

Criteria for selecting the right certificate

Before applying and adopting to guidelines or certificates, one should check the following questions:

- **What is the principal aim of the guidelines or rating?**

This can be donor orientation, governmental acceptance, or simply public transparency.

- **Which quality criteria have to be met?**

Do these criteria cover your own expectations and values?

- **How high are the financial and temporal exposure for your organization?**

You should check for costs of accreditation, costs of renewal, etc.

- **Is there a governmental minimal expectation of self-regulation?**

In some countries, governmental institutions expect specific certifications or acceptance of guidelines in order to collaborate or fund a nonprofit.

- **Which constituents do you want to address?**

Internal constituents expect other forms of self-regulations than donors or clients.
