WWF Standards Assessment Tool: Dashboard

Dashboard and indicators: Frequently Asked Questions

This FAQ answers the most common questions from companies, partners and standard owners about the WWF Standards Assessment Tool (WWF SAT) and its dashboard. It will be updated as the tool and process evolve. Version: November 2026.

> **In short:** the WWF SAT indicators are open source and free to use for non-commercial purposes. Access to the dashboard, which applies the indicators to individual standards and to your company's risk profile, is a paid service.

SCOPE & STANDARDS COVERED

1. How many and which standards are included in the dashboard?

The dashboard is built up step by step, and its coverage changes as standards are revised and new evaluations are added. We therefore do not publish a fixed number or list of standards. We treat every request individually and set up dedicated access with the standards relevant to your needs.

2. How often are standards reviewed and updated?

Reviews happen on a case-by-case basis. An assessment is updated when a standard is revised or when it is requested for (re)assessment. The version of each standard assessment is always visible in the dashboard.

3. Can I request that a specific standard be added or reassessed?

Yes. Reach out to the WWF SAT team with the standard and your intended use case. We will confirm whether it is already covered and, if not, scope the assessment, timeline and cost with you.

HOW THE ASSESSMENT WORKS

4. What does the dashboard actually show: is it a ranking or recommendation?

Neither. The dashboard is an orientation tool. It shows which governance and performance requirements a standard sets, measured against the WWF SAT indicators and the risk areas you select based on your company's profile. It does not measure performance on the ground. It does not endorse, certify or rank standards, does not call a standard "good" or "bad", and is not a conformity assessment: for example, it does not confirm that a standard meets EUDR, SBTi or SBTN requirements. Your company reads the results and decides, based on its own profile, risks and due diligence.

5. How is the indicator framework structured?

The assessment covers two parts. Part I looks at a scheme's system-level requirements, such as governance, standard-setting, certification, accreditation, and chain of custody. Part II looks at the performance requirements a scheme sets, such as for biodiversity, water, climate, labour and social

conditions, forestry, and supply chain. The two parts are always shown separately and are never combined into a single score.

6. What do “Fully included,” “Partially included,” and “Not included” mean?

These are the three coverage levels used for every indicator. “Fully included” means the standard clearly and publicly addresses the full intent of the indicator through binding requirements. “Partially included” means the issue is addressed only in part, indirectly, or without sufficient clarity or assurance. “Not included” means there is no adequate evidence that the indicator is addressed.

7. What is the difference between my “Focus Categories” and my “Risks” in My Profile?

Focus Categories control which indicator areas you see and explore in the dashboard. Risks control what counts as a flag for your company. The two serve different purposes and are kept visually separate to avoid confusion. Only the Risk dimension drives flag counts.

8. Where does the methodology come from?

The WWF SAT builds on WWF’s earlier Certification Assessment Tool (CAT) and Certification Benchmarking Tool (CBT). It was developed by WWF Switzerland and WWF Germany with input from experts across the WWF network, and is periodically updated to reflect evolving expectations in areas such as climate, biodiversity, freshwater, forestry, and social standards. Assessments are based on publicly available information and information provided by the standard owners.

USING THE INDICATORS & COMMUNICATING RESULTS

9. What is free and what is paid?

The indicator set is open source. It is published under the Creative Commons licence CC BY-NC 4.0, so you may use, share and adapt it for non-commercial purposes, with attribution and with changes clearly marked. Typical uses are your own selection of standards, risk assessment and due diligence. Commercial use is not covered, including claims, labels or branding on products and packaging.

Access to the dashboard is a paid service. It applies the indicators to individual standards and to your risk profile, and is set up and quoted individually. The fee covers the evaluation of the standards and their delivery, in the dashboard or as a report.

10. How do we cite the indicators?

Please always name the source, and the version you used if possible. Naming WWF in the citation is the only use of the WWF name that does not need prior written consent.

Full citation (report, website, publication)

WWF Standards Assessment Tool (WWF SAT), indicator set. WWF Switzerland and WWF Germany, 2026. Licensed under CC BY-NC 4.0.

Short form (slide, table, footnote)

Source: WWF Standards Assessment Tool (CC BY-NC 4.0).

11. What may companies say, and what not?

You may

- share and adapt the indicators, with WWF named as the source and changes clearly marked (see question 11);
- describe results as an external assessment based on the WWF SAT methodology, with a delimitation sentence;
- use the indicators for non-commercial purposes such as your own selection of standards, risk assessment and due diligence.

You may not

- use the WWF name or panda logo without prior written consent (except in the source citation);
- give the impression that WWF supports a standard, company or product, for example “assessed by WWF”, “analysed”, “verified” or “recommended”;
- claim that a standard meets EUDR, SBTi or SBTN requirements;
- use the indicators commercially, or make claims, labels or branding on products and packaging.

ACCESS, SHARING & CONTACT

12. Is the dashboard available now, and how do I get access?

The dashboard starts with a one-year pilot phase. We are looking for companies, NGOs and standards experts who want to test it with us and help fine-tune it. Access is set up individually, with the standards relevant to your needs. If you would like to take part, please get in touch with the WWF SAT team.

13. Can I share dashboard results with others outside my organisation?

The assessments remain WWF’s property and are provided for your own orientation and due diligence. You may share results with suppliers and auditors where this is useful, in full and with context, not as loose excerpts. Because assessments are updated over time, we ask you to avoid sharing results publicly. If you want to publish results on a named standard or a selection of indicators, please agree this with the WWF SAT team beforehand. Results must never be used on products or packaging.

14. Who can I contact with further questions?

Please get in touch with the WWF SAT team via wwf.ch/de/wwf-standards-dashboard. We can advise on dashboard access, standards coverage, how to cite the indicators, and how to interpret your results.