



ISEAL Credibility Principles	The Copper Mark
<p><b>Sustainability Impacts</b></p> <p>A credible sustainability system has a clear purpose to drive positive social, environmental, and economic impacts and to eliminate or remediate negative impacts. It defines and clearly communicates its scope, its specific sustainability objectives, and its strategies for achieving these objectives (its theory of change). The system focuses on the significant sustainability impacts in its scope. It seeks to address the root causes of sustainability issues and deliver wider or systemic impacts. It reflects current scientific evidence and international norms when relevant. It is adapted to local or sector-specific conditions where this helps improve impact.</p>	<p>The Copper Mark has adopted and published its <u>Theory of Change</u>, clearly communicating its short-term and long-term objectives.</p> <p>It is supported by a <u>Monitoring and Evaluation System</u>, and a detailed roadmap for implementation.</p>
<p><b>Collaboration</b></p> <p>A credible sustainability system identifies governments, businesses, and civil society organisations, including other sustainability systems, that are working towards shared sustainability objectives. It actively seeks alignment and respectfully pursues collaboration with others. It establishes partnerships and shares learnings to improve its efficiency and its direct or systemic impacts.</p>	<p>Collaboration and recognition of existing systems is a core principle of the Copper Mark.</p> <p>The Copper Mark Assurance Process recognizes existing standards systems, reporting frameworks, and certifications in order to avoid redundancy and to promote the use of these initiatives. The criteria, process and timelines applied by the Copper Mark to recognize existing Systems are defined in the <u>Copper Mark Recognition Process</u>.</p> <p>It lead the development of a <u>Joint Due Diligence Standard for Copper, Lead, Molybdenum, Nickel and Zinc</u> to create efficiencies and reduce the burden on supply chain actors.</p> <p>In 2022, the Copper Mark deepened its collaboration with the International Molybdenum Association (IMOA), the International Zinc Association (IZA) and the Nickel Institute (NI) to make our assurance framework available to molybdenum, nickel, and zinc producers.</p>

<p><b>Value Creation</b></p> <p>A credible sustainability system strives to create value that fairly rewards the effort and resources that it takes for users to participate in the system. It has a viable business model, and it operates efficiently, minimising costs for users and reaching more users by reducing other barriers to access. It supports users to implement its tools, and it empowers users by demonstrating a clear business case for participating in its system.</p>	<p>The Copper Mark is a not-for-profit organization that is primarily financed by its participants.</p> <p>An <u>annual fee</u> applies for each participating site and depends on the size and type of the site's production. A specific small site fee is available to reduce barriers to access for the smallest producers of copper.</p> <p>The Copper Mark also leverages co-funding from many of our <u>collaborators</u> to create efficiencies and reduce costs.</p> <p>To support its participants, the Copper Mark develops publicly available <u>training content</u> in three languages (English, Spanish, Chinese).</p> <p>Publicly available resources on its website are complemented by webinars, workshops and bilateral engagement with interested copper producers and partner organizations.</p>
<p><b>Measurable Progress</b></p> <p>A credible sustainability system has tools that are relevant to achieving its sustainability objectives, and these tools allow progress towards objectives to be measured over time. It collects and analyses the data it needs to measure, understand, and demonstrate the progress its users are making towards these objectives.</p>	<p><u>The Copper Mark Monitoring and Evaluation (M&amp;E) System</u> was developed to support the Theory of Change, understand the Copper Mark's impact and measure progress towards the intended outcomes. The M&amp;E System will be supported by regular public reporting.</p>
<p><b>Stakeholder Engagement</b></p> <p>A credible sustainability system is inclusive and non-discriminatory. It empowers stakeholders to participate in decisions and hold the system to account. It involves a balanced and diverse group of stakeholders in decisions that will affect them. It strives to understand the context and perspectives of stakeholders who have been under-engaged or under-represented, and it creates opportunities to ensure their participation in decision-making. It provides clear and transparent feedback on stakeholder input and concerns. It has fair, impartial, and accessible mechanisms for resolving complaints and conflicts.</p>	<p>The Copper Mark seeks to achieve a balanced representation of stakeholder interests across all its activities. It has defined clear milestones and monitors progress towards those objectives.</p>

<p><b>Transparency</b></p> <p>A credible sustainability system makes important information publicly available and easily accessible, while protecting confidential and private information. It enables stakeholders to understand and evaluate the system’s processes, decision-making, results, and impacts. Stakeholders have the information they need to actively participate in decisions or raise concerns.</p>	<p>The Copper Mark publishes information about its organization, standard development, and assurance process on its <a href="#">website</a>.</p>
<p><b>Impartiality</b></p> <p>A credible sustainability system identifies and avoids or mitigates conflicts of interest throughout its governance and operations, particularly when it comes to assessing its users’ performance. Transparency and stakeholder engagement help ensure the system’s integrity can be trusted.</p>	<p>The Copper Mark has a <a href="#">Business Integrity Policy</a> to identify and mitigate conflicts of interest. Our <a href="#">governance</a> structure includes a Board of Directors comprised of 50% industry representatives and 50% non-industry representatives and is supported by a multi-stakeholder Advisory Council.</p>
<p><b>Reliability</b></p> <p>A credible sustainability system designs its tools so that these can be consistently implemented and assessed. It ensures assessments of users’ sustainability performance are competent and accurate, and that these assessments support any claims it allows users to make.</p>	<p>The <a href="#">Copper Mark Assurance Process</a> defines the process and requirements to verify participants’ implementation of the criteria.</p> <p>Conformance is verified by senior <a href="#">assessors</a> with a strong track record of evaluating management systems. The Copper Mark reviews their qualifications and monitors the quality of each assessment to ensure consistency.</p>
<p><b>Truthfulness</b></p> <p>A credible sustainability system substantiates its claims. Any claims the system or its users make are clear, relevant, and can be checked. They enable customers and other stakeholders to make informed choices. The scope and design of the system is accurately reflected in any claims, ensuring these are not misleading. Claims about sustainability impacts are backed up with data and evidence that is publicly available.</p>	<p>The Copper Mark <a href="#">Claims Guide</a> defines what claims and communications participants, partners and supporters are allowed to make.</p>
<p><b>Continual Improvement</b></p> <p>A credible sustainability system regularly reviews its objectives, its strategies, and the performance of its tools and system. It evaluates the impacts and outcomes of its activities. It applies the lessons learned to</p>	<p>The Copper Mark regularly reviews its standards, assurance process and progress towards meeting its intended objectives.</p> <p>The <a href="#">Copper Mark Standard Setting Procedure</a> defines the regular review and revision of existing standards.</p>



improve. It responds to new evidence, stakeholder input, and external changes, adapting its strategies to improve its impacts and remain fit for purpose.

Complemented by the M&E System, the Copper Mark engages in annual leadership meetings to ensure the tools continue to respond to stakeholder needs and changing environments.