


# Benefits of stakeholder involvement - Case study: ISO 26000 on Social Responsibility

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# Outline presentation

- ISO background
  - Case study: ISO 26000 on Social Responsibility
  - ISO membership and stakeholder involvement
  - Q and A
- 
- The bottom of the slide features several overlapping, wavy, light blue lines that create a modern, abstract background element.

# Do you speak ISO language?

ISO, TC, PC, NSB, WG, TG, WD, CD, DIS, FDIS, IS,  
TMB, NSB etc.....

.....we use a lot of abbreviations!

Please ask if you do not understand!



# ISO in brief

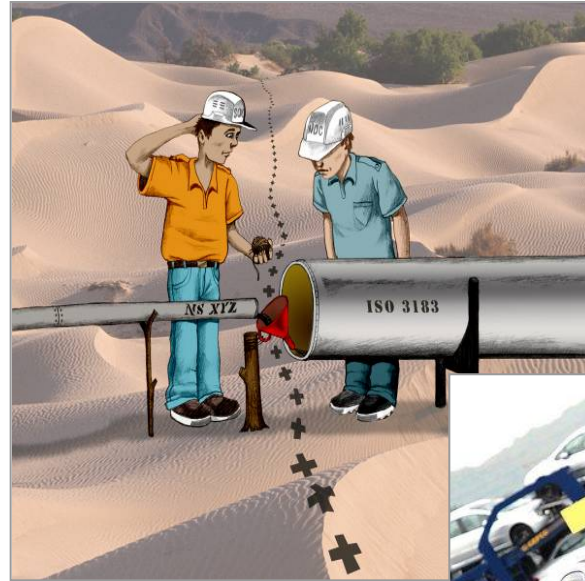
International Organization for standardization

- Established in 1947 - Head office in Geneva
- Currently 164 members
- ~ 3000 Technical Committees, Subcommittees and Working Groups
- 1280 standard published in 2012
- 12 meetings/working day
- 100.000 experts involved



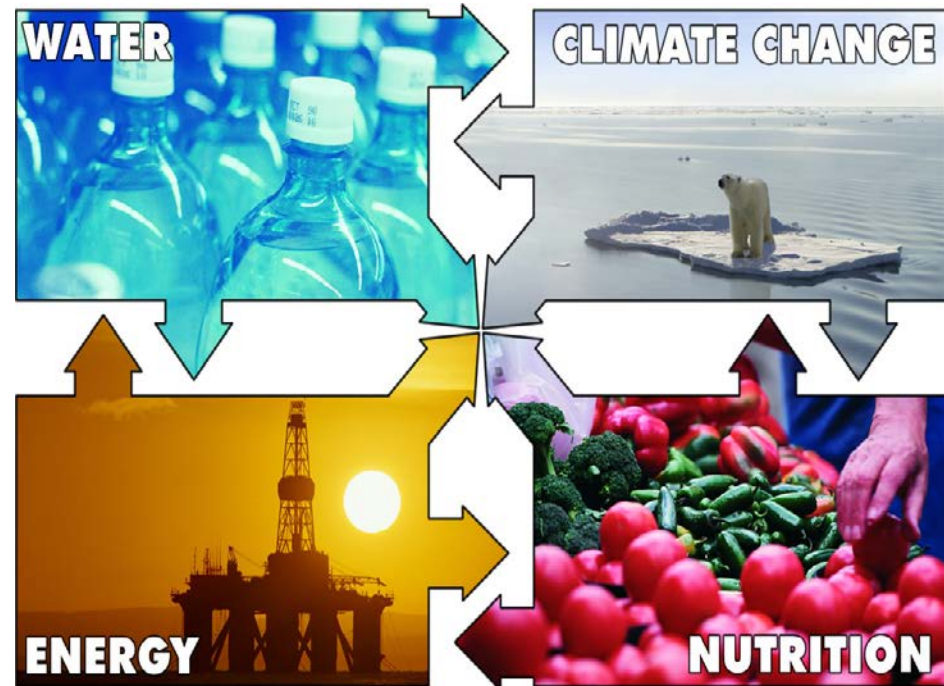
# Traditional standards areas in ISO

- Oil and gas
- Industrial engineering
- Automobile
- Ships and marine technology
- Building and construction



# New and Emerging areas for standardization

- Energy and Climate change
- Sustainability
- Services
- Health and safety
- Information Technology
- Nanotechnology





# Key principles in standard development

1. ISO standards respond to a need in the market
2. ISO standards are based on global expert opinion
3. ISO standards are developed through a multi-stakeholder process
4. ISO standards are based on a consensus



# Consensus

general agreement, characterized by the **absence of sustained opposition to substantial issues** by any important part of the concerned interests and by a process that involves seeking to take into account the views of all parties concerned and to **reconcile any conflicting arguments**.

NOTE Consensus need not imply unanimity.

*ISO/IEC Guide 2 Standardization and related activities - General vocabulary*



# Global Relevance

ISO/TMB definition:

‘The required characteristic of an International Standard that it can be used/implemented as broadly as possible by affected industries and other stakeholders in markets around the world’





# ISO 26000 on Social Responsibility

# ISO 26000, Guidance on Social Responsibility

- The first global standard on sustainable development (social, environmental and economic)
  - Labour practices
  - Human rights
  - Anti-corruption
  - Etc.
- Type of standard: Guidelines - not intended for 3rd party certification
- To be applied by all types of organizations (i.e SR not CSR)
- Published: November 2010





# Definition of Sustainable development (paragraph 2.23)

**development that meets the needs of the present without compromising the ability of future generations to meet their own needs**

NOTE Sustainable development is about integrating the goals of a high quality of life, health and prosperity with social justice and maintaining the earth's capacity to support life in all its diversity. These social, economic and environmental goals are interdependent and mutually reinforcing. Sustainable development can be treated as a way of expressing the broader expectations of society as a whole.



# Principles for social responsibility

1. Accountability
2. Transparency
3. Ethical behaviour
4. Respect for stakeholder interest
5. Respect for the rule of law
6. Respect for international norms of behaviour
7. Respect for human rights





# ISO 26000 - Core subjects

- Organizational Governance
- Human Rights
- Labour Practices
- The Environment
- Fair Operating Practices
- Consumer Issues
- Community Involvement and Development







**3 billion people have  
less than 1 US dollar  
per day to live on.**

**250 billion children are  
involved in Child  
labour**





# ISO Working Group

- 660 delegates (450 experter och 210 observers)
- 99 countries - a majority from developing countries
- 42 international organizations

*Such as: Consumers International, UN Global Compact, International Labour Organization (ILO), OECD, WHO, GRI etc*

- Focus on balance – regional, gender, stakeholders
- Twinning, Sweden – Brazil



The biggest Working Group ever in ISO!





# Challenges in developing ISO 26000

- 5 years - 8 international plenary meetings
- In total nearly 26 000 written comments on the different drafts
- Exampels of challenges:
  - Certification or not, trade barrier issue, sphere of influence, sexual orientation, short but yet give sufficient guidance.

# Countries having implemented ISO 26000 as national standard, Nov 2012



# Exempels of new global CSR initiatives on ISO 26000 and sustainability



**ISO 26000 referenced in  
the new European  
Commission CSR strategy**



**UN GC – ISO 26000  
Linkage document**



**GRI, Global  
Reporting Initiative –  
Linkage document**



**New sector specific standards on Sustainability  
New standards on Specific issues of sustainability**

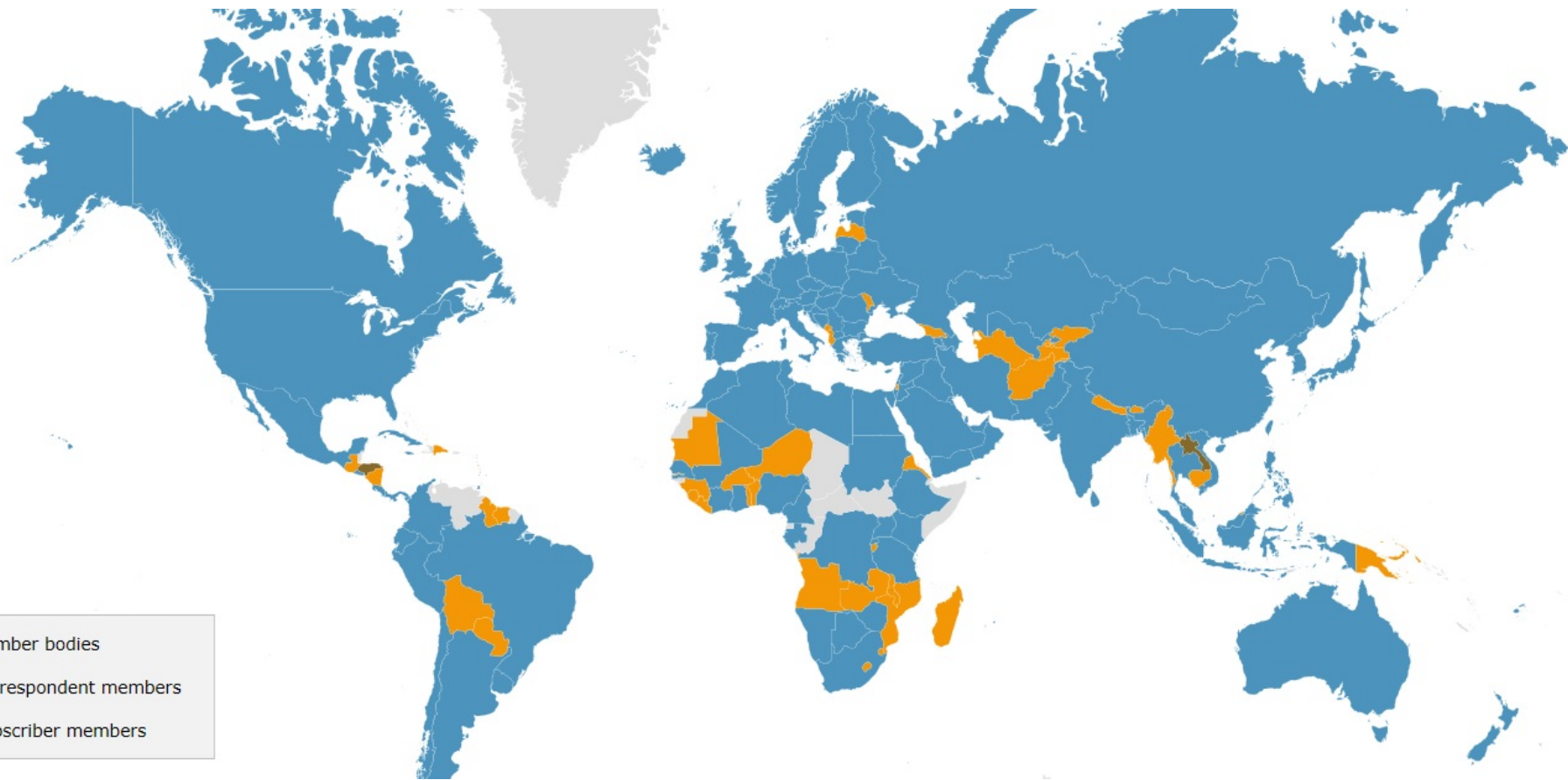
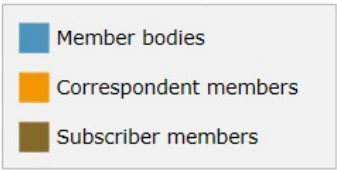
# ISO Membership and stakeholder engagement

# ISO Membership

- ISO is made up of 164 members which are divided into three categories:
  - Full member
  - Correspondent members
  - Subscriber members

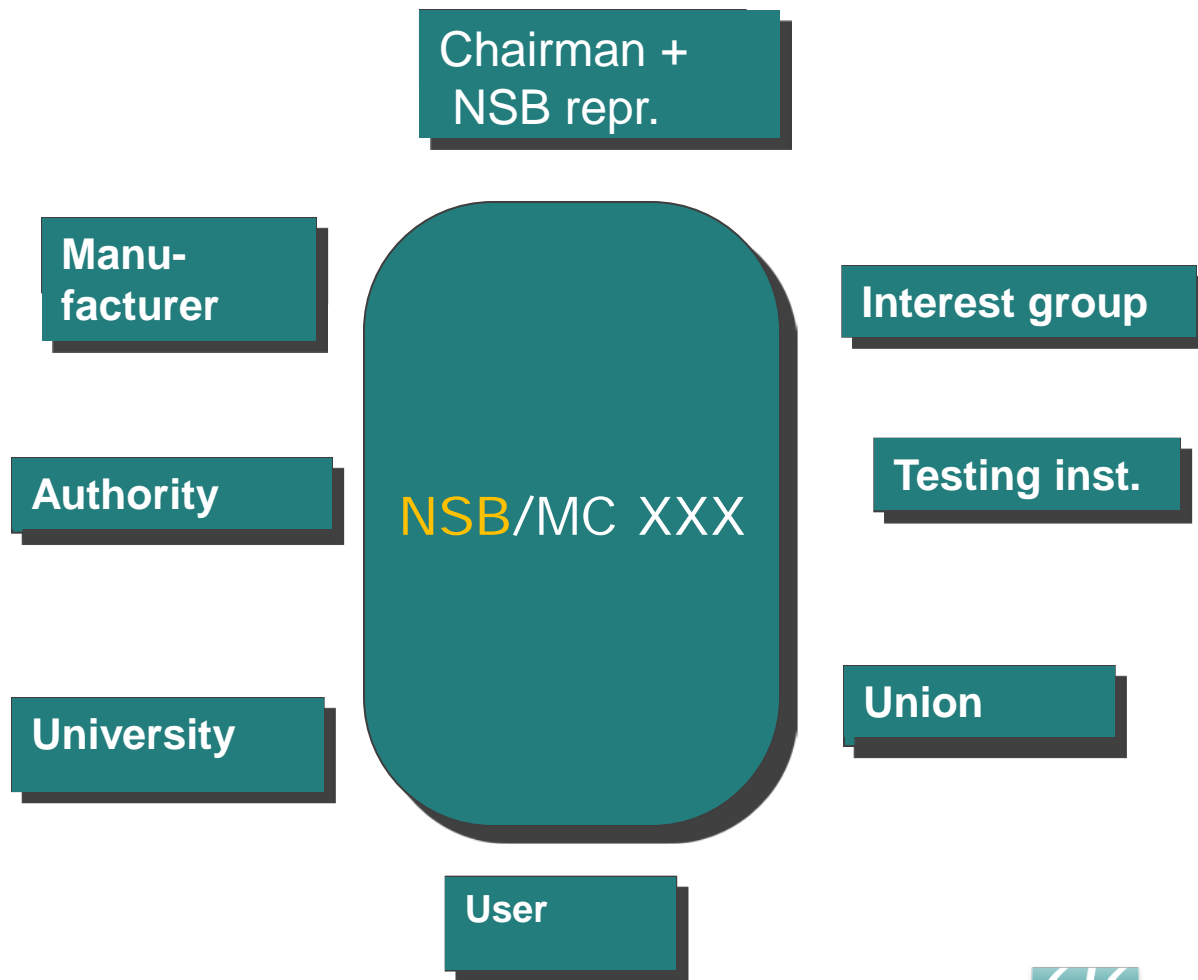


*One country /one membership*



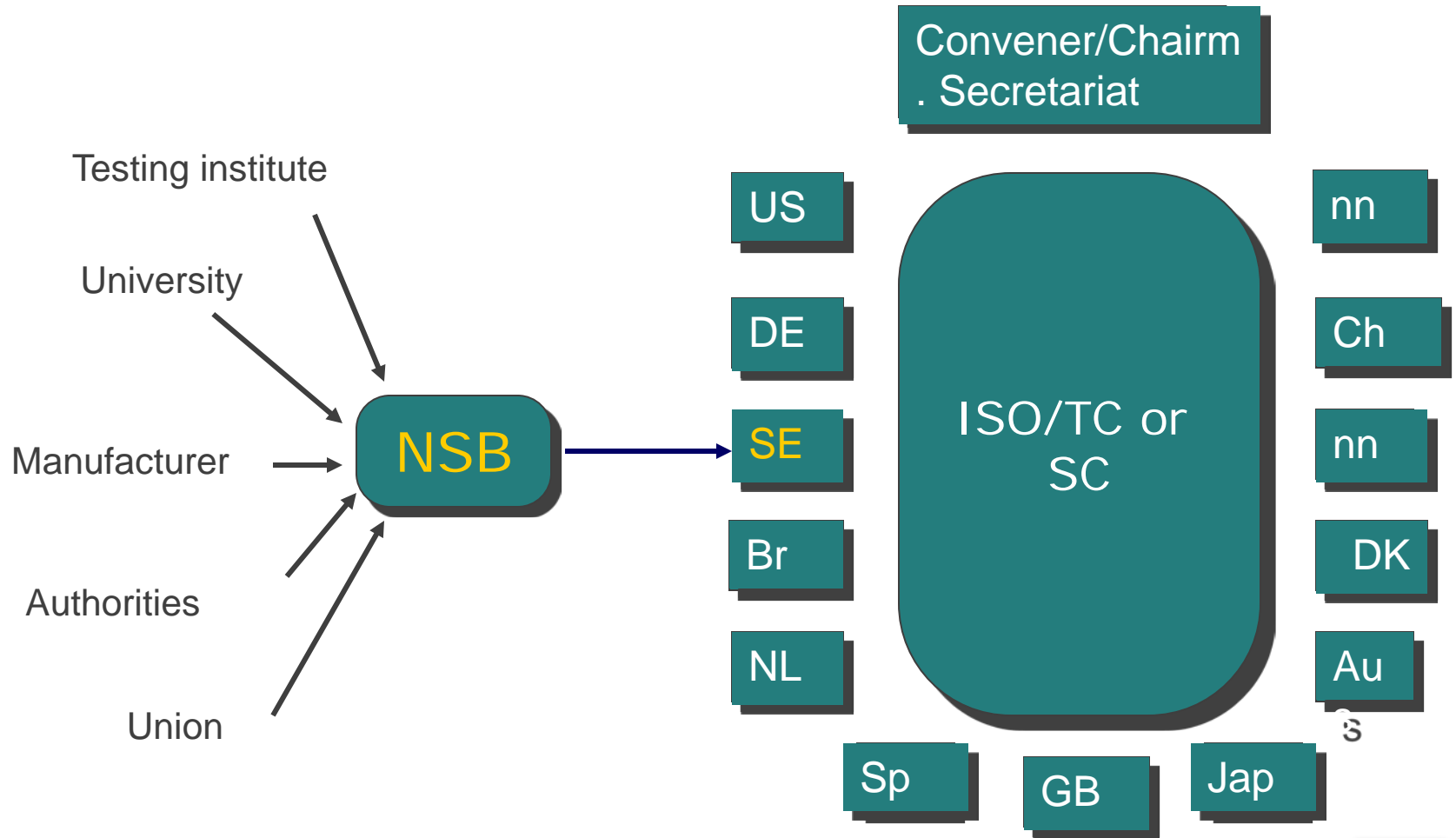
# National Standard Body (Mirror committee)

- Consultation of interested parties/stakeholders
- Voting and comments on propositions/ballots from ISO
- Nominates experts to ISO





# From national to international (ISO) level







# Who participates?

## ■ **National level mirror committees**

- Individual experts
  - Representing their company/organization i.e stakeholder to the specific area of standardization

## ■ **ISO Technical Committees**

- National delegations
  - Standardization officials and/or experts
  - Appointed by the national member body

## ■ **ISO Working Groups**

- Individual experts
  - Acting in a personal capacity
  - Appointed by national member bodies or liaison organizations



# National Standard Bodies (NSB):



- Obligations for a national standards body:
  - Consultation of interested parties/stakeholders
  - Setting up of national mirror committee
  - Represent national consensus position
  - Participation in voting and meetings (according to membership status)

=> Being an effective member of ISO means engaging/involving the right stakeholders to your national mirror committees



As many stakeholder  
groups as possible



# Why get involved?

ISO standards are created by the people that need them. Being involved in this process brings you advantages, For example by:

- Giving **early access** to information that could shape the market in the future
- Giving your company/organization a **voice** in the development of standards
- Helping to keep **market access** open.





# How to get involved?

- Standards are developed by experts in technical committees. These experts are put forward by ISO's national members. If you are interested in getting involved - **contact your national member body.**



# Stakeholder engagement

- “ISO members are committed to developing globally relevant International Standards by... Organizing national input in a timely and effective manner, taking into account **all relevant interests** at national level...”
- From the *ISO Code of Ethics*, 2004



Broschure available on  
[www.iso.org](http://www.iso.org)

# ISO Guide on Stakeholder Engagement – 5 core areas

- Principles and guidance in 5 core areas:

1. New Projects
2. Developing consensus
3. ISO meetings
4. NMC
5. NMC leadership

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## **Section 3**

**8**

Principles and guidance on stakeholder engagement and consensus decision-making for ISO liaison organizations

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**3.1** Stakeholder engagement for new ISO projects

**8**

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**3.2** Stakeholder engagement and consensus decision-making on ISO work

**9**

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**3.3** National participation at ISO standards development meetings

**12**

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**3.4** Establishment and operations of national mirror committees

**13**

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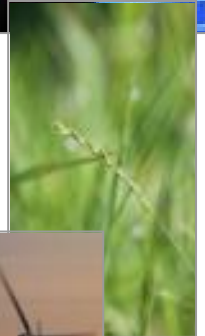
**3.5** Leadership of national mirror committees

**14**

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# Summary

- ISO - world wide provider of international standards – to support trade and development
- Global relevance – relevant in all geographical areas
- Stakeholder engagement - crucial for maximizing the impact and benefits for business, governments and society
- If you like to get involved – contact your National Standards Body
- ISO 26000 – The first global standard on Social Responsibility and a good example of a true multi-stakeholder process





Thank you!  
Kop chai!  
Tack!

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