Workshop
Corporate Social Responsibility (CSR)
in the forest sector in SEE

An introduction to ISO 26000
Guidance on Social Responsibility

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Development of ISO 26000

- **ISO 26000 "Guidance on Social Responsibility"**

  part of ISO strategy for development of standard for sustainable business – standard that will fulfill all 3 key aspects of business – economic, environmental and social –Tripple Bottom Line

- Idea of connecting existing CSR initiatives and standards

ISO 26000

- ISO 26000 - not certifiable
- ISO 26000 - not standard for management systems
- ISO 26000 - no requirements
- For all types of organizations – general

- Guidance and recommendations for organizations how to do business in socially responsible manner

- Any offer to certify, or claims to be certified to ISO 26000 would be a misinterpretation of the intent and purpose of this International Standard!

Certification?

- Unified certification would be harmful for creativity needed to resolve various social problems
  - cultural
  - religious
  - political
  - economical differences, not harmonized would cause the problem of huge differences in claims being made for being SR certified
- ISO 26000 can be a reference document for specific national standards and certification schemes, like:
  - Dansk Standard - DS 26001
  - Instituto Portugues da Qualidade (IPQ) - NP 4469

Who is involved in ISO 26000 preparation

- 436 experts and 195 observers from over 90 ISO member states and 42 D-liaison organization (business association, NGOs, consumer associations etc.)

- All 6 stakeholders
  - Industry
  - Government
  - Consumers
  - Labour
  - NGO
  - SSRO (Service, support, research and others)

ISO 26000 milestones

April 2001	ISO Council requests ISO Committee on Consumer Policy (COPOLCO) to deliberate on the development of CSR standard
May 2001	ISO/COPOLCO Plenary – CSR Feasibility Study
June 2002	ISO/COPOLCO workshop on Corporate Social Responsibility
Sept. 2002	ISO Council adopts COPOLCO Report and establishes Strategic Advisory Group (SAG) on Social Responsibility
April 2004	Final Report and recommendation from SAG to ISO Technical Management Board (TMB)
June 2004	Stockholm Conference & Pre-Conference for Developing Countries
June 2004	ISO TMB decision to proceed with development of ISO SR Guidance Standard
Sept. 2004	ISO TMB assigns leadership responsibilities to ISO member bodies SIS (Sweden) & ABNT (Brazil).
Oct. 2004	New Work Item Proposal (NP) circulated among ISO MBs
Jan. 2005	Votes : Yes - 29; No – 4 On starting the development of an ISO standard (guidance) for SR

ISO 26000 milestones, cont.

March 2005	ISO concludes Memorandum of Understanding (MoU) with International Labour Organization (ILO)
March 2005	1st. Plenary Meeting, Salvador, Brazil
Sept. 2005	2nd. Plenary Meeting, Bangkok, Thailand
May 2006	3 Plenary Meeting, Lisbon, Portugal
Jan.-feb.2007	4 Plenary Meeting, Sydney, Australia
Nov. 2007	5 Plenary Meeting, Vienna, Austria
Sept. 2008	6 Plenary Meeting, Santiago, Chile
May 2009	7 Plenary Meeting, Quebec, Canada
17-21 May 2010	8 Plenary Meeting, Copenhagen, Denmark / FDIS ?

Agenda

- 8th plenary meeting ISO WG SR in Copenhagen, Denmark, 17-21st May 2010

- Formal proceeding to FDIS

- Before formally proceeding to FDIS, ISO/WG SR will focus on addressing the 2,650 comments received from ISO members and liaison organizations during the course of the voting process which ended in February

Voting on FDIS ISO 26000

- February 2010
- Working Group experts consensus
- 2/3 P-members (participation members)
- Less than 1/4 negative votes
- Abstentions, votes not expressed or late votes are excluded when the votes were counted, as well as negative votes not accompanied by technical reasons
- 1 country (1 NSB) = 1 vote

Result of voting

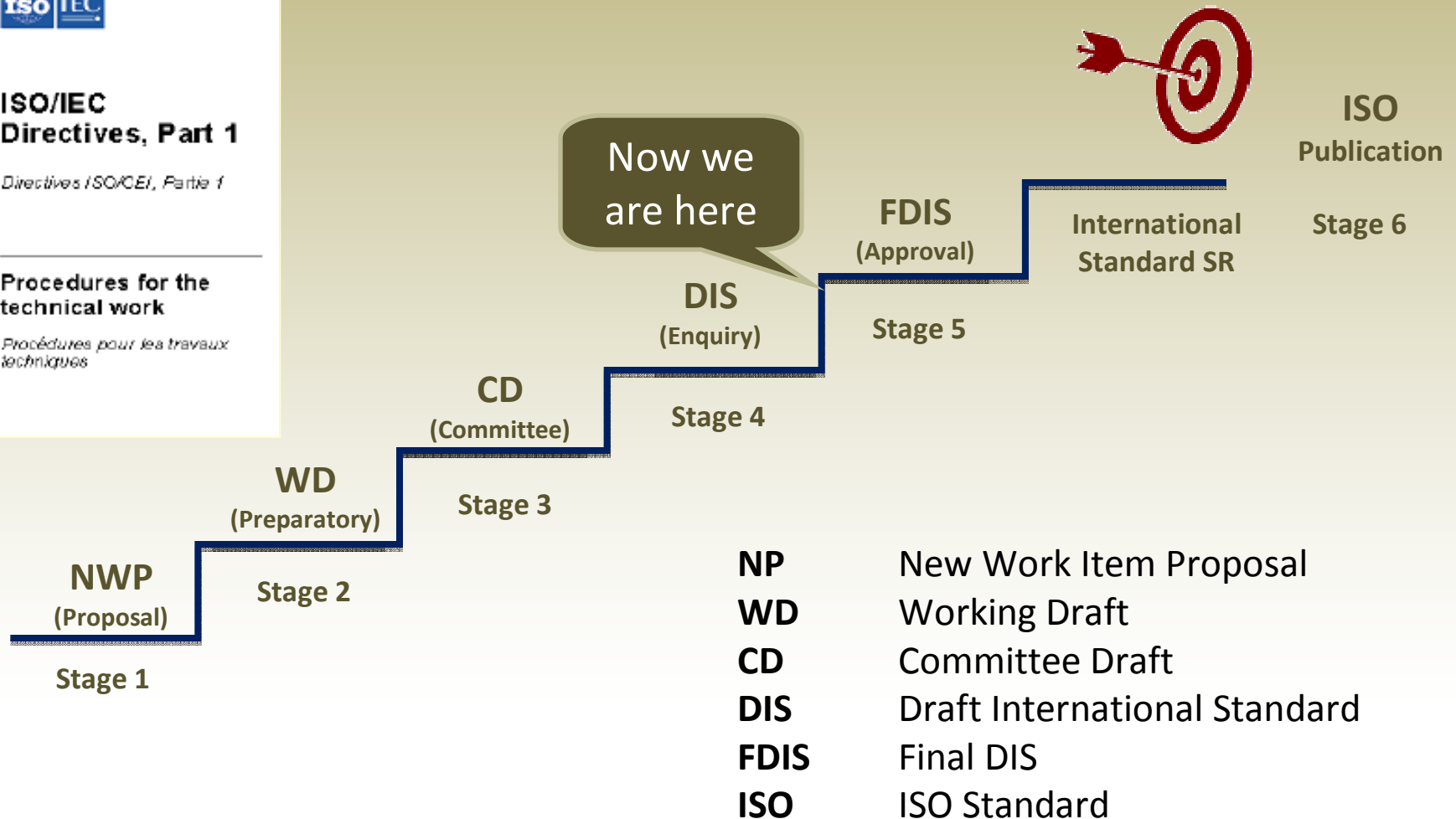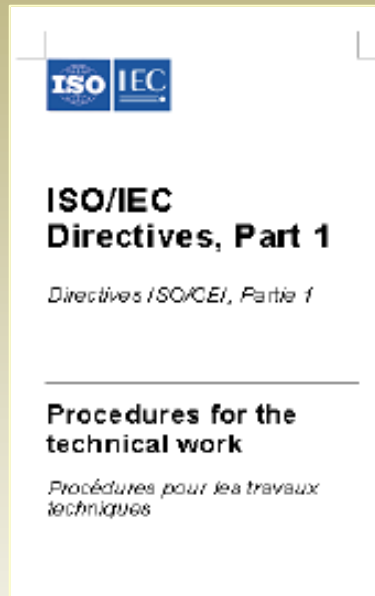P-Members voting: 56 in favour out of 71 = 79 % (requirement >= 66.66%)

(P-Members having abstained are not counted in this vote.)

Member bodies voting: 18 negative votes out of 78 = 23 % (requirement <= 25%)
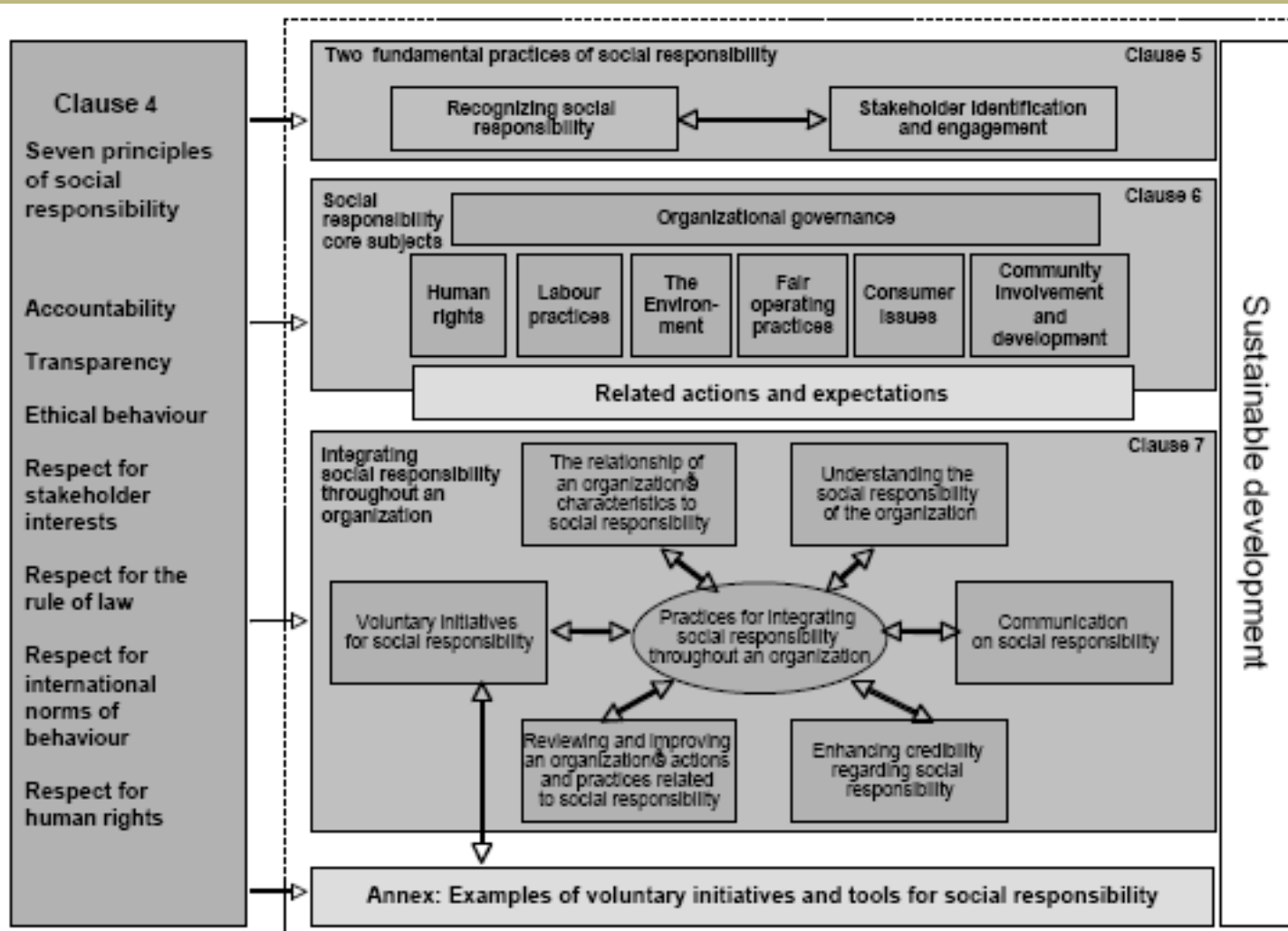
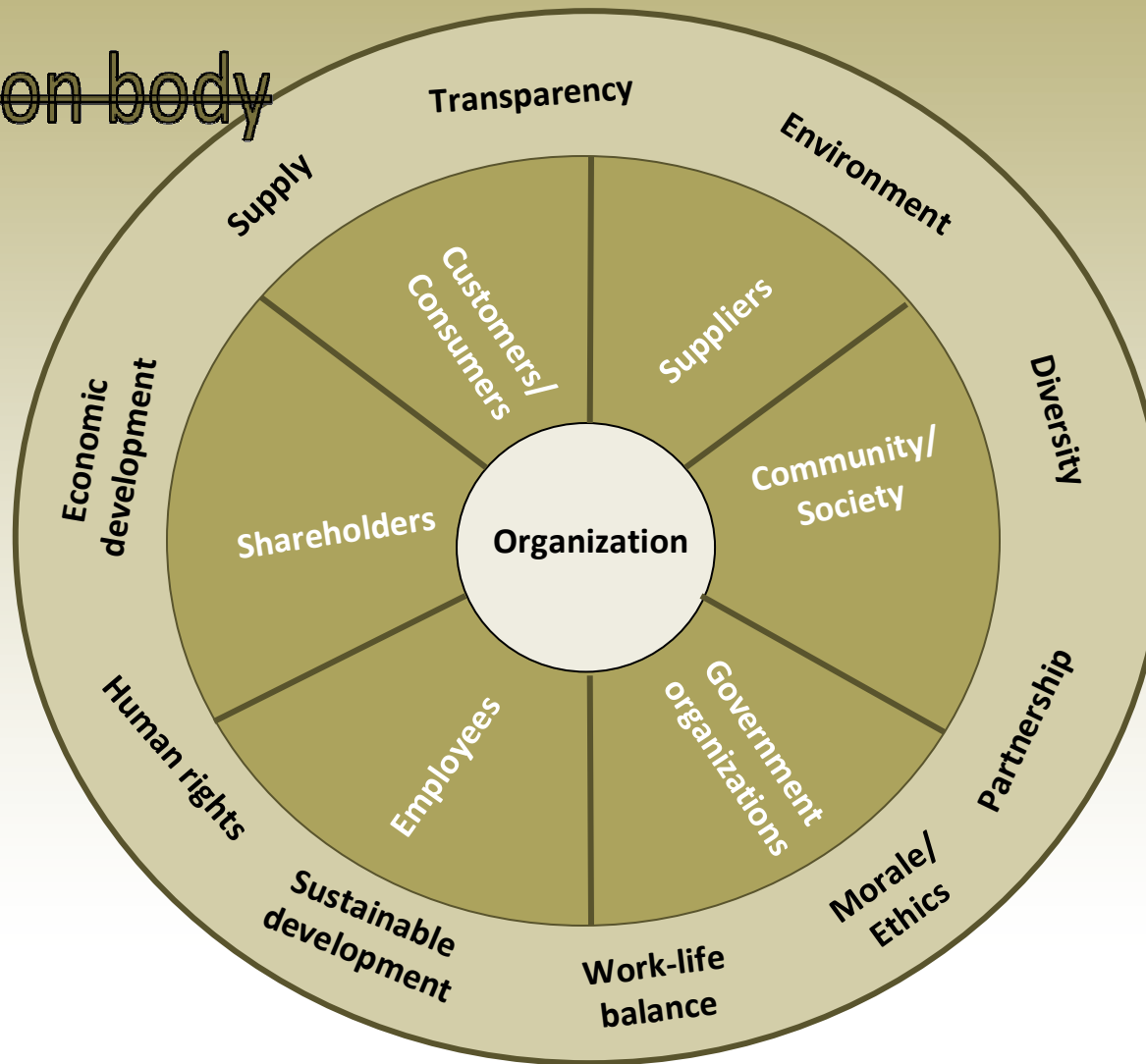*Approved*

Standards writing process

ISO/IEC Directives, Part 1

Directives ISO/CEI, Partie 1

Procedures for the technical work

Procédures pour les travaux techniques

Now we are here

NWP (Proposal)
Stage 1

WD (Preparatory)
Stage 2

CD (Committee)
Stage 3

DIS (Enquiry)
Stage 4

FDIS (Approval)
International Standard SR
Stage 5

ISO Publication
Stage 6

NP	New Work Item Proposal
WD	Working Draft
CD	Committee Draft
DIS	Draft International Standard
FDIS	Final DIS
ISO	ISO Standard

ISO 26000 structure

Stakeholders and issues of interest

Activities in Serbia

- "Mirror committee"
- Supported by EMS National Committee KS A 207
- Voluntary participation
- All 6 stakeholder categories
- Consistent in following ISO TMB SR activities

Benefits of implementing Social Responsibility

- Improved business environment
- Better position with investors, banks. etc.
- Consumers loyalty
- Finer image/reputation of the product/brand
- Relations with stakeholders

- Access to new markets & customers
- Compliance with laws (Environment)
- Decreased costs
- Higher employees morale and productivity
- ….

CSR – ISO 26000

- CSR is a concept, while ISO 26000 is a guidance for implementation of CSR/SR

- CSR is seen different depending on type and size of the organization

- ISO 26000 with industry specific guidance – effective implementation

Challenges in SR implementation

- Must go beyond "compliance" and PR
- Defining boundaries of influence on society and environment
- Prioritizing CSR and philanthropic activities
- Collaboration with "activists" and united actions – partners on the same task
- SR – part of continuous improvement
- SR – balance between what is good for company and what is good for community

And at the end …

We need to develop sustainable!

"We haven't inherited this planet from our ancestors, we borrowed it from future generations!"

Thank you!