS SDGs – AGENDA 2030

 <p>1 NO POVERTY</p>	<p>NO POVERTY: end poverty in all its forms, everywhere</p>	 <p>6 CLEAN WATER AND SANITATION</p>	<p>CLEAN WATER AND SANITATION: ensure availability and sustainable management of water and sanitation for all</p>
 <p>2 ZERO HUNGER</p>	<p>ZERO HUNGER: end hunger, achieve food security and improved nutrition and promote sustainable agriculture</p>	 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>AFFORDABLE AND CLEAN ENERGY: ensure access to affordable, reliable, sustainable and modern energy for all</p>
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>GOOD HEALTH AND WELL-BEING: ensure healthy lives and promote well-being of all at all ages</p>	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>DECENT WORK AND ECONOMIC GROWTH: promote, sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p>
 <p>4 QUALITY EDUCATION</p>	<p>QUALITY EDUCATION: ensure inclusive and equitable quality and promote lifelong learning opportunities for all</p>	 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>INDUSTRY, INNOVATION AND INFRASTRUCTURE: build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p>
 <p>5 GENDER EQUALITY</p>	<p>GENDER EQUALITY: achieve gender equality and empower all women and girls</p>	 <p>10 REDUCED INEQUALITIES</p>	<p>REDUCED INEQUALITIES: reduce inequality within and among nations</p>

 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>SUSTAINABLE CITIES AND COMMUNITIES: make cities and human settlements inclusive, safe, resilient and sustainable</p>
 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>RESPONSIBLE CONSUMPTION AND PRODUCTION: ensure sustainable consumption and production patterns</p>
 <p>13 CLIMATE ACTION</p>	<p>CLIMATE ACTION: take urgent action to combat climate change and its impacts</p>
 <p>14 LIFE BELOW WATER</p>	<p>LIFE BELOW WATER: conserve and sustainably use oceans, seas and marine resources for sustainable development</p>
 <p>15 LIFE ON LAND</p>	<p>LIFE ON LAND: protect, restore and promote the sustainable use of terrestrial ecosystems, sustainably manage forests sustainably, combat desertification, and halt and reverse land degradation, and halt biodiversity loss</p>

 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>PEACE JUSTICE AND STRONG INSTITUTIONS: promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p>
 <p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>PARTNERSHIPS FOR THE GOALS: strengthen the means of implementation and revitalise global partnership for sustainable development</p>

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