

SEI AM8

ACTIVITY MODULE 8 – EQUESTRIAN PRODUCTS & SERVICES SUPPLIERS

Module Introduction

1. Purpose and Application

AM8 – Equestrian Products & Services Suppliers establishes the requirements for organisations that manufacture, produce, distribute, install, maintain, retail or professionally deliver products or services intended for, or materially affecting, the equestrian sector. AM8 may apply to feed and forage suppliers, bedding and stable-material providers, saddlery and tack manufacturers, clothing and protective-equipment suppliers, veterinary and specialist professional services, trailer and equipment manufacturers, farriers, construction and engineering companies, waste and manure contractors, technology providers, retailers, wholesalers and comparable equestrian suppliers. The Module applies to the products and services actually supplied within the certification scope and does not require separate supplier-specific standards.

2. Scope of Responsibility

Suppliers can materially influence horse wellbeing, product safety, working conditions, environmental performance, responsible sourcing, legal compliance and the credibility of sustainability claims throughout the equestrian value chain. The organisation shall therefore define the products, services, locations and activities included within its certification scope and determine the significant impacts and risks associated with them. Where production, sourcing, transport, installation, professional services, or other activities depend on third parties, responsibilities and controls shall be sufficiently defined to prevent gaps in quality, traceability, horse wellbeing, environmental protection, social responsibility, or legal compliance.

3. Applicability and Risk-Based Assessment

AM8 operates as a common supplier framework. The relevance and depth of individual requirements shall be determined according to the nature, scale, intended use and reasonably foreseeable impacts of the products or services supplied. A trailer manufacturer, farrier, saddle producer, clothing supplier, feed supplier, retailer, manure contractor or professional service provider shall therefore be assessed against the same AM8 structure, while the evidence and material risks evaluated by the auditor will differ according to activity. Where a requirement is considered not materially applicable, the organisation shall provide reasonable justification. The justification shall be evaluated during assessment and remain subject to Certification Body review in accordance with the certification rules.

4. Horse Wellbeing and Product or Service Responsibility

Where a product or service can directly or indirectly affect horses, horse wellbeing shall be treated as a material consideration in design, manufacture, selection, delivery, professional practice and customer information. Products or services shall not knowingly expose horses to significant avoidable pain, injury, distress, unsuitable conditions or other foreseeable welfare risks. Where responsible use depends upon fitting, dosage, installation, maintenance, competence, operating limits or professional judgement, appropriate controls and information shall be provided.

5. Responsible Sourcing, People and Fair Practices

AM8 extends responsible operation beyond the organisation's immediate premises to material elements of the supply chain that the organisation can reasonably control or influence. Responsible sourcing shall consider legality, environmental impacts, working conditions, fair treatment, human rights, forced and child labour, ethical business practices, origin and traceability where relevant. Commercial convenience or purchase price shall not justify knowingly maintaining suppliers or sourcing arrangements associated with serious unlawful, exploitative, environmentally damaging or horse-welfare-related practices.

6. Product Quality, Traceability and External Certification

Products and services shall be fit for their stated purpose and supported by appropriate quality, safety, traceability and technical controls. Where external certifications, ecolabels, professional registrations or other third-party credentials are relied upon as supporting evidence, they shall be uploaded to the SEI-ORT and evaluated by the auditor for authenticity, validity, scope and relevance. External certification may support SEI conformity where appropriate but shall not automatically establish conformity with any applicable SEI requirement beyond the verified scope of that external certification.

7. Environmental and Circular Responsibility

Suppliers shall identify and manage material impacts on energy, greenhouse gases, water, wastewater, waste, chemicals, packaging, transport, and resources associated with their activities. The emphasis shall be on measurable performance, efficient resource use, pollution prevention, responsible materials, waste hierarchy principles, and practical circularity through prevention, repair, reuse, refurbishment, recycling, or recovery, where relevant. Environmental improvement shall not compromise product safety, legal compliance, quality, worker protection or horse wellbeing.

8. Communication, Claims and Certification Integrity

Information concerning products, services, sustainability, responsible sourcing, social practices, horse wellbeing and environmental performance shall be accurate, proportionate and supported by objective evidence. SEI certification shall only be represented within the approved certification scope and shall not be communicated as automatic certification or endorsement of individual products unless expressly covered by an approved SEI product-certification route. Use of the SEI name, logo or Certification Mark shall comply with the current SEI Logo and Certification Mark Usage Guidelines.

9. Relationship with the CML and Other Activity Modules

The Core Mandatory Layer remains fully applicable to every AM8 organisation and establishes the common SEI governance, Policy, Statement, legal, management and certification controls. AM8 does not duplicate those general requirements; it addresses the additional risks and responsibilities arising specifically from the supply of equestrian products and services. Distribution, delivery, warehousing and logistics involving products or materials remain within AM8 where no live-horse transport is undertaken. Where the organisation transports live horses as a material, routine or separately certified activity, AM7 – Transport & Logistics shall additionally apply according to the defined certification scope. Where an AM8 supplier also operates horses, stables, training, breeding, therapy, leisure activities or events, the relevant Activity Modules shall also apply.

10. Assessment Hierarchy

The AM8 criteria follow the sequence of responsible equestrian products and service supply:

PRODUCT & SERVICE SCOPE → MATERIAL RISK → HORSE WELLBEING & SAFETY → QUALITY & FITNESS FOR PURPOSE → COMPETENCE → RESPONSIBLE DESIGN → RESPONSIBLE SOURCING → TRACEABILITY → EXTERNAL CERTIFICATION → ENERGY & GHG → WATER → WASTE & CIRCULARITY → CHEMICALS → PACKAGING & DISTRIBUTION → FAIR WORKING PRACTICES → ECONOMIC RESILIENCE → COMPLAINTS & WITHDRAWAL → RESPONSIBLE CLAIMS → MEASURE → CHANGE → CORRECT → IMPROVE

The hierarchy is intentional. Products and services should only be supplied responsibly when the organisation understands what it provides, the risks created or influenced by its products and services, the people and horses potentially affected by their use, the origin and integrity of materials and supply chains, and the evidence required to demonstrate responsible, traceable and credible performance.

Criterion AM8-1 – Product and Service Scope and Risk Assessment

The organisation shall identify products and services within its certification scope and assess their material environmental, social, economic, safety and horse-wellbeing risks. Controls shall be proportionate to reasonably foreseeable impacts.

Compliance Requirements

AM8-1.1 The organisation shall maintain an accurate description of products and services within its certification scope, including relevant production, distribution, installation, professional or service activities.

AM8-1.2 Material risks and impacts shall be identified considering intended use, reasonably foreseeable misuse, supply-chain activities, delivery, operational application and end-of-life where relevant.

AM8-1.3 Risk assessment shall consider environmental, social, economic, safety and horse-wellbeing implications according to the organisation's activities and its ability to control or influence them.

AM8-1.4 Products or services presenting higher legal, safety, horse-wellbeing, environmental or social risks shall be subject to proportionately stronger operational controls, monitoring and evidence.

AM8-1.5 Risk assessments shall be reviewed following material changes to products, services, materials, suppliers, legislation, operating methods or evidence indicating that existing controls may be ineffective.

Indicators

- Products and services within scope are identifiable.
- Material risks and impacts are assessed.
- Higher-risk activities receive proportionate controls.
- Risk assessments remain current.
- Material changes are reflected in scope and risk controls.

Verification and Non-Conformity Conditions

Verification shall include product/service registers, risk assessments, technical information, operational controls, supplier information and evidence of review following material change.

Minor Non-Conformity: Isolated deficiencies in assessment or supporting records where material risks remain identified and effectively controlled.

Major Non-Conformity: Material risks are unidentified, significant foreseeable impacts are knowingly disregarded, or inadequate controls expose horses, people or the environment to significant risk.

Criterion AM8-2 – Horse Wellbeing and Safety

Where products or services can directly or indirectly affect horses, the organisation shall identify and control reasonably foreseeable wellbeing and safety risks. Commercial considerations shall not override material horse-wellbeing requirements.

Compliance Requirements

AM8-2.1 The organisation shall determine whether products or services can materially affect horse health, comfort, behaviour, movement, nutrition, accommodation, transport, handling, recovery or general wellbeing.

AM8-2.2 Identified risks shall be controlled through appropriate design, material selection, specifications, instructions, professional practice, service delivery or other measures relevant to the activity.

AM8-2.3 Products intended for horse contact, consumption, accommodation, treatment, transport or physical activity shall be evaluated for reasonably foreseeable adverse effects associated with their intended use.

AM8-2.4 Where responsible use depends upon fitting, dosage, installation, maintenance, competence or operating limitations, appropriate user information shall be provided. Where misuse could cause horse-welfare harm, relevant limitations, precautions and prohibited practices shall be clearly communicated.

AM8-2.5 Complaints, incidents or evidence indicating actual or potential horse harm shall be investigated and, where necessary, result in corrective action, modification, withdrawal or changes to service delivery.

Indicators

- Horse-wellbeing relevance is determined.
- Material welfare risks are controlled.
- Appropriate user information is provided.
- Horse-related incidents result in action.
- Horse-wellbeing concerns result in corrective action.

Verification and Non-Conformity Conditions

Verification shall include specifications, risk assessments, instructions, professional procedures, complaints, incidents, corrective actions and direct observation where applicable.

Minor Non-Conformity: Isolated deficiencies where horse-wellbeing controls remain substantially effective, and no significant welfare risk is identified.

Major Non-Conformity: Significant foreseeable horse-wellbeing risk is knowingly uncontrolled, concealed or allowed to continue without appropriate intervention.

Criterion AM8-3 – Product and Service Quality, Safety and Fitness for Purpose

Products and services shall be suitable for their stated purpose and provided under controls appropriate to their quality, safety and performance implications. Specifications and representations shall accurately reflect material characteristics and limitations.

Compliance Requirements

AM8-3.1 Appropriate quality and safety controls shall be established according to intended use, applicable requirements and the potential consequences of product or service failure.

AM8-3.2 Relevant specifications, materials, ingredients, dimensions, performance characteristics or service conditions shall be controlled where they materially affect quality, safety or responsible use.

AM8-3.3 Products or services requiring testing, inspection, calibration, professional assessment or technical verification shall undergo appropriate controls at required intervals or before supply.

AM8-3.4 Changes to materials, ingredients, design, production methods, subcontractors or service arrangements shall be evaluated where they may materially affect quality, safety or performance.

AM8-3.5 Defective, unsafe or materially non-conforming products and services shall be identified and controlled to prevent unintended supply, continued use or recurrence.

Indicators

- Quality and safety controls are established.
- Specifications are controlled.
- Required verification is undertaken.
- Non-conforming products/services are controlled.
- Product or service changes are evaluated before implementation.

Verification and Non-Conformity Conditions

Verification shall include specifications, quality records, testing, inspection, change controls, complaints, non-conformities and corrective actions.

Minor Non-Conformity: Isolated control or record deficiencies where product/service fitness and safety remain substantially demonstrated.

Major Non-Conformity: Known unsafe or materially defective products/services continue to be supplied, or significant quality or safety failures are knowingly concealed.

Criterion AM8-4 – Competence and Professional Service Requirements

People performing activities that can materially affect product quality, legal compliance, safety, or horse well-being shall be competent. Regulated professional activities shall be undertaken only by appropriately authorised people.

Compliance Requirements

AM8-4.1 The organisation shall determine the competence required for people performing activities capable of materially affecting product or service quality, safety, legal compliance or horse wellbeing.

AM8-4.2 Competence shall be demonstrated through appropriate education, training, qualifications, professional experience or verified practical capability according to the nature and risk of the activity.

AM8-4.3 Where professional registration, licence, certification or statutory authority is required, the organisation shall verify that the person remains appropriately authorised for the work undertaken.

AM8-4.4 Competence shall be reviewed where products, services, technologies, legal requirements, operating methods or identified risks materially change, with additional training or instruction provided where necessary.

AM8-4.5 The organisation shall evaluate whether people performing material or higher-risk activities remain competent in practice and shall address identified competence deficiencies through appropriate supervision, training, reassignment or other corrective measures.

Indicators

- Required competence is defined.
- Competence is evidenced.
- Professional authorisations are current.
- Training responds to change.
- Competence deficiencies result in corrective action.

Verification and Non-Conformity Conditions

Verification shall include qualifications, licences, registrations, training, experience and interviews.

Minor Non-Conformity: Isolated competence records are incomplete where capability remains demonstrable.

Major Non-Conformity: Safety-critical, regulated or horse-wellbeing-critical work is performed without required competence or legal/professional authority.

Criterion AM8-5 – Responsible Design and Development

Where products or services are designed, developed or materially modified, responsible considerations shall be incorporated into development. Decisions shall consider safety, durability, resource efficiency, and implications for horse well-being where relevant.

Compliance Requirements

AM8-5.1 Development shall consider material environmental, social, economic, safety and horse-wellbeing implications from the earliest practical design or development stage.

AM8-5.2 Design shall consider opportunities to reduce unnecessary resource use, waste and harmful substances without compromising functionality, quality, safety or horse wellbeing.

AM8-5.3 Materials, components, ingredients and specifications shall be selected considering suitability, durability, safety, responsible sourcing and reasonably foreseeable impacts.

AM8-5.4 Where relevant, products shall facilitate appropriate maintenance, repair, reuse, refurbishment, recycling or responsible end-of-life management where reasonably practicable.

AM8-5.5 Material design or specification changes shall be evaluated where they may affect safety, legal conformity, environmental performance, horse wellbeing or substantiated claims.

Indicators

- Responsible design considerations are demonstrated.
- Material selection is evaluated.
- Durability and circularity are considered.
- Significant design changes are controlled.
- Design changes are evaluated before implementation.

Verification and Non-Conformity Conditions

Verification shall include design specifications, development records, material selection, testing and change controls.

Minor Non-Conformity: Isolated deficiencies in design evaluation where material controls remain effective.

Major Non-Conformity: Significant safety, legal, environmental or horse-wellbeing implications are knowingly disregarded during design or modification.

Criterion AM8-6 – Responsible Sourcing and Supply-Chain Practices

The organisation shall exercise appropriate control or influence over sourcing capable of materially affecting responsible performance. Due diligence shall be proportionate to supply-chain risk, supplier significance and purchasing influence.

Compliance Requirements

AM8-6.1 The organisation shall identify materials, ingredients, products and services presenting material environmental, social, ethical, quality, safety or horse-wellbeing risks within its supply chain.

AM8-6.2 Material suppliers shall be evaluated considering legality, quality, environmental and social performance, working conditions, responsible sourcing, horse-wellbeing implications and economic factors rather than purchase price alone.

AM8-6.3 Sourcing controls shall address material risks of forced labour, child labour, unlawful discrimination, exploitation and serious human-rights concerns within areas the organisation can reasonably control or influence.

AM8-6.4 Where origin, production methods or material characteristics significantly affect responsible performance, appropriate sourcing, origin, traceability, certification or equivalent objective evidence shall be obtained and maintained.

AM8-6.5 Material supplier deficiencies shall result in proportionate corrective action, increased monitoring, alternative sourcing or discontinuation where serious or persistent unacceptable practices remain unresolved.

Indicators

- Material supply-chain risks are identified.
- Significant suppliers are evaluated.
- Human rights risks are addressed.
- Supplier deficiencies result in action.
- Supplier deficiencies result in corrective action.

Verification and Non-Conformity Conditions

Verification shall include supplier registers, assessments, sourcing evidence, contracts, declarations and corrective actions.

Minor Non-Conformity: Isolated supplier-assessment deficiencies where material risks remain controlled.

Major Non-Conformity: Known serious human-rights, illegal sourcing or horse-wellbeing risks are ignored, concealed or allowed to continue.

Criterion AM8-7 – Materials, Ingredients and Traceability

Traceability shall be appropriate to the nature and risk of materials, ingredients, components, products and services. Records shall support legal compliance, quality, responsible sourcing and substantiated information.

Compliance Requirements

AM8-7.1 Inputs materially affecting quality, safety, environmental performance, horse wellbeing or responsible sourcing shall be identifiable to an appropriate level.

AM8-7.2 Batch, lot, serial number, supplier, origin or equivalent traceability records shall be maintained where legally required or necessary for effective risk control.

AM8-7.3 Information concerning composition, materials, ingredients, origin or responsible characteristics shall be accurate and supported by appropriate evidence.

AM8-7.4 Traceability shall enable timely investigation of material complaints, defects, contamination, safety concerns or significant product incidents.

AM8-7.5 Where full upstream traceability is not reasonably achievable, limitations and associated risks shall be documented and proportionate alternative controls established where necessary.

Indicators

- Material inputs are traceable.
- Required records are maintained.
- Product information is evidenced.
- Traceability supports investigations.
- Traceability limitations are assessed and controlled.

Verification and Non-Conformity Conditions

Verification shall include purchasing, supplier, batch, serial, certification and technical records.

Minor Non-Conformity: Isolated traceability gaps without material compromise of safety, legality or sourcing integrity.

Major Non-Conformity: Material traceability is absent or falsified, or serious product/sourcing concerns cannot be effectively traced.

Criterion AM8-8 – External Certification and Independent Verification

Relevant external certification or independent verification may support SEI conformity, provided its authenticity, validity, scope, and relevance are demonstrated. It shall not automatically replace applicable SEI requirements.

Compliance Requirements

AM8-8.1 Third-party certificates or verification credentials intended as supporting evidence shall be declared and uploaded to the SEI-ORT.

AM8-8.2 Evidence shall identify, where applicable, the certified organisation, activity/site, scheme or standard, issuing body, scope and validity period.

AM8-8.3 The auditor shall evaluate the authenticity, validity, scope and relevance of external certification or verification before relying upon it as supporting objective evidence for applicable SEI requirements.

AM8-8.4 External certification shall support only those requirements demonstrably addressed by its verified scope and shall not establish automatic conformity with unrelated SEI requirements.

AM8-8.5 Expired, suspended, withdrawn, restricted or unverifiable certification shall not be represented as current independent evidence.

Indicators

- Relevant certificates are uploaded.
- Scope and validity are identifiable.
- External certification evidence is evaluated for authenticity, validity, scope and relevance.
- Invalid credentials are controlled.
- External certification is recognised only within its verified scope.

Verification and Non-Conformity Conditions

Verification shall include certificates, issuing-body information, applicable accreditation information and auditor verification records.

Minor Non-Conformity: Administrative information is incomplete for otherwise demonstrably valid evidence.

Major Non-Conformity: Fraudulent, altered, expired or knowingly misleading certification is presented as valid evidence.

A technical point remains important: ISO 26000 must not be accepted as a certification because ISO expressly states that it is guidance and is not intended for certification.

Criterion AM8-9 – Energy, Climate and Greenhouse Gas Management

Significant energy consumption shall be measured and managed, and practical opportunities for efficiency and greenhouse gas reductions shall be evaluated. Performance shall support consistent annual SEI-Benchmarking-ORT reporting.

Compliance Requirements

AM8-9.1 Principal energy sources and significant energy-consuming activities shall be identified, including electricity, heating, production, processing, facilities and transport where applicable.

AM8-9.2 Energy consumption shall be measured through meters, invoices, fuel records or equivalent reliable evidence sufficient to establish annual performance.

AM8-9.3 Practical opportunities to reduce avoidable consumption and improve energy efficiency shall be identified and implemented where technically and economically reasonable.

AM8-9.4 Required GHG emissions shall be calculated using consistent activity data, recognised emission factors and documented calculation boundaries and assumptions.

AM8-9.5 Annual performance shall be reviewed against appropriate operational indicators to identify areas for improvement, abnormal consumption, or unexplained deterioration.

Indicators

- Energy consumption is measurable.
- Efficiency opportunities are evaluated.
- GHG calculations are reproducible.
- Performance trends are reviewed.
- Abnormal energy performance is investigated.

Verification and Non-Conformity Conditions

Verification shall include invoices, meters, fuel records, calculations, operational data and benchmarking submissions.

Minor Non-Conformity: Isolated data deficiencies where overall performance remains reliably measurable.

Major Non-Conformity: Significant consumption is materially unmeasured, data are knowingly falsified or reliable performance assessment is prevented.

Criterion AM8-10 – Water and Wastewater Management

Water shall be managed according to the nature, scale and environmental significance of activities. Material consumption shall be measurable, and wastewater controls shall prevent inappropriate discharge or pollution.

Compliance Requirements

AM8-10.1 Principal water sources and significant uses associated with production, processing, cleaning, sanitation or other activities shall be identified.

AM8-10.2 Material water consumption shall be measured through meters, invoices or equivalent reliable records sufficient to establish annual performance.

AM8-10.3 Practical opportunities to reduce unnecessary consumption shall be implemented where appropriate without compromising hygiene, safety, product quality or horse wellbeing.

AM8-10.4 Wastewater and contaminated water shall be managed according to applicable requirements and proportionate to associated substances, processes and environmental risks.

AM8-10.5 Material leakage, abnormal consumption or inappropriate discharge shall be investigated and corrected without undue delay.

Indicators

- Significant water uses are identified.
- Consumption is measurable.
- Efficiency opportunities are addressed.
- Wastewater is controlled.
- Abnormal water use or discharge is investigated.

Verification and Non-Conformity Conditions

Verification shall include water data, processes, discharge arrangements, permits where applicable and corrective actions.

Minor Non-Conformity: Isolated monitoring deficiencies where material water risks remain controlled.

Major Non-Conformity: Significant unlawful discharge, pollution risk, deliberate concealment or systematic failure of material water controls.

Criterion AM8-11 – Waste, Circularity and Resource Efficiency

Waste shall be managed according to the waste hierarchy, prioritising prevention, reduction, reuse and recovery before disposal. Circularity shall be considered where technically and economically practicable.

Compliance Requirements

AM8-11.1 Significant waste streams shall be identified and appropriately segregated, stored, collected, recovered or disposed of.

AM8-11.2 Material waste quantities shall be measured using weight records, contractor data, invoices or other reliable annual evidence.

AM8-11.3 Opportunities to prevent waste and increase reuse, repair, refurbishment, recycling or recovery shall be evaluated without compromising quality, safety or horse wellbeing.

AM8-11.4 Waste contractors and treatment routes shall meet applicable requirements, with records demonstrating appropriate destinations for regulated or significant waste.

AM8-11.5 Manure and biodegradable residues arising from activities shall, where relevant, be evaluated for appropriate composting, agricultural use, nutrient recovery or energy recovery.

Indicators

- Waste streams are identified and measured.
- Waste hierarchy principles are applied.
- Waste destinations are appropriately controlled.
- Circular opportunities are evaluated.
- Organic residues are responsibly managed where applicable.

Verification and Non-Conformity Conditions

Verification shall include waste records, contractor evidence, transfer records, recovery arrangements and material-use data.

Minor Non-Conformity: Isolated record or segregation deficiencies without significant environmental or legal risk.

Major Non-Conformity: Illegal disposal, uncontrolled regulated waste, falsified records or significant foreseeable environmental risk.

Criterion AM8-12 – Chemicals and Harmful Substances

Chemicals and harmful substances shall be selected, stored, used and disposed of under controls proportionate to their hazards. Risks to horses, people and the environment shall be prevented or reduced where reasonably practicable.

Compliance Requirements

AM8-12.1 Material chemicals and harmful substances used, stored, supplied or generated shall be identified with appropriate hazard and safety information.

AM8-12.2 Substances shall be labelled, stored, handled and used according to applicable requirements, manufacturer instructions and identified hazards.

AM8-12.3 Where substances may contact horses, feed, water, bedding, equipment or horse environments, potential exposure and horse-wellbeing implications shall be controlled.

AM8-12.4 Elimination or substitution of substances presenting significant environmental, health or horse-wellbeing risks shall be evaluated where suitable alternatives exist.

AM8-12.5 Spill, leakage, exposure and inappropriate disposal risks shall be controlled through suitable containment, emergency arrangements and competence.

Indicators

- Significant substances are identified.
- Storage and handling are controlled.
- Horse exposure is considered.
- Emergency arrangements are effective.
- Safer chemical alternatives are evaluated where applicable.

Verification and Non-Conformity Conditions

Verification shall include inventories, Safety Data Sheets, storage, labels, training, spill controls and disposal records.

Minor Non-Conformity: Isolated documentation or implementation deficiencies without significant exposure risk.

Major Non-Conformity: Uncontrolled hazardous substances, prohibited use, serious exposure or pollution risk, or absence of essential controls.

Criterion AM8-13 – Packaging, Product Transport and Distribution

Packaging, product transport and distribution shall protect product quality, safety and integrity while avoiding unnecessary resource use and environmental impact. Logistics arrangements shall be proportionate to the characteristics of the products or materials supplied and shall maintain any required environmental, hygiene, segregation or handling conditions throughout distribution. Live-horse transport is outside the scope of this Criterion and shall be assessed under AM7 – Transport & Logistics where applicable.

Compliance Requirements

AM8-13.1 Packaging shall be proportionate to product-protection needs, with practical opportunities for material reduction, reuse, recyclability and responsible material selection evaluated without compromising product quality or safety.

AM8-13.2 Significant distribution and logistics activities under organisational control or material influence shall be evaluated for practical improvements in routing, loading efficiency, fuel or energy use and associated emissions.

AM8-13.3 Products requiring controlled temperature, hygiene, segregation, protection or other specific distribution conditions shall be transported and stored under arrangements capable of maintaining required quality, safety and product integrity.

AM8-13.4 Distribution contractors and other relevant logistics providers shall receive sufficient information concerning product handling, protection, storage or delivery conditions where failure to follow such requirements could materially affect quality, safety or responsible performance.

AM8-13.5 Distribution delays, vehicle failures, accidents, extreme environmental conditions or other events capable of materially affecting product integrity, safety or delivery shall be addressed through proportionate contingency and corrective arrangements. Where the organisation additionally transports live horses, AM7 applicability shall be determined separately.

Indicators

- Packaging is proportionate and responsibly selected.
- Distribution impacts and efficiency opportunities are evaluated.
- Required product conditions are maintained through distribution.
- Logistics providers understand material handling requirements.
- Distribution incidents are controlled and AM7 applicability is identified where relevant

Verification and Non-Conformity Conditions

Verification shall include packaging specifications, material-selection evidence, distribution and logistics records, product handling requirements, environmental or fuel information where relevant, contractor arrangements and distribution incident records. Where the organisation also undertakes live-horse transport, verification shall confirm that AM7 applicability has been appropriately determined.

Minor Non-Conformity: Isolated packaging, distribution or documentation deficiencies where product integrity, safety and material environmental controls remain substantially effective.

Major Non-Conformity: Distribution or packaging practices knowingly create significant product-safety, environmental or customer risk, or material distribution conditions necessary to maintain safe product integrity are systematically disregarded.

Criterion AM8-14 – Workforce, Fair Practices and Social Responsibility

People working within organisational control shall be treated lawfully and responsibly. Employment arrangements shall respect applicable labour requirements, fundamental human rights, workplace safety and fair treatment.

Compliance Requirements

AM8-14.1 Employment arrangements shall comply with applicable requirements concerning contracts, working time, remuneration, leave, equality, social protection and statutory employment conditions.

AM8-14.2 Forced or compulsory labour, child labour, unlawful discrimination, harassment, intimidation and materially exploitative employment practices shall be prohibited.

AM8-14.3 Occupational health and safety risks shall be identified and controlled through appropriate equipment, procedures, instruction, competence and emergency arrangements.

AM8-14.4 Workers shall have appropriate means to report unsafe, unlawful or inappropriate practices without unreasonable retaliation or obstruction.

AM8-14.5 Temporary, migrant, agency or contracted workers shall not be intentionally used to circumvent applicable employment, welfare or health and safety requirements.

Indicators

- Employment practices are lawful.
- Fundamental labour rights are respected.
- Workplace risks are controlled.
- Workers can report concerns.
- Temporary and contracted workers receive equivalent protections.

Verification and Non-Conformity Conditions

Verification shall include employment, health and safety, training, incident and contractor records and interviews where appropriate.

Minor Non-Conformity: Isolated administrative deficiencies without significant worker rights or safety implications.

Major Non-Conformity: Forced labour, child labour, systematic exploitation, serious discrimination or significant uncontrolled workplace danger.

Criterion AM8-15 – Economic Responsibility and Business Continuity

Material economic and operational risks capable of affecting responsible product or service delivery shall be managed. Commercial pressure shall not override legal compliance, safety, horse wellbeing or other material SEI controls.

Compliance Requirements

AM8-15.1 Material operational and supply risks shall be identified, including critical suppliers, infrastructure, utilities, logistics, competence and significant dependencies.

AM8-15.2 Appropriate continuity arrangements shall address significant interruptions capable of materially affecting customers, safety, horse wellbeing, legal compliance or essential service delivery.

AM8-15.3 Purchasing, production and commercial decisions shall consider quality, safety and responsible performance where lower-cost alternatives could create material adverse impacts.

AM8-15.4 Significant dependence upon single or vulnerable sources shall be evaluated and proportionate contingency arrangements established where reasonably practicable.

AM8-15.5 Financial pressure or supply disruption shall not justify practices known to create serious legal, environmental, social, safety or horse-wellbeing risk

Indicators

- Material continuity risks are understood.
- Critical dependencies are considered.
- Contingencies are proportionate.
- Commercial pressure does not override controls.
- Significant disruptions trigger corrective or contingency action.

Verification and Non-Conformity Conditions

Verification shall include risk registers, supplier dependencies, continuity arrangements, and evidence of significant disruptions.

Minor Non-Conformity: Isolated continuity weaknesses where significant risks remain substantially controlled.

Major Non-Conformity: Known material risks remain unmanaged, or commercial pressure knowingly overrides essential controls.

Criterion AM8-16 – Complaints, Incidents, Defects, Safety Communication and Withdrawal

Complaints, incidents and product or service deficiencies shall be investigated and resolved according to their significance and potential consequences. Material failures shall result in corrective action and, where necessary, withdrawal, recall, customer notification, safety communication or service suspension. Where a significant product- or service-related incident becomes publicly relevant, factual information shall be communicated responsibly in accordance with CML-18.

Compliance Requirements

AM8-16.1 Customers and relevant parties shall have accessible means to report complaints, defects, safety concerns, horse-wellbeing concerns or significant service failures.

AM8-16.2 Material complaints and incidents shall be recorded and investigated to determine significance, cause, affected products/services and necessary containment or corrective action.

AM8-16.3 Where failure may affect multiple products, customers, horses, users or locations, the potential extent shall be determined and proportionate action taken to prevent further exposure or continued use.

AM8-16.4 Withdrawal, recall, customer notification, safety communication or service suspension shall be implemented where required or where continued use presents significant foreseeable risk. Communication shall provide sufficient factual information for affected users to understand the nature of the risk and necessary action.

AM8-16.5 Recurring complaints, defects or incidents shall be analysed for systemic causes and improvement. Where a significant incident involving horse or human wellbeing becomes publicly relevant, the need for verified external communication shall be assessed and managed in accordance with CML-18.

Indicators

- Complaints and incidents are recorded and accessible reporting routes exist.
- Material failures are investigated and their extent determined.
- Affected products, services and users are appropriately controlled.
- Withdrawal, recall and safety-communication arrangements are effective where required.
- Recurring or significant incidents result in corrective action and appropriate communication assessment.

Verification and Non-Conformity Conditions

Verification shall include complaints, incident investigations, defect records, cause analysis, customer notifications, withdrawal or recall records, service suspensions, corrective actions and follow-up. Where significant publicly relevant incidents have occurred, verification shall additionally confirm appropriate escalation to the communication requirements established under CML-18 and AM8-17.

Minor Non-Conformity: Serious complaints, defects or safety incidents are concealed or knowingly ignored; unsafe products or services continue to be supplied despite significant foreseeable risk; or necessary withdrawal, recall or safety communication is deliberately withheld.

Major Non-Conformity: Serious complaints or defects are concealed or ignored, or unsafe products/services knowingly continue to be supplied.

Criterion AM8-17 – Communication, Marketing and Responsible Claims

Product, service, environmental, social, horse-wellbeing, certification and significant incident information shall be accurate, proportionate and supported by appropriate evidence. Communications shall not create a materially misleading impression regarding product performance, service outcomes, certification, SEI scope or the known facts surrounding a significant product- or service-related incident.

Compliance Requirements

AM8-17.1 Product and service information shall accurately represent material characteristics, intended purpose, limitations and conditions necessary for responsible use. Information that may influence purchasing or operational decisions shall be clear and not materially misleading.

AM8-17.2 Environmental, sustainability, circularity, ethical, responsible-sourcing and social claims shall be specific, proportionate and supported by current objective evidence appropriate to the nature and significance of the claim.

AM8-17.3 Claims concerning horse health, comfort, wellbeing, performance or safety shall be supported by credible evidence and shall not exaggerate benefits or omit material limitations. Where a significant product- or service-related incident affecting horse or human wellbeing becomes publicly relevant, factual information concerning the incident and known outcome shall be appropriately verified before release.

AM8-17.4 External certifications, ecolabels, professional credentials and third-party verification shall be represented accurately and only within their verified scope. Materially inaccurate or unsupported public information, including significant incident information, shall be appropriately corrected where verified evidence demonstrates that the communication is materially misleading.

AM8-17.5 The SEI name, logo and Certification Mark shall be used only for the approved certification scope and in accordance with the current SEI Logo and Certification Mark Usage Guidelines. Use shall not imply SEI certification or endorsement of individual products unless expressly authorised by SEI.

Indicators

- Product and service information is accurate and complete.
- Sustainability and responsible-supply claims are supported by objective evidence.
- Horse-related and significant incident information is appropriately verified.
- Third-party certifications and materially inaccurate communications are responsibly controlled.
- SEI name, logo and Certification Mark use is compliant.

Verification and Non-Conformity Conditions

Verification shall include websites, packaging, labels, advertising, social media, catalogues, customer communications, certification references, third-party certificates, SEI Certification Mark use and objective evidence supporting material claims. Where significant publicly relevant incidents have occurred, verification shall additionally include safety notices, public statements, technical, veterinary or other competent verification where relevant, subsequent updates and evidence of appropriate correction of material misinformation.

Minor Non-Conformity: Isolated outdated, imprecise or insufficiently supported communication, minor Certification Mark misuse or incomplete incident updating where no materially misleading impression regarding product safety, certification scope or incident outcome is created.

Major Non-Conformity: Material product, service, horse-wellbeing, sustainability, certification or incident information is deliberately false, materially misleading or knowingly unsupported; significant verified safety information is deliberately misrepresented; or the SEI name or Certification Mark is knowingly used to misrepresent certification status, scope or product endorsement.

Criterion AM8-18 – Performance Measurement, Benchmarking and Continual Improvement

Material operational performance shall be measured using reliable information and evaluated over time. Applicable annual data shall be reported through SEI-Benchmarking-ORT to support benchmarking and continual improvement.

Compliance Requirements

AM8-18.1 The organisation shall maintain measurable indicators appropriate to its significant environmental, operational and responsible-business impacts.

AM8-18.2 Required SEI-Benchmarking-ORT data shall be reported annually using consistent units, boundaries and supporting records capable of auditor verification.

AM8-18.3 Material changes in energy, water, waste, GHG emissions and other applicable indicators shall be evaluated to identify improvement, deterioration or abnormal performance.

AM8-18.4 Improvement actions shall reflect measured performance, risks, incidents, complaints, audit findings and other relevant evidence.

AM8-18.5 Progress shall be periodically reviewed, and additional action taken where intended improvement is not achieved or existing controls prove ineffective.

Indicators

- Material performance is measurable.
- Benchmarking-data are traceable.
- Trends are evaluated.
- Improvement actions are evidence-based.
- Performance deterioration results in corrective action.

Verification and Non-Conformity Conditions

Verification shall include benchmarking submissions, source data, calculations, performance indicators and improvement records.

Minor Non-Conformity: Isolated reporting or measurement deficiencies where performance remains reliably assessable.

Major Non-Conformity: Material performance data are systematically absent or falsified, or required benchmarking reporting cannot be substantiated.

Criterion AM8-19 – Management of Change

Material changes to products, services, suppliers, processes, or technologies shall be evaluated for potential effects on responsible performance. Change shall not introduce unacceptable legal, safety, environmental, social or horse-wellbeing risk.

Compliance Requirements

AM8-19.1 Significant planned changes capable of affecting conformity, environmental performance, safety, horse wellbeing, legal compliance or supply-chain integrity shall be identified and appropriately documented.

AM8-19.2 Material changes shall be evaluated before implementation where practicable, with necessary controls, testing, competence, approvals or customer information established according to the associated risk.

AM8-19.3 Emergency or unplanned changes shall be reviewed promptly where they materially alter established controls or introduce new legal, operational, environmental, safety or horse-wellbeing risks.

AM8-19.4 Relevant specifications, procedures, training, product or service information and risk assessments shall be updated where necessary to reflect significant operational, technical or supply-chain changes.

AM8-19.5 Following implementation, significant changes shall be reviewed where appropriate to confirm that intended outcomes have been achieved and that new or previously unidentified material risks have not been introduced.

Indicators

- Significant changes are identified.
- Material risks are evaluated.
- Unplanned changes are reviewed.
- Controls and documentation remain current.
- Significant changes are reviewed for effectiveness.

Verification and Non-Conformity Conditions

Verification shall include change records, revised specifications, risk assessments, testing and training.

Minor Non-Conformity: Isolated documentation deficiencies where material consequences remain controlled.

Major Non-Conformity: A significant change is knowingly implemented without the necessary controls, creating a serious foreseeable risk.

Criterion AM8-20 – Corrective Action and Continual Effectiveness

Identified non-conformities and material failures shall be corrected proportionately to their significance and underlying cause. Corrective action shall address recurrence and demonstrate the continuing effectiveness of relevant controls.

Compliance Requirements

AM8-20.1 Non-conformities, material audit findings, incidents and control failures shall be recorded and addressed through timely correction appropriate to their significance.

AM8-20.2 Root-cause analysis shall be undertaken for significant, repeated or systemic failures, with corrective action directed at underlying causes.

AM8-20.3 Corrective actions shall identify responsible people, required actions and appropriate completion timescales and shall be monitored to completion.

AM8-20.4 Effectiveness shall be verified where necessary to demonstrate that significant failures have been corrected and recurrence appropriately controlled.

AM8-20.5 Lessons from non-conformities, complaints, incidents and audits shall inform relevant procedures, risk assessments, competence and improvement activities.

Indicators

- Non-conformities are corrected.
- Root causes are addressed.
- Responsibility is assigned.
- Effectiveness is verified.
- Lessons learned are incorporated into operational improvement.

Verification and Non-Conformity Conditions

Verification shall include nonconformities, root cause analysis, corrective actions, responsibilities, evidence of completion, and effectiveness reviews.

Minor Non-Conformity: Isolated corrective-action record deficiencies where the underlying issue has been effectively addressed.

Major Non-Conformity: Significant or repeated failures remain uncorrected, systemic causes are knowingly ignored, or serious ineffective controls remain in operation.