



**ISO/TMB/WG SR**  
Social Responsibility

Handled by, phone

Staffan Söderberg, +46 8 6247416

E-mail

Staffan.soderberg@wwf.se

## **A brief introduction to ISO 26000 Guidance on Social Responsibility**

by Staffan Söderberg, Vice Chair ISO Working Group on Social Responsibility  
Director Corporate Partnerships World Wide Fund for Nature, WWF Sweden

### **Programme of work**

Designation: ISO 26000  
Title: Guidance on Social Responsibility  
Target date for publication: September 2010  
Type of standard: The document shall be an ISO standard providing guidance and shall not be intended for third-party certification.

### **Scope of the standard according to specification decided by ISOmembers**

The scope of the working group is to develop an international standard that should:

- assist organizations in addressing their social responsibilities while respecting cultural, societal, environmental and legal differences and economic development conditions;
- provide practical guidance related to
  - operationalizing social responsibility,
  - identifying and engaging with stakeholders, and
  - enhancing credibility of reports and claims made about social responsibility;
- emphasize performance results and improvement;
- increase confidence and satisfaction in organizations among their customers and other stakeholders;
- be consistent with and not in conflict with existing documents, international treaties and conventions and existing ISO standards;
- not be intended to reduce government's authority to address the social responsibility of organizations;
- promote common terminology in the social responsibility field; and
- broaden awareness of social responsibility.

### **Chairs and secretariats**

Chair: Jorge E. R. Cajazeira, Suzano Pulp and Paper, Brazil  
Vice Chair: Staffan Söderberg, World Wide Fund for Nature WWF, Sweden  
Secretary: Kristina Sandberg, SIS, Sweden  
Co-secretary: Eduardo Campos de São Thiago, ABNT, Brazil  
Task Groups for standard setting, governance, communication, stakeholder engagement:  
see [www.iso.org/wgsr](http://www.iso.org/wgsr)

**Membership**

The membership of the ISO Working Group on SR is made up of experts from ISO members (National Standardization Bodies) and from Liaison organizations. Membership is limited to a maximum of 6 experts per National Standardization Body and two experts per Liaison organisation. In addition to this the NSBs may nominate up to 6 observers and Liaison organization up to 2 observers each to the Working Group. The 6 stakeholder categories are: Industry; Government; Consumer; Labour; Non Governmental Organizations; and Service, support, research and others

The ISO Working Group on SR had in August 2008, 422 participating experts and 157 observers from 84 (December: 90) member countries and 40 Liaison organizations.

**Participating Member bodies**

Argentina (IRAM)	Kazakhstan (KAZMEMST)
Armenia (SARM)	Kenya (KEBS)
Australia (SA)	Korea republic of (KATS)
Austria (ON)	Malaysia (DSM)
Azerbaijan (AZSTAND)	Mauritius (MSB)
Bahrain (BSMD)	Mexico (DGN)
Bangladesh (BSTI)	Morocco (SNIMA)
Barbados (BNSI)	Netherlands (NEN)
Belarus (BELST)	New Zealand (SNZ)
Belgium (NBN)	Nigeria (SON)
Brazil (ABNT)	Norway (SN)
Bulgaria (BDS)	Panama (COPANIT)
Canada (SCC)	Peru (INDECOPI)
Chile (INN)	Philippines (BPS)
China (SAC)	Poland (PKN)
Colombia (ICONTEC)	Portugal (IPQ)
Costa Rica (INTECO)	Romania (ASRO)
Côte d'Ivoire (CODINORM)	Russian Federation (GOST R)
Cuba (NC)	Saint Lucia (SLBS)
Czech Republic (CNI)	Saudi Arabia (SASO)
Denmark (DS)	Serbia (ISS)
Ecuador (INEN)	Singapore (SPRING SG)
Egypt (EOS)	South Africa (SABS)
Finland (SFS)	Spain (AENOR)
France (AFNOR)	Sweden (SIS)
Germany (DIN)	Switzerland (SNV)
Ghana (GSB)	Thailand (TISI)
Greece (ELOT)	Trinidad and Tobago (TTBS)
India (BIS)	Turkey (TSE)
Indonesia (BSN)	Ukraine (DSSU)
Iran (ISIRI)	United Arab Emirates ( ESMA)
Ireland (NSAI)	United Kingdom (BSI)
Israel (SII)	Uruguay (UNIT)
Italy (UNI)	USA (ANSI)
Jamaica (JBS)	Venezuela (FONDONORMA)
Japan (JISC)	Vietnam (TCVN)
Jordan (JIMS)	Zimbabwe (SAZ)
Libya (LNCMS)	

**Participating Liaison organizations**

AccountaAbility
AICC (African Institute of Corporate Citizenship)
AIHA (American Industrial Hygiene Association)
BIAC (The Business and Industry Advisory Committee to the OECD)
CCSR (Centre for Corporate Social Responsibility)
CI (Consumers International)
EC (European Commission)
ECOLOGIA (Ecologists Linked for Organizing Grassroots Initiatives and Action)
EFQM
EIRIS Foundation & Ethical Investment Research Services (EIRIS) Ltd
FIABCI (International Real Estate Federation)
FLA (Fair Labor Association)
Forum Empresa/Ethos Institute
GRI (Global Reporting Initiative)
IABC (International Association of Business Communicators)
ICC (International Chamber of Commerce)
ICMM (International Council of Mining and Metals)
IEPF (Institute for Energy and Environment of the French speaking countries)
IFAN (International Federation of Standards Users)
IIED (International Institute for Environment and Development)
IISD (International Institute for Sustainable Development)
ILO (International Labour Organization)
Inter American CSR Network
IOE (International Organization of Employers)
IPIECA (International Petroleum Industry Environmental Conservation Association)
ISEAL Alliance (International Social and Environmental Accreditation and Labelling)
ITUC (International Trade Union Confederation)
NORMAPME (European Office of Crafts, Trades and SME for Standardisation)
OECD (Organisation for Economic Cooperation and Development)
OGP (International Association of Oil and Gas Producers)
Red Puentes
SAI (Social Accountability International)
Transparency International
UNCTAD (United Nations Conference on Trade and Development)
UNEP (United Nations Environment Programme)
UNIDO (United Nations Industrial Development Organization)
UNSD (United Nation Division for Sustainable Development)
UN Global Compact
WBCSD (World Business Council on Sustainable Development)
WHO (World Health Organization)
WSBI/ESBG (World Savings Banks Institute/European Savings Banks Group)

## **Background**

The Working Group was established in September 2004, by ISO's Technical Management Board (ISO/TMB) to which the WG answer directly. In October 2004, ISO issued a New Work Item Proposal for development of a SR standard to its member bodies for a three months voting period. In January 2005 the ballot on the New Work Item Proposal was finalized with a broad majority in favour of starting the development of a standard for Social Responsibility.

## **Meetings**

WG SR has had the following five meetings since its establishment:

- Salvador, Bahia, Brazil, 7 – 11 March 2005
- Bangkok, Thailand, 26 – 30 September 2005
- Lisbon, Portugal, 15 – 19 May 2006
- Sydney, Australia, 29 January – 2 February 2007
- Vienna, Austria, 5 – 9 November 2007
- Santiago, Chile, 1 – 5 September 2008.

## **Communication**

Communication activities to spread information about the working group and its activities include for instance:

### ***WG SR Livelink***

A WG SR Livelink website has been established, where all working documents for the WG and its subgroups can be found. The website is intended for members only, although it is openly available for anyone. The Livelink website can be directly accessed through: [www.iso.org/wgsr](http://www.iso.org/wgsr)

### ***WG SR public website***

A public website has been created to give information to the broad public about the working group and its activities. This public website can be accessed through: [www.iso.org/sr](http://www.iso.org/sr)

## **Workshops**

### ***Open Workshops***

In conjunction to the WG-meetings in Bangkok, Lisbon, Sydney and Vienna Open Workshops were arranged for all interested WG members and observers. The Open workshops were arranged by TG 2 with support by TG 1 and the WG Chairs. Another similar open workshop will be arranged again in conjunction with the Santiago meeting.

### ***Developing countries Workshops***

In conjunction with each WG SR meeting held, so far, a Workshop on Social Responsibility for developing countries participants has been arranged by ISO/DEVCO and funded by donor organizations. These arrangements have not been part of the actual WG SR activities but have been co-ordinated with the WG SR meetings to facilitate developing countries participation. This co-ordination has mainly been handled by the TG 1 leadership.

## Development of ISO 26000

The following drafts have been produced so far:

- WD.1 circulated for comments on 28 March, 2006, 2040 comments received;
- WD.2 circulated for comments on 6 October, 2006, 5176 comments received;
- WD.3 circulated for comments on 23 July, 2007, 7225 comments received.
- WD 4.1 Circulated for limited consultation, through stakeholder groups, 11 March 2008
- WD 4.2 Circulated for comments on 2 June, 2008, approx. 5200 comments received on 80 pages of text.

---

## Outline of the current draft ISO 26000

Clause 1 Scope - defines the content covered by the standard and identifies any limitations or exclusions.

Clause 2 Terms and definitions - identifies and provides the meaning of important terms used in this International Standard. These terms are of fundamental importance for understanding the concept of social responsibility and using the standard.

Clause 3 Understanding social responsibility - describes the factors, conditions and important issues that have influenced the development of social responsibility and that continue to affect its nature and practice. It also describes the concept of social responsibility itself - what it means and how it applies to organizations.

Clause 4 Principles of social responsibility - introduces and explains the fundamental principles of social responsibility.

Clause 5 Recognizing social responsibility and engaging stakeholders  
- addresses two fundamental practices of social responsibility: an organization's recognition of its social responsibility and its identification and engagement of its stakeholders.

Clause 6 Guidance on social responsibility core subjects - explains the core subjects involved in social responsibility, namely: organizational governance, human rights, labour practices, the environment, fair operating practices, consumer issues, and community involvement and development. For each core subject, information has been provided, amongst other things, on the scope of the subject, its relationship to social responsibility, relevant principles and considerations, and related actions and/or expectations.

Clause 7 Guidance on implementing practices of social responsibility  
- provides guidance on putting social responsibility into practice in an organization

### Annex on social responsibility initiatives

Annex A Presents a comprehensive list of existing voluntary initiatives relating to social responsibility.

Bibliography Includes references to authoritative international instruments that have been referenced in the body of the standard as source material.