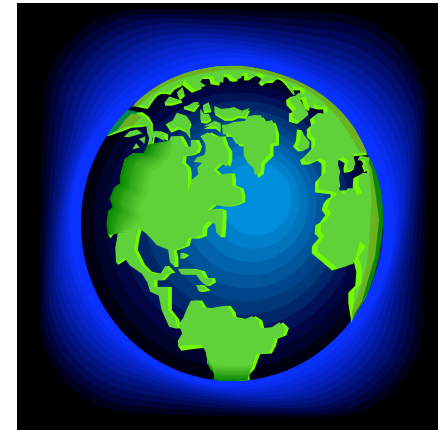# Draft ISO 26000 Standard for Social Responsibility

Burr Stewart
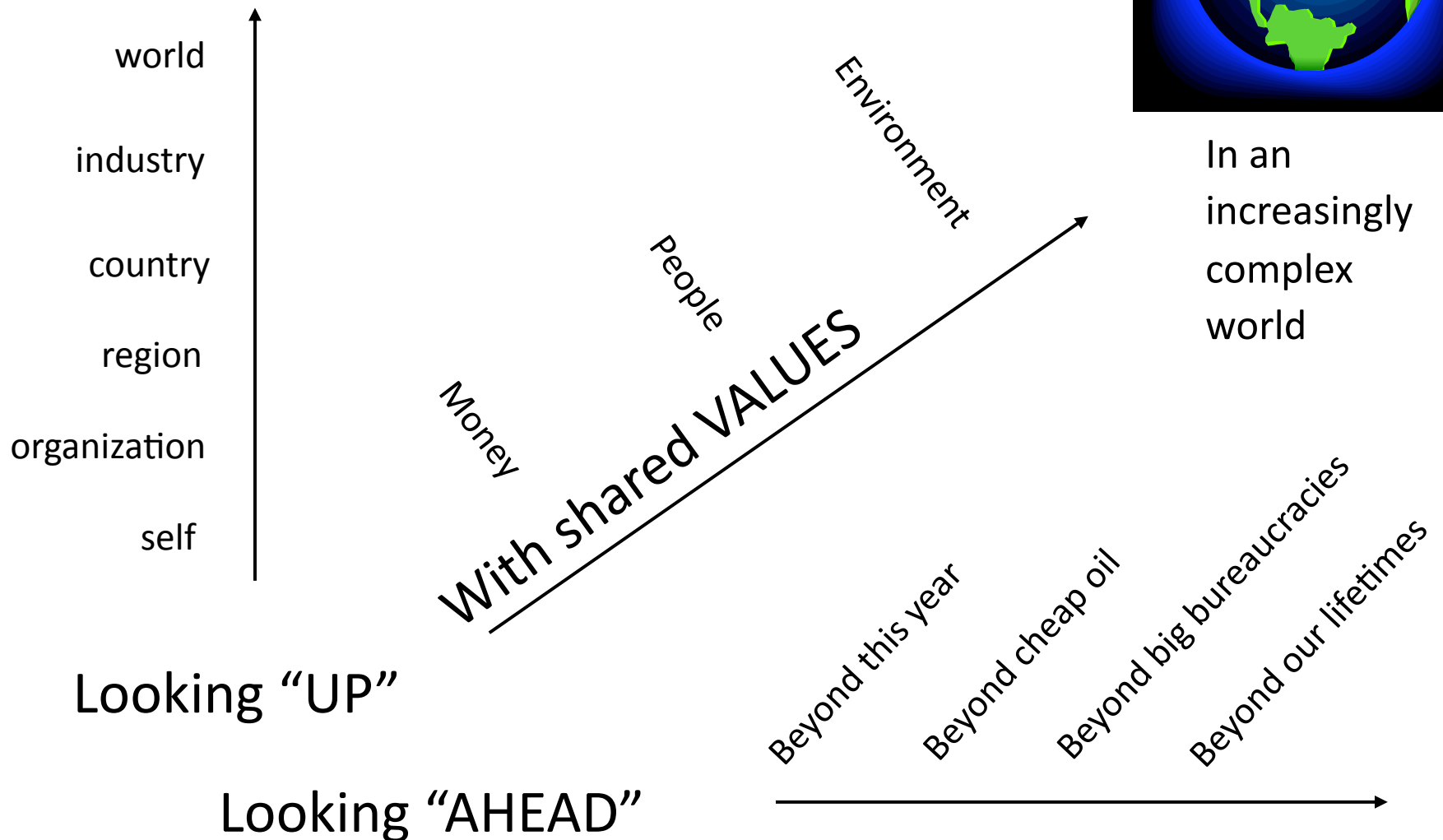
Chair, TRB Aviation Sustainability Subcommittee AV030(1)

January 12, 2010

What is Sustainability?
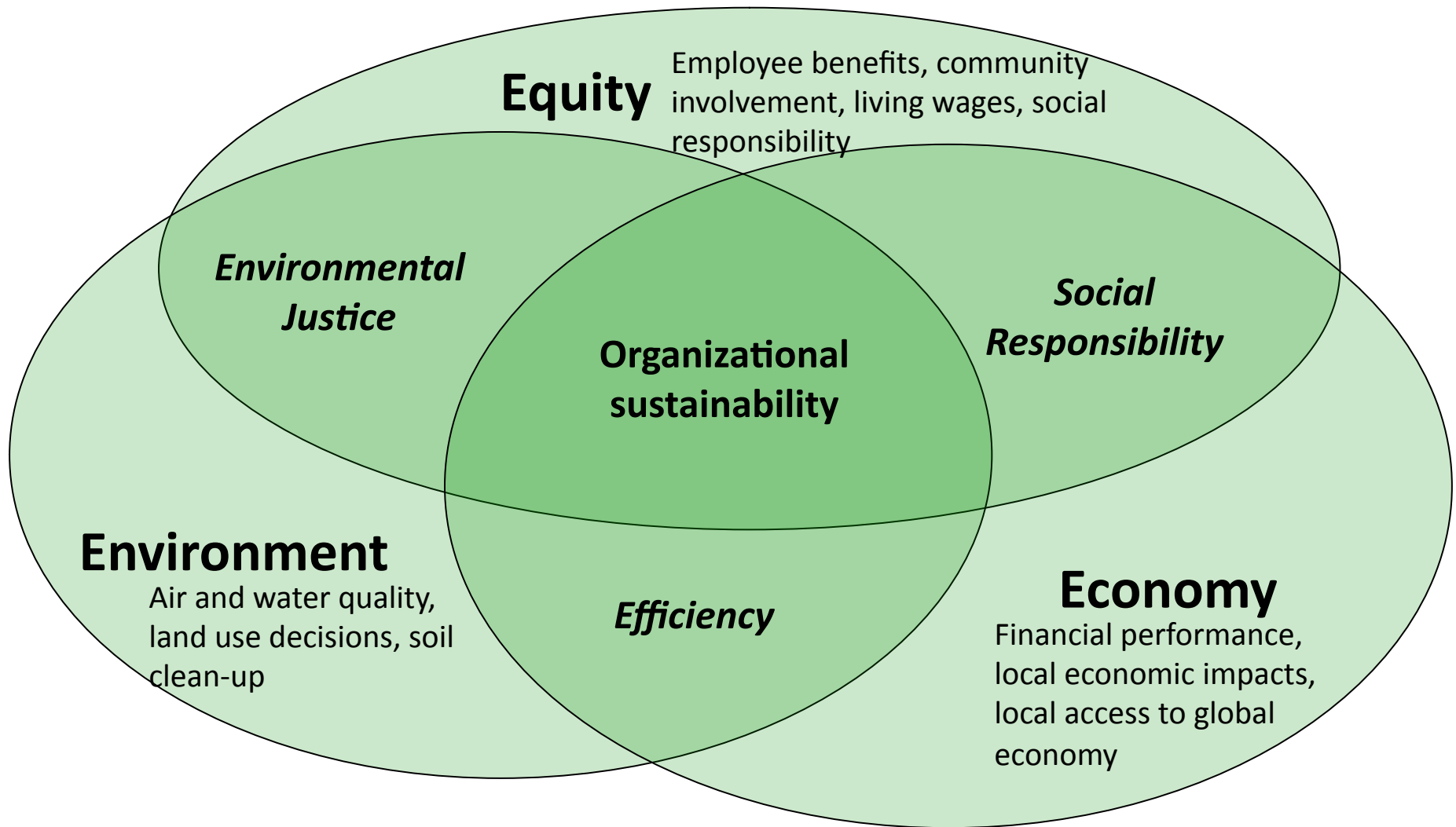
world

industry

country

region

organization

self

Looking "UP"

Money

People

Environment

With shared VALUES

In an increasingly complex world

Beyond this year

Beyond cheap oil

Beyond big bureaucracies

Beyond our lifetimes

Looking "AHEAD"

"Triple Bottom Line" Strategies

Equity — Employee benefits, community involvement, living wages, social responsibility

Environmental Justice

Organizational sustainability

Social Responsibility

Environment — Air and water quality, land use decisions, soil clean-up

Efficiency

Economy — Financial performance, local economic impacts, local access to global economy
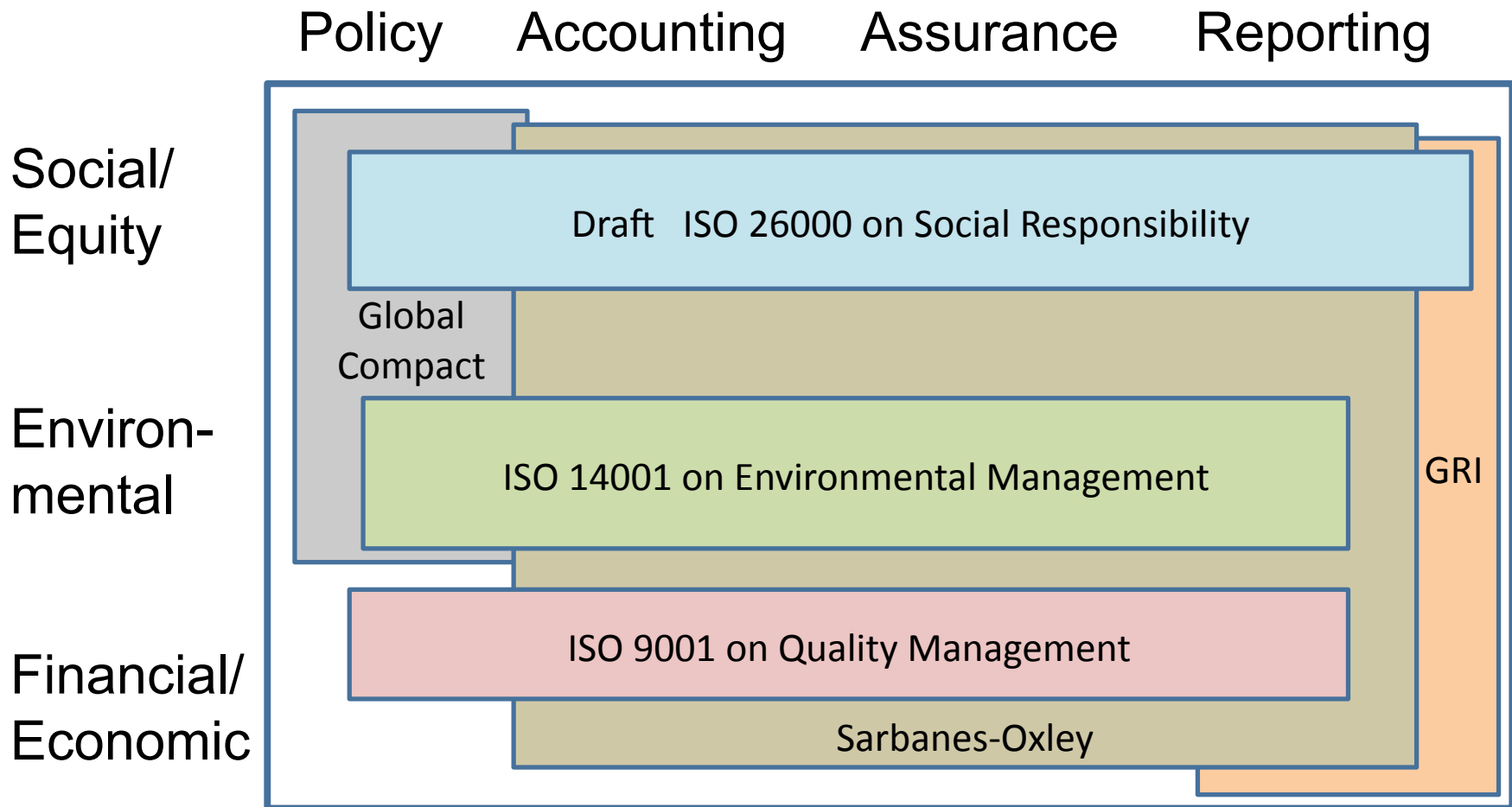
What is ISO 26000?

- A draft global standard for social responsibility which:
  - Provides a comprehensive framework
  - Addresses full range of social and environmental subjects to promote sustainable development
  - Is meant for all types of organizations
  - Is not intended for third-party certification
  - Is intended to spur voluntary initiatives

Who made it?

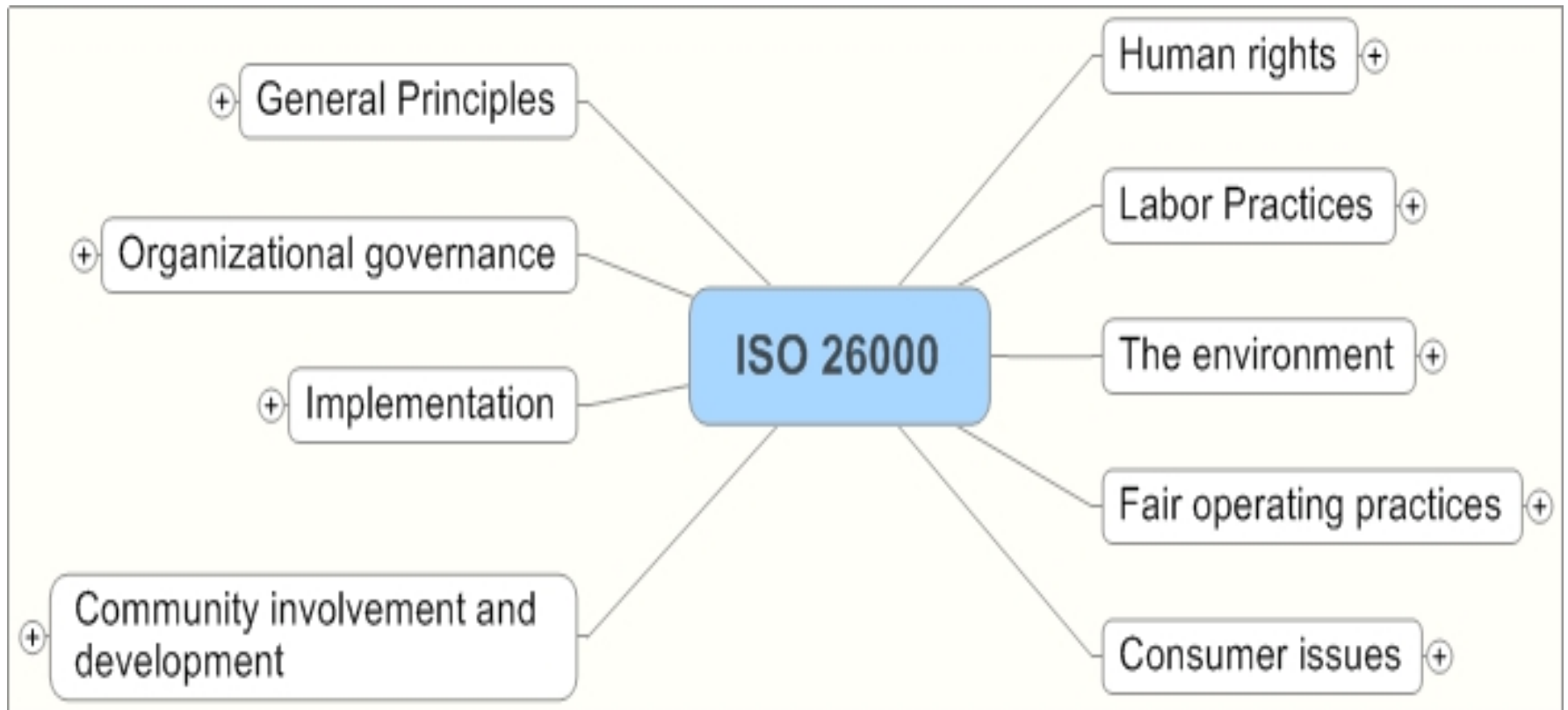- A 6 year multi-stakeholder process with 400+ experts from 80 countries from all sectors of society
- 60 experts from 34 Liaison organizations
- Partnerships between developed and developing countries
- MOU's with ILO, UNGC, and OECD
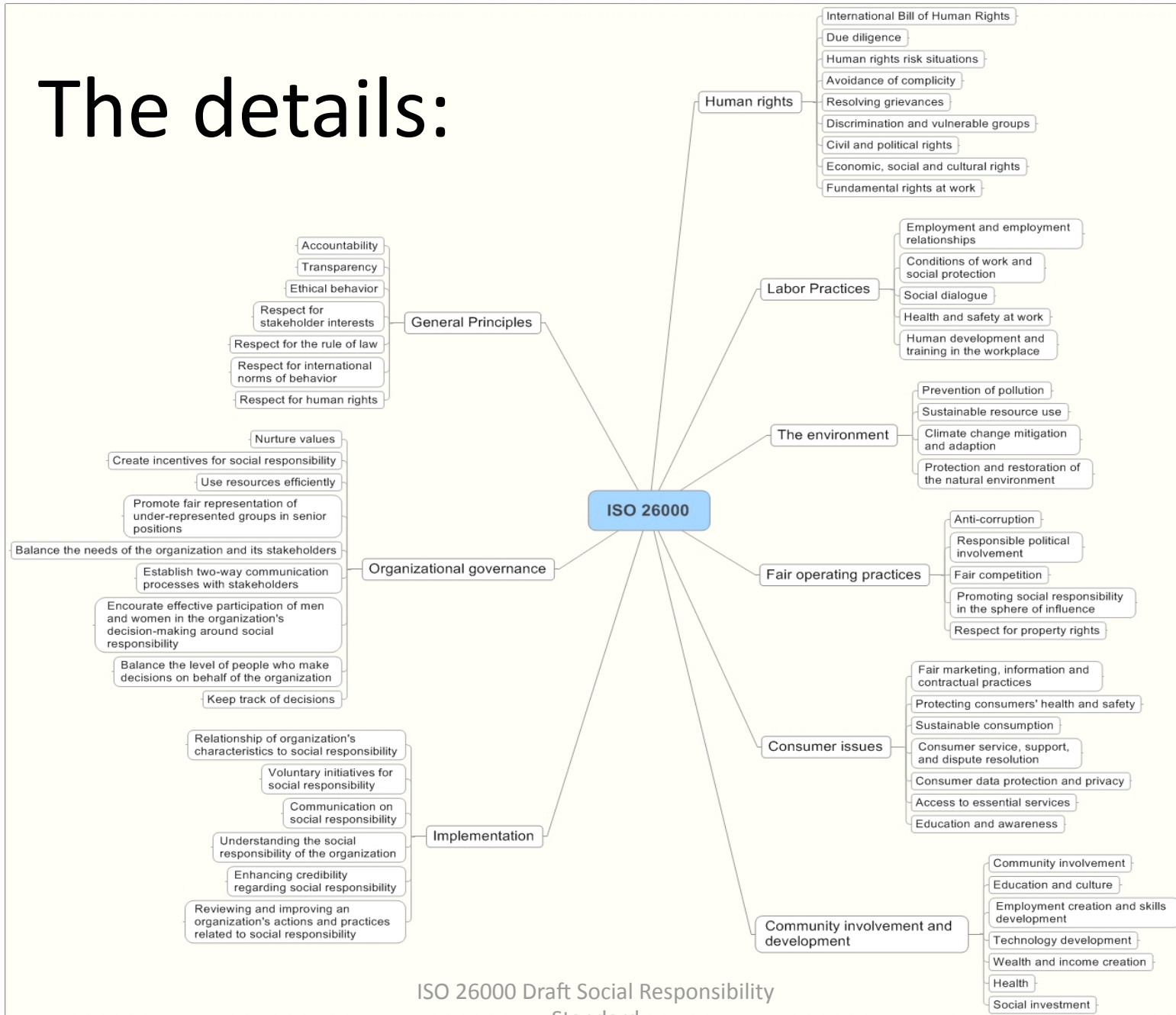- Voting is in process now on the final draft. China, India and USA have voted no.

Context of ISO Standards

ISO 26000 Draft Social Responsibility Standard

6

The big picture:

The details:

ISO 26000

- **Human rights**
  - International Bill of Human Rights
  - Due diligence
  - Human rights risk situations
  - Avoidance of complicity
  - Resolving grievances
  - Discrimination and vulnerable groups
  - Civil and political rights
  - Economic, social and cultural rights
  - Fundamental rights at work

- **Labor Practices**
  - Employment and employment relationships
  - Conditions of work and social protection
  - Social dialogue
  - Health and safety at work
  - Human development and training in the workplace

- **The environment**
  - Prevention of pollution
  - Sustainable resource use
  - Climate change mitigation and adaption
  - Protection and restoration of the natural environment

- **Fair operating practices**
  - Anti-corruption
  - Responsible political involvement
  - Fair competition
  - Promoting social responsibility in the sphere of influence
  - Respect for property rights

- **Consumer issues**
  - Fair marketing, information and contractual practices
  - Protecting consumers' health and safety
  - Sustainable consumption
  - Consumer service, support, and dispute resolution
  - Consumer data protection and privacy
  - Access to essential services
  - Education and awareness

- **Community involvement and development**
  - Community involvement
  - Education and culture
  - Employment creation and skills development
  - Technology development
  - Wealth and income creation
  - Health
  - Social investment

- **General Principles**
  - Accountability
  - Transparency
  - Ethical behavior
  - Respect for stakeholder interests
  - Respect for the rule of law
  - Respect for international norms of behavior
  - Respect for human rights

- **Organizational governance**
  - Nurture values
  - Create incentives for social responsibility
  - Use resources efficiently
  - Promote fair representation of under-represented groups in senior positions
  - Balance the needs of the organization and its stakeholders
  - Establish two-way communication processes with stakeholders
  - Encourate effective participation of men and women in the organization's decision-making around social responsibility
  - Balance the level of people who make decisions on behalf of the organization
  - Keep track of decisions

- **Implementation**
  - Relationship of organization's characteristics to social responsibility
  - Voluntary initiatives for social responsibility
  - Communication on social responsibility
  - Understanding the social responsibility of the organization
  - Enhancing credibility regarding social responsibility
  - Reviewing and improving an organization's actions and practices related to social responsibility

ISO 26000 Draft Social Responsibility Standard

General Principles

- Compliance with the law
- Respect for internationally recognized instruments
- Recognition for stakeholders and their concerns
- Accountability
- Transparency
- Sustainable development
- Ethical conduct
- Precautionary approach
- Respect for fundamental human rights
- Respect for diversity

Organizational governance

- Nurture values
- Create incentives for social responsibility
- Use resources efficiently
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Organizational governance (2)

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Human rights

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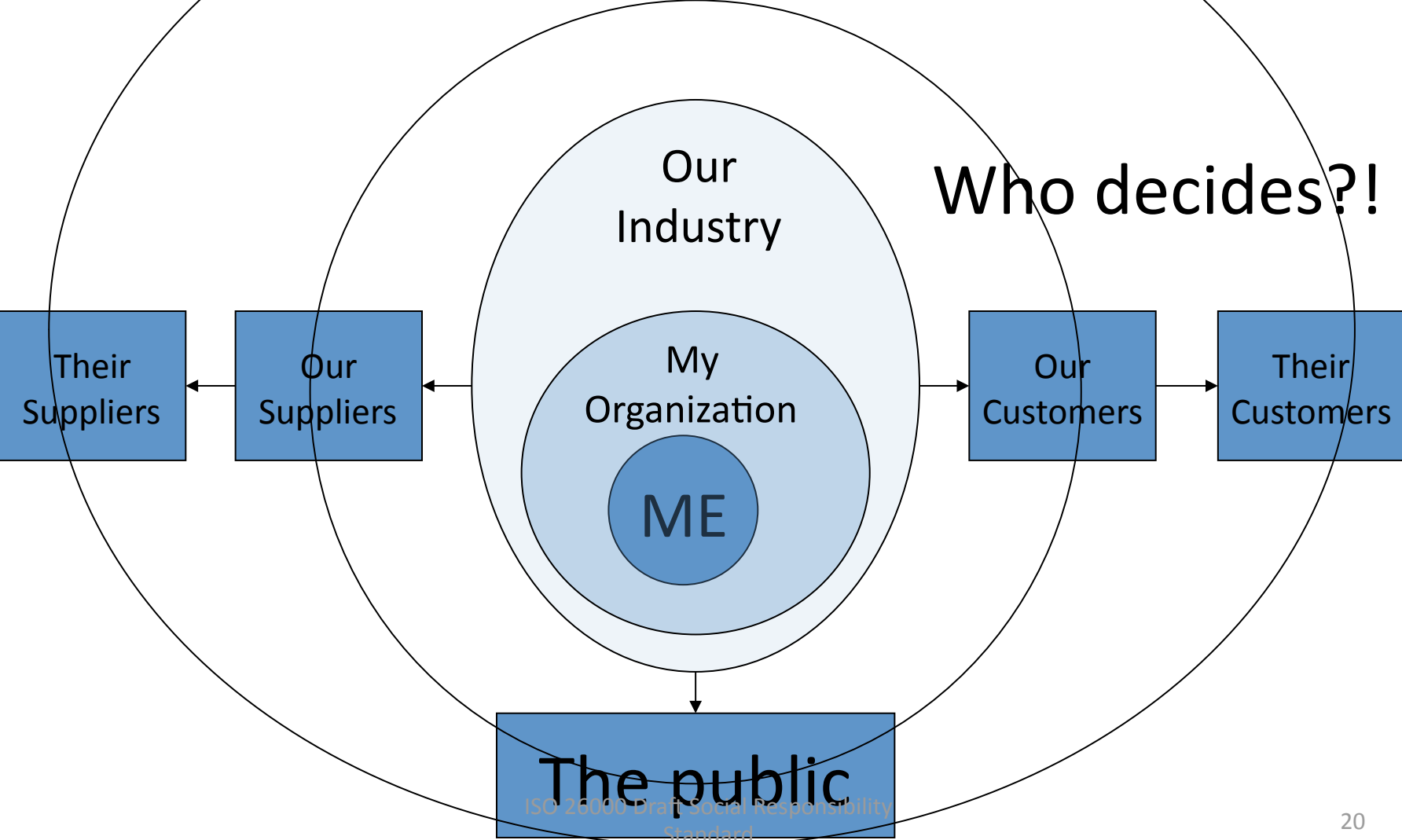- Technology development
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Implementation

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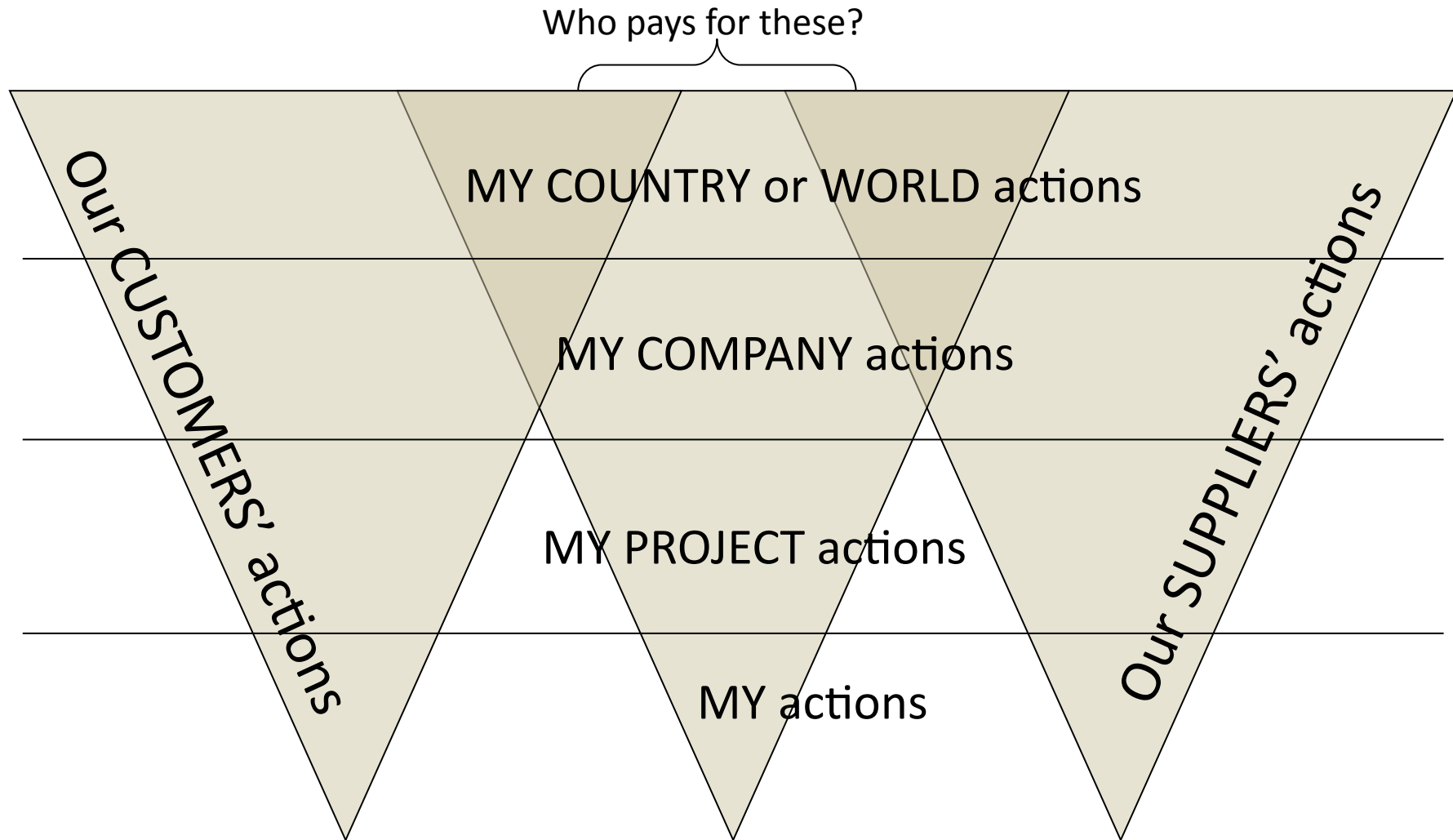
The Forces & Actions Mismatch

Forces

Actions & Actors

Global

National

State

Regional

Local
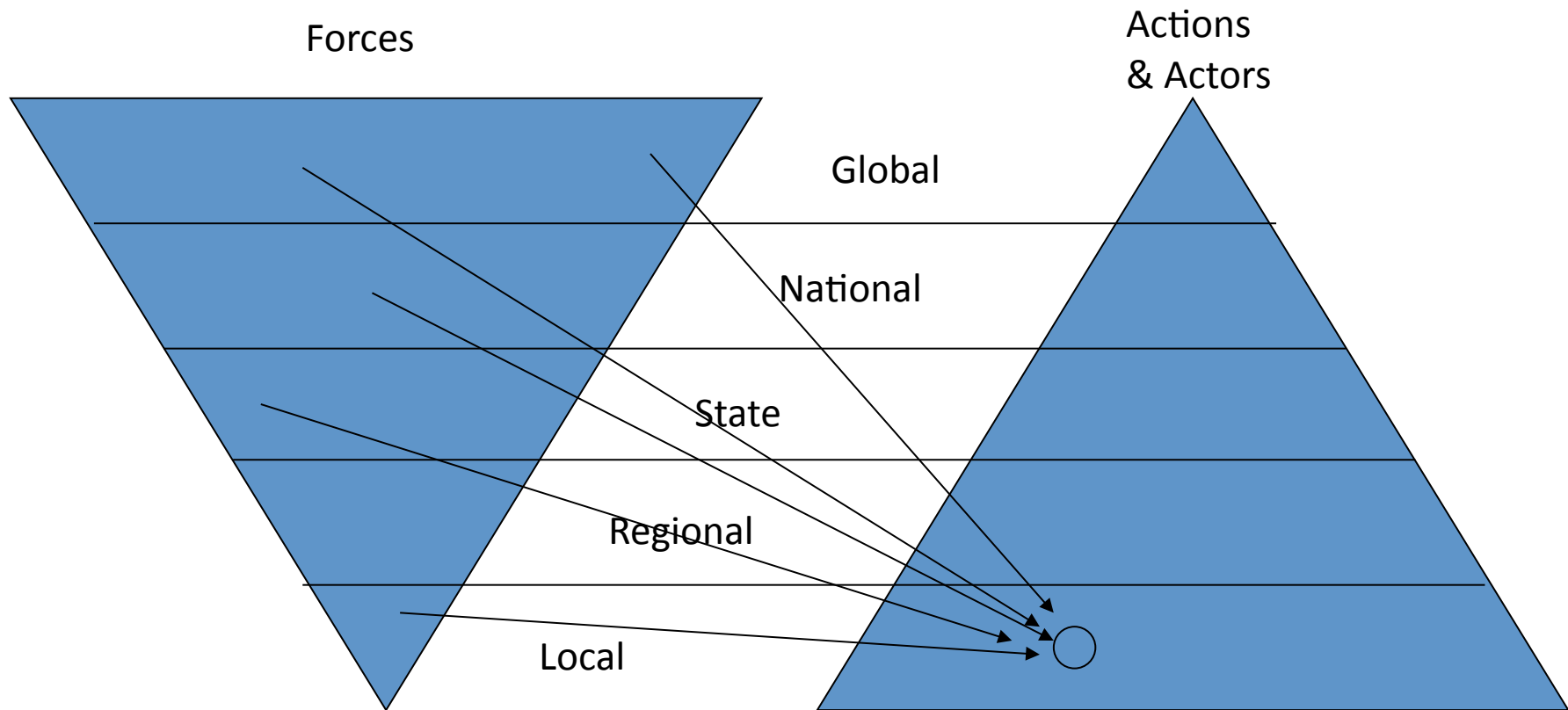
What is my responsibility to partner to achieve sustainability?

Who decides?!

Our Industry

My Organization

ME

Their Suppliers

Our Suppliers

Our Customers

Their Customers

The public

ISO 26000 Draft Social Responsibility Standard

The Challenge of Shared Responsibility

Who pays for these?

Our CUSTOMERS' actions

MY COUNTRY or WORLD actions

MY COMPANY actions

MY PROJECT actions

MY actions

Our SUPPLIERS' actions

Questions about ISO 26000

- Will the "no" votes change the process?
- Will countries use it for certification regulations?
- Will the multi-stakeholder process be used for additional ISO standards, like LCA?
- Will the standard keep up with developments like the "green new deal"?

Ways ISO 26000 could be used

- A branding/marketing tool for organizations
- A political lever for activist groups
- A framework for prioritizing initiatives
- A cost to be internalized in operations
- A framework for consultants to build indicators/indexes and benchmarking tools
- A framework for identifying research needs

Thank you and welcome to the new world!

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