

The Next Frontier of Business — Pledge4Peace Launches the Peace Seal

The Peace Seal is the world's first certification integrating peace, ethics, and inclusion into ESG standards. Join the waitlist now.

New York City, New York Oct 11, 2025 ([IssueWire.com](https://www.IssueWire.com)) - In a world where Environmental, Social, and Governance (ESG) frameworks dominate corporate strategy, a new dimension is emerging: Peace.

This October, nonprofit organization Pledge4Peace will launch the Peace Seal, a pioneering certification that expands ESG accountability to include the impact of business decisions on human rights, dignity, and peace.

Redefining “Social Responsibility”

ESG once promised to measure corporate conscience, but in recent years, many investors and employees have criticized it for overlooking conflict, discrimination, and workplace harm.

The Peace Seal fills that gap, introducing a structured way to measure peaceful operations, fair practices, and non-violence within business environments and supply chains.

Its metrics assess:

- Ethical governance and anti-corruption
- Employee rights, inclusion, and safety
- Social and environmental impact
- Transparency and accountability
- Global peace commitment

“We built the Peace Seal because sustainability isn’t complete without peace,” said Shelsys Rivera, Marketing Chief of Pledge4Peace. “You can’t claim to be ESG-compliant if your workforce isn’t safe, your supply chain isn’t just, or your policies ignore human dignity.”

The Peace Seal Framework

Each applicant undergoes the [Peace Meter Assessment](#), which evaluates both internal policies and external impact.

Employees, investors, and suppliers can contribute verified, anonymous feedback, giving auditors real insight into how a company lives its stated values.

This collaborative, data-backed process results in one of three certifications:

- Bronze Peace Seal – compliance and foundational alignment.
- Silver Peace Seal – demonstrated proactive peace and equality policies.
- Gold Peace Seal – model organization leading in peace, ethics, and transparency.

For its 2025 debut, [Pledge4Peace](#) will nominate select companies in the U.S. that exemplify peace leadership, granting full certification at no cost as recognition of their integrity and example.

Peace as the Fourth Pillar of ESG

Research from Harvard Business Review, the UN Global Compact, and the Institute for Economics & Peace all point to one conclusion: peaceful, transparent societies outperform violent or unstable ones across every sustainability metric.

By linking peace and ESG, the Peace Seal helps organizations align with UN Sustainable Development Goals — particularly SDG 8 (Decent Work and Economic Growth), SDG 16 (Peace, Justice, and Strong Institutions), and SDG 12 (Responsible Consumption and Production).

Transparency that Works for All Stakeholders

Unlike many ESG systems that rely solely on internal reporting, the Peace Seal invites external participation through a global, open platform where employees, customers, and partners can rate companies based on their lived experience.

Verified input impacts the company's star rating and certification level, while unverified comments appear transparently for public review.

This approach builds trust through radical transparency, empowering businesses to fix issues before they become crises.

What's Next for the Peace Seal

Companies that join early receive free access to the Peace Meter, exclusive educational content, and opportunities for recognition in global media. You can join the waitlist: [Register Here](#)

The initiative reflects a growing global trend: stakeholders are demanding not only green business, but good business.

Media Contact

Pledge4Peace

*****@pledge4peace.org

862-666-1636

3392 NY-8

Source : Pledge4Peace

[See on IssueWire](#)

