Implementation of ISO 26000 guidance: process of negotiation and content
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ISO26000 : A tool for the implementation of 10 YF on SCP and NSDS through partnership
Sponsored by the Organisation Internationale de la Francophonie (OIF)
Since the 1970s various concepts and new stakeholders have gradually entered the international relations leading to an increased complexity of international governance.
Clarification of the relationships SD SR

Sustainable development
- global planet
- countries local communities

Social responsibility
- business organizations
- individual responsibility
  - citizen/employee/consumer/producer

ISO 26000

Impacted stakeholders
- Human right/ individuals

Other organizations

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Dynamics of participation in the ISO 26000 negotiation

countries

- Pays industrialisés
- Pays en développement

stakeholders

- business
- SSRO
government
- NGO
- consumers
- workers

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Le processus ISO 26000

- 500 experts
- 170 observateurs
- 99 pays

Représentés par 6 catégories : gouvernements, entreprises, syndicats, consommateurs, ONG et consultants ou académiques)

1/3 pays développés
2/3 en développement

- 40 organisations dites en liaison
  - OIT, PNUE, UNCTAD, ONUDI, OMS, OCDE, Commission Européenne, Pacte Mondial, ONG…
  - IEPF pour la francophonie

Groupe d'étude et d'action (taskforce) francophone
Belgique, Burkina Faso, Cameroun, Canada, Québec, Côte d'Ivoire, France, Madagascar, Maroc, Sénégal et la Suisse…

CIRIDD de Saint-Etienne :
plate-forme de travail francophone
www.agora21.org/

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Le statut de l’ISO 26000

- **Titre** : lignes directrices sur la responsabilité sociétale *(Guidance on Social Responsibility)*
- **Désignation** : ISO 26000
- **Acteurs cibles** : applicables par tout type d’organisation
- **Date cible pour la publication** : 3ème trimestre 2010
- **Type de norme** : norme ISO fournissant des lignes directrices, non sujet à certification par tierce partie *(ISO standard providing guidance, not intended for third-party certification)*
certification

- ISO standards that provide requirements or give guidance on **good management practice** are among the best known of ISO's offering. Many, although not all, are modelled on the management system structure of ISO 9001 and ISO 14001. In addition, the management standards are divided into those which can be used for certification, such as ISO 9001 and ISO 14001, and those which are not certifiable, requirements standards, but provide guidance, such as ISO 26000 and ISO 31000.

**ISO 26000 – Social responsibility**

- ISO 26000 gives **guidance on social responsibility**. It does not follow the management system model and **is not a certification standard**. Therefore, any claim by an organization to be certified to ISO 26000 is false and organizations should beware of any offers to certify them to the standard.
- Certification must be based on clearly defined requirements in terms of **management system** (how to do) or **performance** (the result that one must achieve). ISO 26000 does not define requirements, but said what one organization must take into account in determining its own objectives.
Vote of countries on ISO 26000

• P-Members voting: 66 in favour out of 71 = 93 % (requirement ≥ 66.66%) (P-Members having abstained are not counted in this vote.)
• Member bodies voting: 5 negative votes out of 77 = 6 % (requirement ≤ 25%)

Approved

• Positive vote: Argentina; Bahrain; Barbados; Belarus; Belgium; Brazil; Bulgaria; Cameroon; Canada; Chile; China; Colombia; Costa Rica; Côte d'Ivoire; Croatia; Cyprus; Czech Republic; Denmark; Ecuador; Egypt; Finland; France; Ghana; Greece; Indonesia; Ireland; Israel; Italy; Jamaica; Japan; Jordan; Kenya; Korea, Republic of; Kuwait; Lebanon; Lithuania; Malaysia; Malta; Mauritius; Mexico; Mongolia; Morocco; Netherlands; Nigeria; Norway; Oman; Pakistan; Peru; Philippines; Poland; Portugal; Qatar; Romania; Russian Federation; Saint Lucia; Saudi Arabia; Serbia; Singapore; Slovenia; South Africa; Spain; Sri Lanka; Sweden; Switzerland; Syrian Arab Republic; Thailand; Trinidad and Tobago; Tunisia; Ukraine; United Arab Emirates; United Kingdom; Uruguay

• Negative vote: Cuba; India; Luxembourg; Turkey; USA
• Abstention: Algeria; Australia; Austria; Bangladesh; Germany; Hungary; Iceland; Iran, Islamic Republic of; New Zealand; The former Yugoslav Republic of Macedonia; Viet Nam
Définition social responsibility 2.1.18

responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that:

- contributes to sustainable development, including health and the welfare of society;
- takes into account the expectations of stakeholders;
- is in compliance with applicable law and consistent with international norms of behaviour;
- is integrated throughout the organization and practised in its relationships

7 principles of social responsibility

- Accountability
- Transparency
- Ethical behaviour
- Respect for stakeholder interests
- Respect for the rule of law
- Respect for international norms of behaviour
- Respect for human rights

7 core subjects
Schematic overview of ISO 26000

Clause 4
Seven principles of social responsibility
- Accountability
- Transparency
- Ethical behaviour
- Respect for stakeholder interests
- Respect for the rule of law
- Respect for international norms of behaviour
- Respect for human rights

Clause 5
Stakeholder identification and engagement

Clause 6
Organizational governance
- Human rights
- Labour practices
- Environment
- Fair operating practices
- Consumer issues
- Community involvement and development

Clause 7
Voluntary initiatives for social responsibility
Communication on social responsibility

Annex: Examples of voluntary initiatives and tools for social responsibility

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6 Guidance on social responsibility core subjects

1 - Organizational governance.
   Overview, Principles and considerations,
   Decision-making processes and structures

2 - Human rights
   1 Due diligence, 2 Human rights risk situations,
   3 Avoidance of complicity, 4 Resolving grievances, 5 Discrimination and vulnerable groups, 6 Civil and political rights, 7 Economic, social and cultural rights, 8 Fundamental principles and rights at work

3 - Labour practices
   1 Employment and employment relationships, 2 Conditions of work and social protection, 3 Social dialogue, 4 Health and safety at work, 5 Human development and training in the workplace

4 - The environment
   1 Prevention of pollution, 2 Sustainable resource use, 3 Climate change mitigation and adaptation, 4 Protection of the environment and restoration of natural habitats

5 - Fair operating practices
   1 Anti-corruption, 2 Responsible political involvement, 3 Fair competition, 4 Promoting social responsibility in the sphere of influence, 5 Respect for property rights

6 - Consumer issues
   1 Fair marketing, factual and unbiased information and fair contractual practices, 2 Protecting consumers’ health and safety, 3 Sustainable consumption, 4 Consumer service, support, and complaint and dispute resolution, 5 Consumer data protection and privacy, 6 Access to essential services, 7 Education and awareness

7 - Community involvement and development
   1 Community involvement, 2 Education and culture, 3 Employment creation and skills development, 4 Technology development and access, 5 Wealth and income creation, 6 Health, 7 Social investment

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6.7.5 Consumer issue
3: Sustainable consumption

6.7.5.1 Description of the issue

• Sustainable consumption is consumption of products and resources at rates consistent with sustainable development. The concept was promoted by Principle 8 of the Rio Declaration on Environment and Development [119], which states that to achieve sustainable development and a higher quality of life for all people, states should reduce and eliminate unsustainable patterns of production and consumption. The concept of sustainable consumption also encompasses a concern for animal welfare, respecting their physical integrity and avoiding cruelty.

• An organization's role in sustainable consumption arises from the products and services it offers, their life cycle and value chain and the nature of the information it provides to consumers.

• Current rates of consumption are clearly unsustainable, contributing to environmental damage and resource depletion. Consumers play a pivotal role in fostering sustainable development through their purchasing decisions. Organizations should promote the education needed to inform consumers of the impacts of their lifestyle choices on their well-being and on the environment.
6.7.5 Consumer issue
3: Sustainable consumption (2)

6.7.5.2 Related actions and expectations

To contribute to sustainable consumption, an organization, where appropriate, should:

- offer consumers socially and environmentally beneficial products and services considering the full life cycle and reduce adverse impacts on the environment and society by:
  - eliminating, where possible, or minimizing any negative health and environmental impact of products and services, such as noise and waste;
  - designing products and packaging so that they can be easily reused, repaired or recycled and, if possible, offering or suggesting recycling and disposal services;
  - providing consumers with traceable information about the environmental and social factors related to production and delivery of their products or services, including information on resource efficiency where relevant, taking the value chain into account [7][8][9][10];
  - providing consumers with information about products and services, including on performance, country of origin, energy efficiency (where applicable), contents or ingredients (including, where relevant, use of genetically modified organisms), impacts on health, aspects related to animal welfare, safe use, maintenance, storage and disposal of the products and their packaging; and
  - making use of relevant, independent, and robust labelling schemes, for example, eco-labelling, to communicate positive environmental aspects, energy efficiencies, and other socially beneficial characteristics of products and services. [8][9][10]

Normes internationales de comportement : traduction entre deux régimes de légitimité

**ONU**
- Institutions internationales
  - Droit international
    - Accords intergouvernementaux
  - Ratification
- Législation nationales

**ISO**
- Normes élaborées avec les experts et les praticiens
  - Mise en œuvre par le marché
- Lignes directrices élaborée avec les parties prenantes
  - Mise en œuvre par les organisations

**ISO 26000 un pont institutionnel**
- Institutions internationales
  - Droit international
    - Accords intergouvernementaux
- Normes internationales de comportement
international norms of behaviour

• L’ISO 26000 introduces a new notion « international norms of behaviour » SR objectives are not fixed by stakeholder relations but are inspired by international texts.

• § 2.1.10 international norms of behaviour

• expectations of socially responsible organizational behaviour derived from customary international law, generally accepted principles of international law, or intergovernmental agreements that are universally or nearly universally recognized

• NOTE 1 Intergovernmental agreements include treaties and conventions

• NOTE 2 Although these expectations derived from customary international law, generally accepted principles of international law or intergovernmental agreements are directed primarily at states, they express goals and principles to which all organizations can aspire.

• Note 3 : International norms of behaviour evolve over time.
ISO 26000 places institutions as a third party involved between organization and its stakeholders.
Challenge of integration of legal multilateral processes and voluntary standards

Multilateral processes
- Negotiations between the states (consensus)
- Agreements implemented after ratification
- Sovereignty

National legal frameworks

Standardization process ISO
- Negotiation between countries (standardization bodies)
- Process of qualified vote (less than 25% opposition from all countries)
- Marrakech Agreement on Trade Barriers
- Voluntary implementation by the stakeholders (economic)

Conflict of legitimacy
Separation of actors and processes

ISO 26000 is an overcome
- The governance process at 6 makes to formally participate government officials and international organizations
- The main objectives are the international norms of behavior derived from international conventions
- This could be a tool for implementation of international agreements, particularly relevant for sustainable consumption and production and the "green economy"
Opportunity of ISO work for UN entities

- ISO has technical expertise in issues of operationalization
- UN bodies have expertise on issues of substantive norms, international instruments
- Involvement of UN bodies in the ISO process helps to ensure that the resultant ISO standard is acceptable and compatible with the work of intergovernmental bodies

Dr. Kernaghan Webb UN Global Compact expert on ISO 26000

- It has been done
- Now how UN bodies can use the results for implementation of policies and operationalize the intersectoral dimension of sustainable development
International organisations

Upstream in the negotiation
- ILO, UNEP, UNCTAD, UNIDO, WHO, OECD, ...

International organisations

In the text
- 140 international texts
- International norms of behavior

ISO 26000

ISO Norms

Downstream in the implementation
- International organisations

Multinational companies

National normalisation bodies

Initiatives and partnership

Countries:
- Public authorities
- Private sector

Objective of the partnership initiative

Upstream in the negotiation
- 6 stakeholders (industry, government, labour, consumers, non governmental organizations, and service, support, research and others)
- Members of national delegations

ISO

Governance of process
- Formalized negotiation procedures
- Legitimate national network of organizations
Why NSDS and SR coherence?

• NSDS as: “a coordinated, participatory and iterative process of thoughts and action to achieve economic, environmental and social objectives in a balanced and integrated manner at the national and local levels”


• Major processes: sustainable development, climate change, poverty reduction strategies... should integrate SR as a lever for action
  – **Coherence**: minimize adverse policies, avoid decision contrary to the sustainable development objective, identify and mobilize the right institutional level (national, local)
  – **Synergy**: between sectoral policies, between political mechanisms (continuous improvement, indicators...)
  – ISO 26000 give solution for coherence and synergy à all level of organizations
Type 2 public strategies?

- ISO 26000 is based on an holistic vision of social responsibility and can be a help in implementation of cross sector approaches promoted by CSD

National level

- National strategies for sustainable development

Community level

- Local Agenda 21

- Identification of key sustainable issue and common objectives
- Implementation of relevant initiatives in core subjects: partnership, cooperation between various stakeholders, tools and information systems..
- Mobilization, incentives and legal framework promoting SR