ISA Certified Tree Climber Program

ISA Certification Partner Guidance

The Power of an ISA Credential

The tree care profession has experienced rapid growth over the past decade, and there is a significant amount of knowledge required to perform tree care at the highest level.

Earning an ISA credential is a voluntary activity that demonstrates professionals have the knowledge and skills needed to perform in different segments or roles in the field. Additionally, earning an ISA credential shows a professional's high level of dedication to the profession and community. ISA credential holders understand the importance of continued education to increase their expertise and advance their careers.

(Re) Introducing the ISA Certified Tree Climber Credential

We are excited to announce the rebrand for the ISA Certified Tree Worker Climber Specialist® program. Over the last two years, ISA has undertaken extensive work to meet the needs of the public, credential holders, employers, and candidates for the program.

The most readily noticeable change is to the certification name—**the former ISA Certified Tree Worker Climber Specialist® program will now be called ISA Certified Tree Climber**—and associated logo. We wanted the name and logo for the credential to reflect the most essential and important competencies assessed in the program. The new name is a better alignment for how our credential holders identify themselves and how employers promote roles associated with the job; and, visually, the logo illustrates the commitment to safety made by credential holders and those who employ them.

Perhaps not as readily noticeable, but of fundamental importance, is the fact that **the examinations for this program (both written and skills) have undergone extensive revision,** overseen by experts and practitioners in the field, to ensure that they **test knowledge and skills that are up-to-date with current practices and techniques** used in the field by professional tree climbers.

The arboriculture industry that we know today was built on the evolution of science, technology, and practices. **As the world and our profession continues to evolve, so must ISA and our credentialing programs.** We are grateful to all of our Certification Partners for the work they have done to promote this credential thus far and look forward to the enhancements in the opportunities to collaborate to support this and other ISA credentials!

In the following page and within this package you will find information and assets to proudly display this professional achievement with ISA.

Credential Description

An ISA Certified Tree Climber credential is a sign to the public, employers, and peers that a tree care specialist has achieved a fundamental level of knowledge and skills needed to climb trees and perform arboricultural work in a safe and efficient manner. As a voluntary program, earning this title shows a professional's commitment to a professional code of ethics, safety best practices in the industry, and continuing education.

- **Proof of competency** on basic and internationally accepted climbing skills
- May request and receive **better insurance rates** for proven and documented commitment to safety and best practices
- Enjoy a **competitive edge** when promoting skills to customers
- Advocate **for higher pay rates** based on skillset

Key Messaging & Tone Guidance

When speaking to **Current & Potential** credential holders & employees

The ISA Certified Tree Climber program is designed for those who often climb trees as part of their job in the tree care industry.

The ISA Certified Tree Climber program is the only global, industry-wide climber certification to test knowledge and skills against internationally accepted standards related to skill, and safe work practices. As an integral part of a career journey, being an ISA Certified Tree Climber allows you to show your competencies as a professional climber and ignites a continued passion for learning and development in this industry.

Sample Language

Empowered Workforce: The ISA Certified Tree Climber program verifies that candidates understand the safety and arboriculture concepts required to climb and work in trees. When hiring managers see an ISA certification, they know a candidate or team member have met minimum experience requirements for the program, have proven skills and knowledge, and have made a commitment to safety and continued professional development.

Lower Turnover: It's expensive and time consuming to replace employees. ISA empowers continuing education that helps keep employees engaged and feeling valued, making them more likely to stick around.

Better Insurance Rates: Tree care companies with credentialed employees and well-documented safety and training programs often receive better insurance rates because they are able to show a verifiable history of safe work practices.

Competitive Edge: As customers become savvier about tree care services, they're seeking companies with employees that have the professional background to reduce risk and enhance the beauty of their property. Proof of credentials could be the deciding factor when securing a contract.

Qualified Clients: Those customers who are interested in credentialed professionals are also more likely to seek out additional services and/or pay a premium, leading to more-consistent and better-paying contracts.

Key Messaging & Tone Guidance

When speaking to the **General Public**

An ISA Certified Tree Climber has achieved a fundamental level of experience, knowledge, and skills to safely climb trees according to international standards and best practices to perform tree work. When you see this ISA certification, you know the tree care specialist has gone through rigorous written- and skills-based examinations on specific domains of knowledge related to their expertise in tree climbing.

All ISA certifications are industry-wide marks of voluntary commitment to safety, ethical practices, and continuing education to maintain and improve their own skills.

Sample Language

Safety First: ISA Certified Tree Climbers have demonstrated their understanding of the safety requirements and implications of tree work near structures and people. When consumers do not properly vet a certified professional, they assume those risks themselves, while an ISA Certified Tree Climber will limit liability against unsafe practices that could damage individuals or personal property.

Professionalism and Respect: Residential and commercial property owners have grown to value their property (trees included!) with the utmost respect. ISA Certified Tree Climbers have the needed knowledge and skills and can uphold their commitment to deliver excellence.

Peace of Mind: Municipalities seeking tree care services for their city's green spaces are deeply invested in the safety of the public passing through and recreating in these places. ISA Certified Tree Climbers help minimize accidents and incidents for the public during and after the work to ensure green spaces are well-maintained and appreciated.

Up to Date: Mistakes can be expensive, and even fatal. Consumers should know that ISA credential holders are more likely to be up-to-date on international and industry-accepted practices to minimize risk. ISA credential holders work hard to earn and maintain their knowledge of these practices and standards.

Digital Badge Usage Guidance

Benefits of Digital Badges

Access: Credential holders now have ready access to their certificate and logo/credential badge. The certificate with the new logo is available to view, share, and download 24 hours a day, 365 days of the year.

Share: It's easy to share an ISA certificate and badge with a network of friends and peers through the numerous social media platforms available.

Verify: Your achievements are stored and verifiable using blockchain technology for enhanced security, greater transparency, and increased speed.

If you, our Certification Partner, have any questions on how to promote the credential or the use of digital badges, please reach out to our team.

Access to Digital Badges and Certificates

Displaying an ISA credential helps consumers identify professionals who are knowledgeable, experienced, and committed to properly caring for and maintaining trees.

About Digital Badges

ISA Credentials & Job Insights

Retrieve A Digital Credential*

**This will direct credential holders to our digital badge portal with Accredible. Credential holders must use the same email address associated with their ISA account login.*