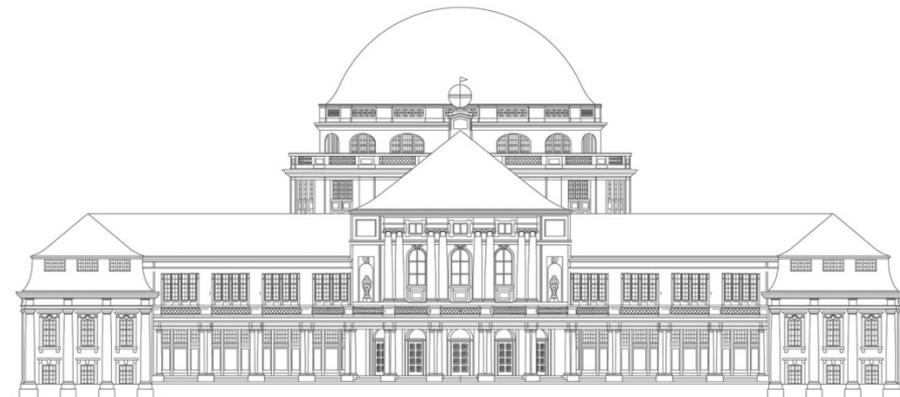# Design of certification – Which criteria have to be met by certification to provide a win-win situation for all stakeholders?

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Rasche's Model to Compare and Analyze Accountability Standards (2009)

	Content	Process	Context
Guiding Question	What content-related **rules** does the standard propose?	What **implementation processes** does the standard propose?	In which **context** can the standard be applied?
Exemplary Issues to Compare and Analyze Standards	**Specificity of Norms** Are the rules proposed by the standard specific enough to foster implementation?	**Implementability** Are the required implementation processes specifically laid out?	**Geographic Scope** In which countries/regions is the standard primarily used?
	Legitimacy of Norms Was the standard developed in a multi-stakeholder way?	**Accountability** Does the standard require the creation of accountability processes?	**Industry Focus** In which industry (or industries) can the standard be used?

Sources: Rasche (2009) „Towards a Model to Compare and Analyze Accountability Standards"

- Are these criteria similar from other stakeholders' perspectives? Which of them are especially important for the agriculture sector?

- How to implement a successful monitoring scheme?

- How to ensure the quality of certified products?

- How can we increase transparency for smallholders concerning different certifying agencies?