



# **ISO 26000:** **A futura norma de** **Responsabilidade** **Social**

**Uma visão atual!**

# Os primeiros passos: parecia óbvio!

WORKSHOP PROGRAMME

**Corporate social responsibility**



concepts and solutions

**10 June 2002**  
Port-of-Spain –Trinidad

Hosted by the  
Trinidad and Tobago – Bureau of Standards



## Corporate social responsibility

Concepts and solutions

**Port-of-Spain, (Trinidad)**  
**June 10, 2002**

Hilton Trinidad and  
Conference Centre,  
Lady Young Road, Trinidad

Many businesses are trying sincerely to tackle the issues of ethical trading. A growing number of companies have recognized the benefits of corporate social responsibility policies and practices. Companies which take these issues seriously not only achieve benefits to society; they can also enhance their reputation and improve their competitiveness. But how can an overall application of codes of conduct be monitored and overseen to ensure the widest adherence possible to their tenets? Do ISO standards offer a possible solution?

# Tínhamos poucos amigos no começo ...

[...] we are concern that despite ISO's good intention, a guidance standard, once in the public domain, could be applied as the basis for claims.

(Social Accountability in 17 Jun. 2004)



With great concern I as member of ISO Council have noticed that the way of handling the general ISO rules and the specific conditions for the work of the WG given by TMB was dissatisfying and has led to unproductive, time-wasting and frustrating discussions at the Salvador meeting, e. g. there was no exact guidance on which participants had a right to vote. It was reported to me that in several voting no differentiation was made between the nominated experts, the representatives of liaison organizations and observers.

(DIN General Manager)



# Entendendo o problema da ISO



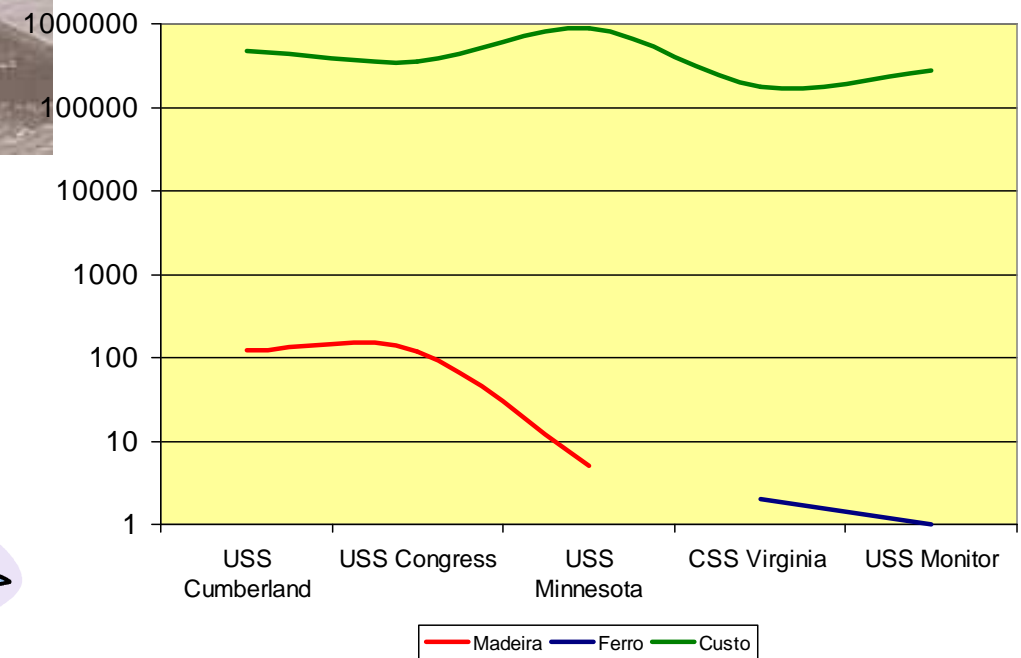
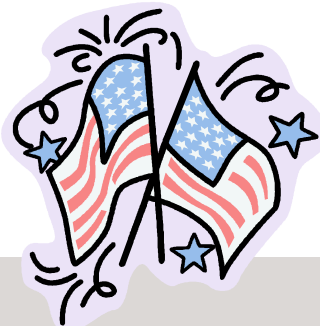
O fim dos barcos de madeira:  
a batalha de  
Hampton Roads

“Meus caros, aí vem o grande bicho-papão sulino, construído para nos assustar. Assumam seus postos, e lhes garanto que bastará uma boa salva de tiros de nossa galante fragata para conquistá-lo!”

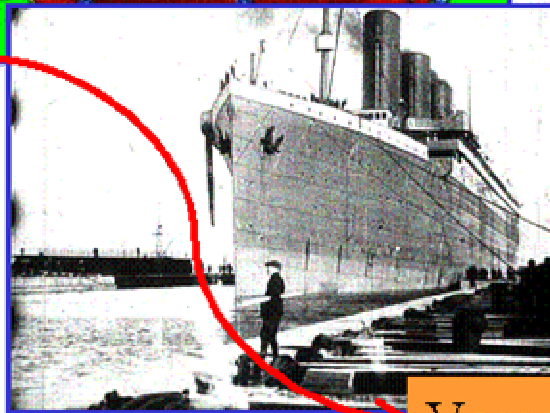
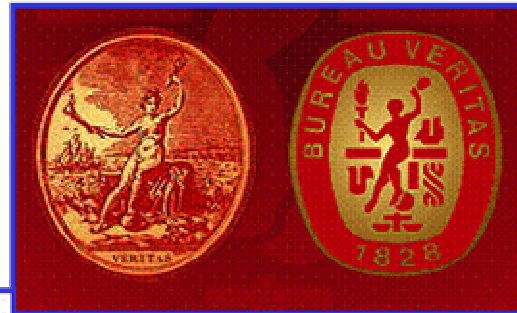
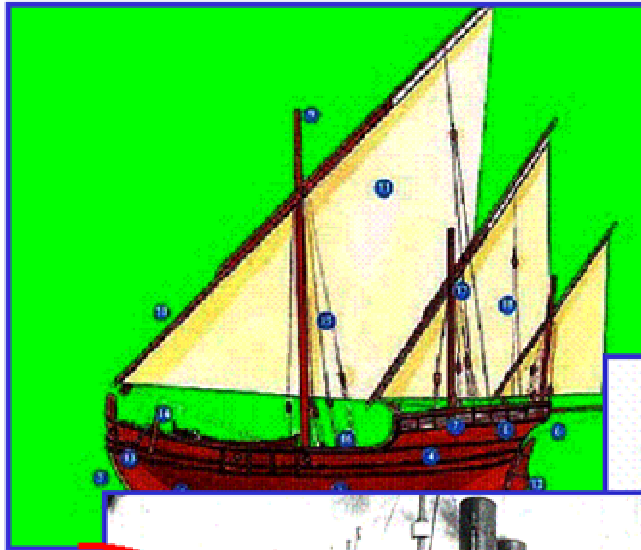
Com. Joseph Smith do USS Cumberland

- 8 a 9 março de 1862
- o poderio de fogo do encouraçado CSS Virginia

Nos Estados Unidos



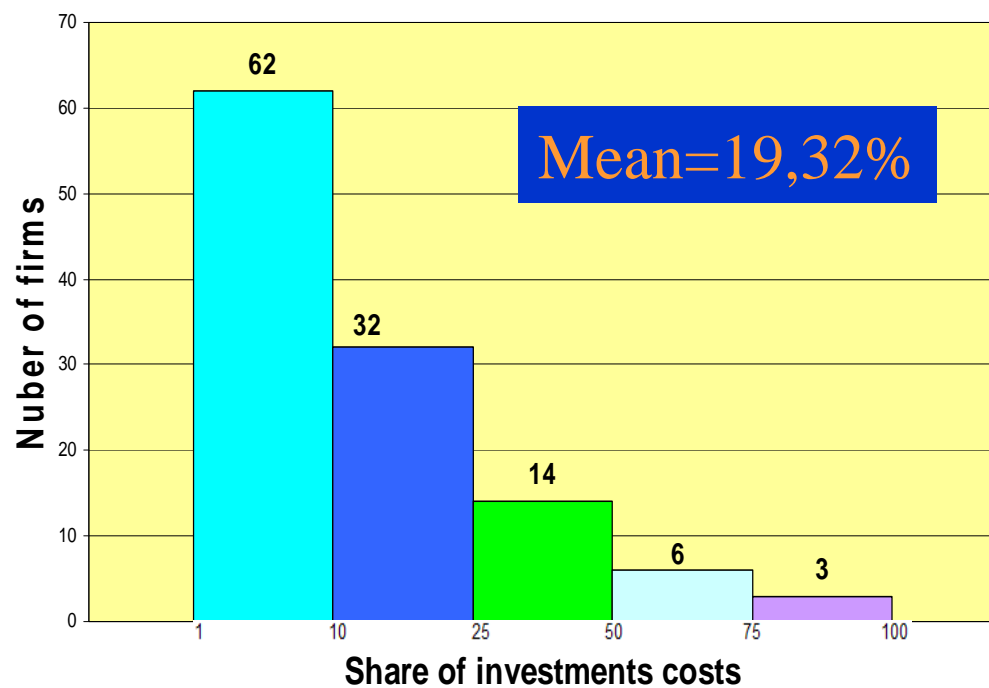
# O debate continua com navios ...



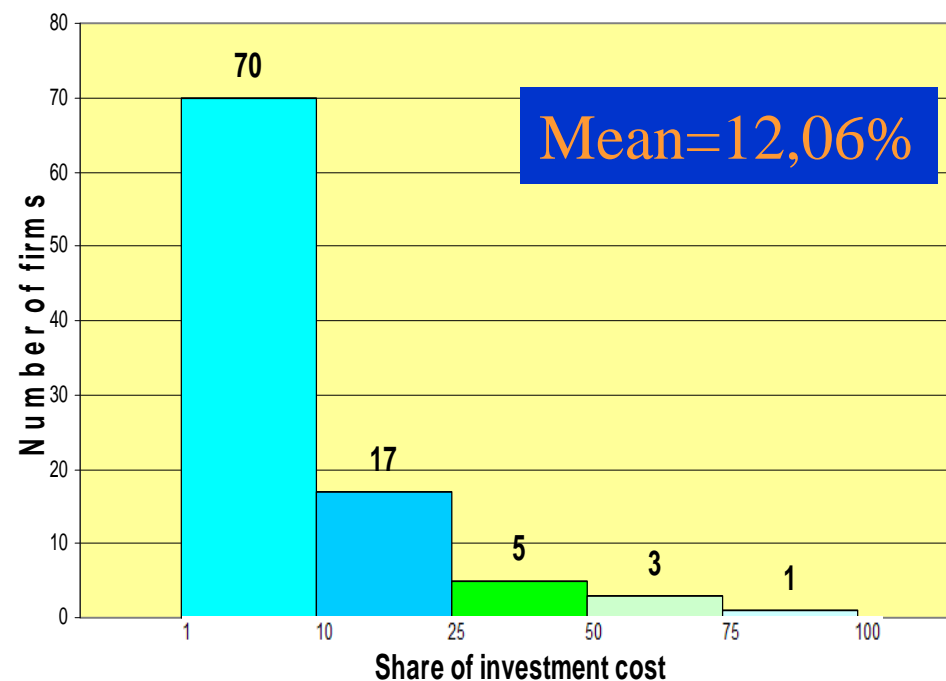
Vassels manufacturing moves from wood to iron  
The insurance companies start the issue of certification!

# Qual o custo de adequação às normas ISO ?

## Additional Plant or Equipment



## One-time Product Redesing



# E a culpa é nossa ....

The ISO Committee on Developing Countries (ISO/DEVCO) was Established in 1961. Regarding the developoment in the field of the Social Responsibility the objetives are to recommend measures to assist them in defining their needs and requirements without any damage on the fair trade. The standard shall be seen as an threat.

(US delegate during Stockholm preconference)

What is the need? Does the need exist at a local, national, regional or global level? Does the need apply to developing countries? Does it apply to developed countries? What is the added value of having an ISO document (for example facilitating communication between organizations in different countries)?

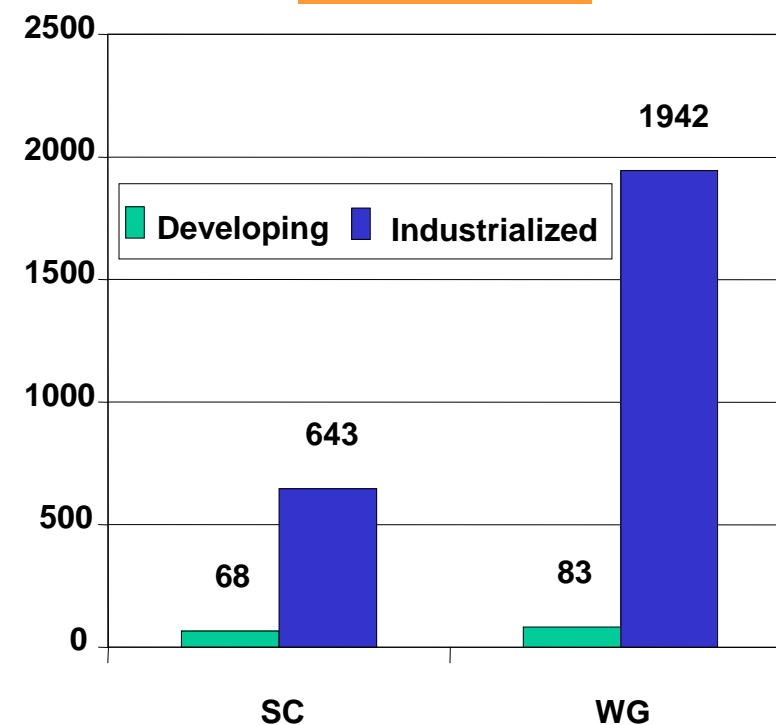
US offical position before Stockholm



# Quem paga a conta ?

		2004	2003	2002
		kCHF	kCHF	kCHF
REVENUE	Membership subscriptions	19'052	18'639	18'540
	Sales of publications	3'190	3'251	3'566
	Royalties on copyright	5'640	4'781	4'875
	Contributions for Developing Countries	337	0	0
	Other services and financial income	931	704	836
TOTAL REVENUE		29'150	27'375	27'817
EXPENDITURE	Salaries and social charges	21'646	21'449	21'507
	Other operating expenses	5'299	5'561	6'976
	Amortization	883	954	1'127
TOTAL EXPENDITURE		27'828	27'964	29'610

## Liderança



Os países em desenvolvimento pagam 50% das despesas.

# Os fatos

# Um caso curioso: Papel e Celulose!

...contrary to the King,  
his crown and dignity,  
thou hast built a paper mill.

**William Shakespeare, 1564 – 1616**

Henry VI, Part 2, 4.7

# [...] e a famosa marca feminina.

VICTORIA'S SECRET



O papel foi produzido no Canadá!

# Quem pagou o pato?

Por que nós?

**Canada, Brazil of the North**



## Meant as an insult back then

### Big US Paper Buyers Taking Action

Environmental Paper Assessment Tool (EPAT)

#### Committed Brands

Bank of America  
Fedex-Kinkos  
Hewlett-Packard  
J.C. Penny  
LL Bean  
McDonald's  
Nike  
Office Depot  
Staples  
Starbucks  
Time Inc.  
Toyota

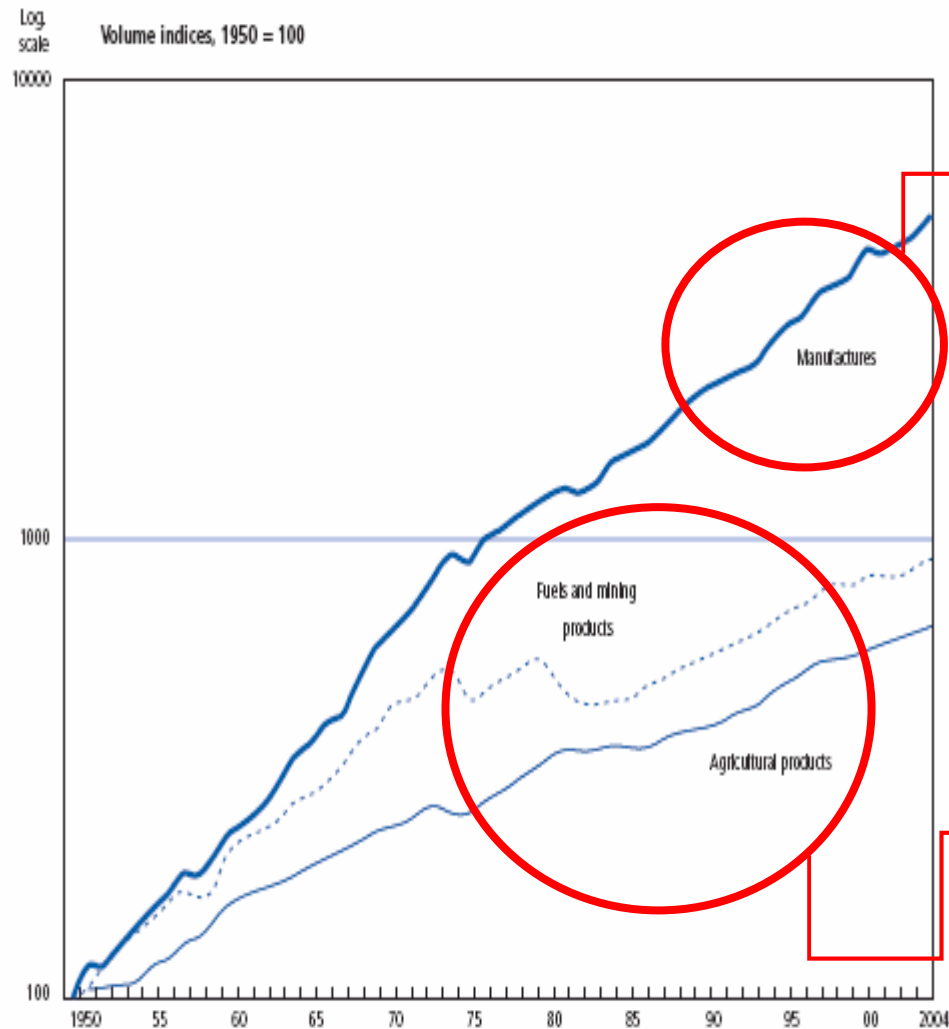
#### Identifies qualified paper suppliers

- Life-cycle impact scoring system
- 2 years in the making
- Based on the EPDS<sup>1</sup> concept
- 20 environmental parameters
- Web-based software
- EPAT.org viewing Nov 11, 05
- Live online April 1, 2006
- Annual subscription fee

1) Environmental Profile Data Sheet



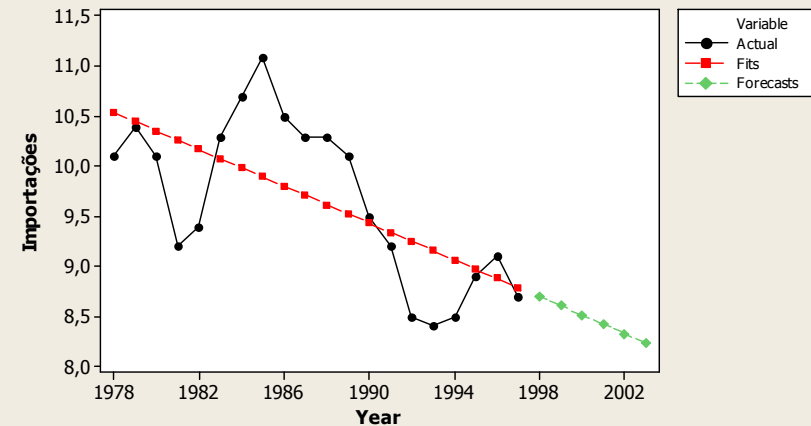
# Que produtos os países exportam ?



**Índice toxicidade América Latina - Importação**

Linear Trend Model

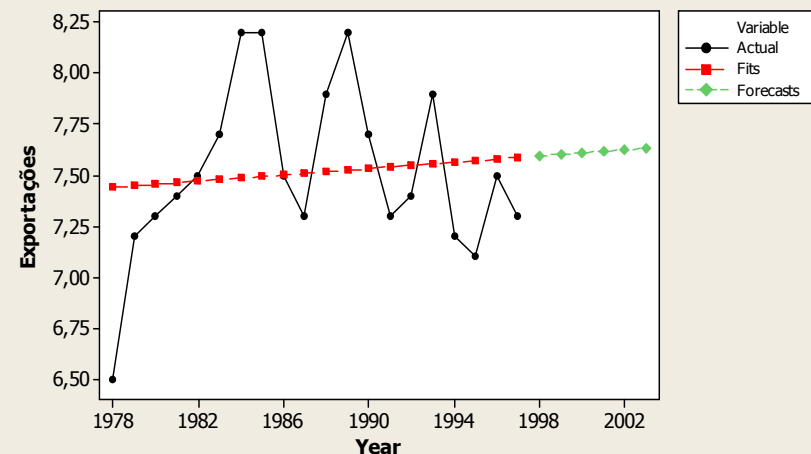
$$Y_t = 10,6337 - 0,0922556 * t$$



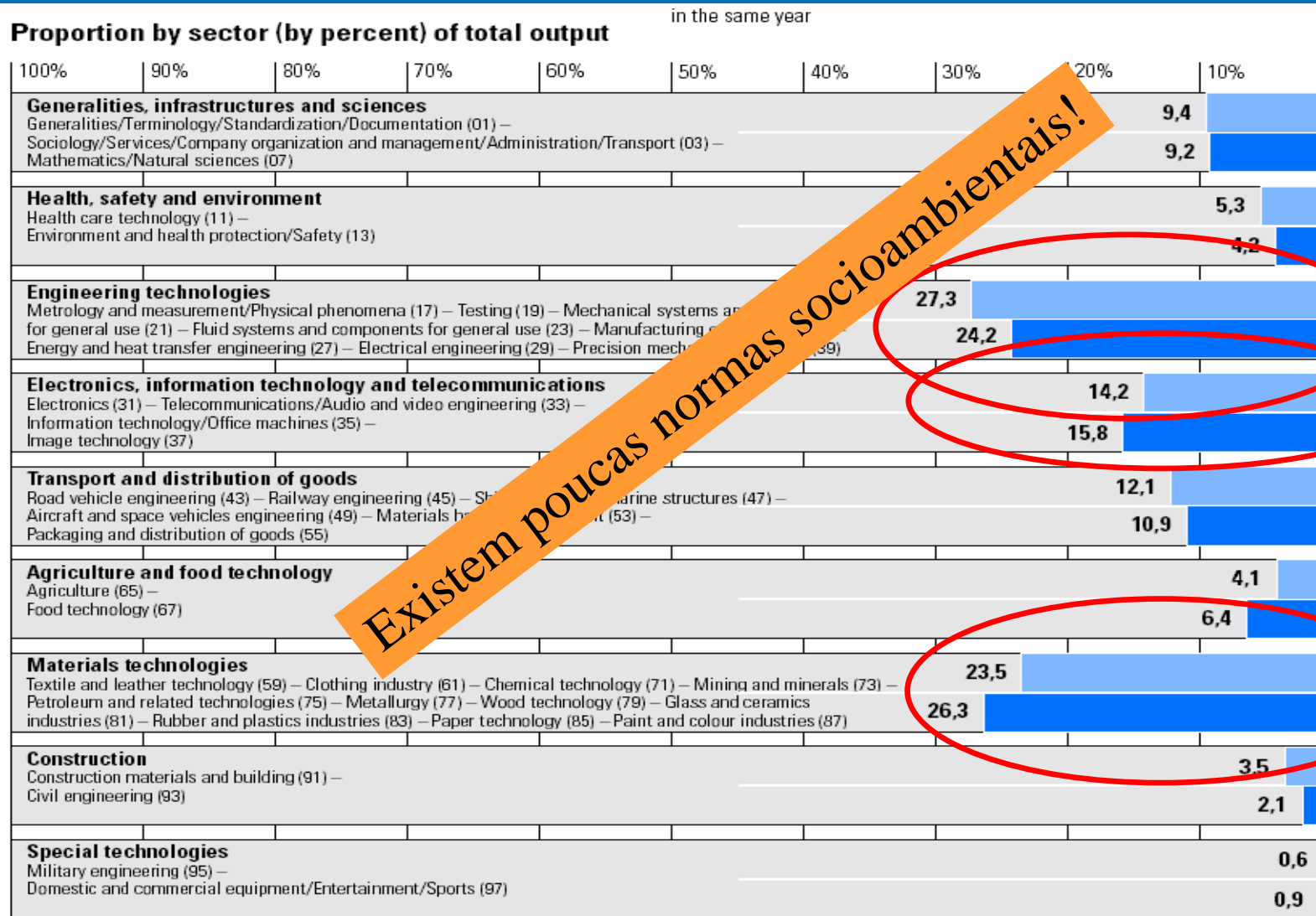
**Índice toxicidade América Latina - Exportações**

Linear Trend Model

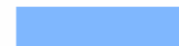
$$Y_t = 7,43368 + 0,00774436 * t$$



# Um paradoxo !



Note – Figures in brackets correspond to ICS fields.



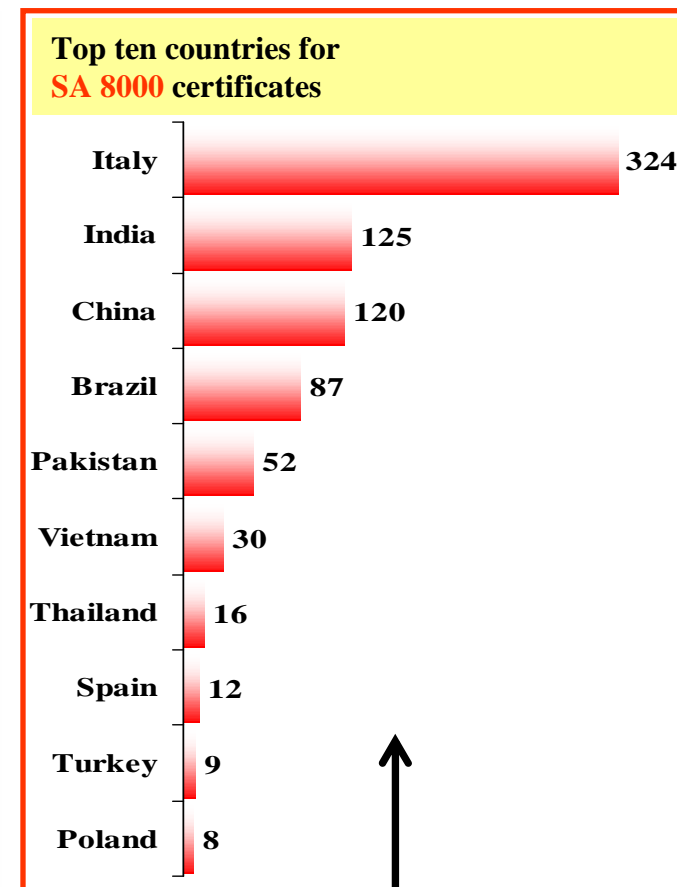
DIS/FDIS



International Standards

3

# Quem usa as certificações?



Algum país rico aqui ?



# Uma pesquisa interessante

## 1 Evaluation of market relevance of the proposal

*(P-members intending to vote 'We abstain' should not respond to this question)*

*It is recommended that this evaluation be carried out by a reasonably large number of stakeholders and the average of the various points given be subsequently reflected on the voting forms.)*

		low			high	
		1	2	3	4	5
1.1	What is the potential of this project to contribute to international trade and production?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1.2	What is the potential of this project to contribute to economic efficiency, health, safety, or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1.3	How great is the need to harmonize national approaches in this subject area that may serve as barriers to international trade?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
1.4	What is the feasibility of achieving consensus on International Standard(s) in this subject area by the proposed target dates?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.5	What priority should be assigned to the development of International Standard(s) in this subject area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

(Comments, including proposals for modification of the scope, may be annexed)

**Total points** 22

## 2 Justification of proposal

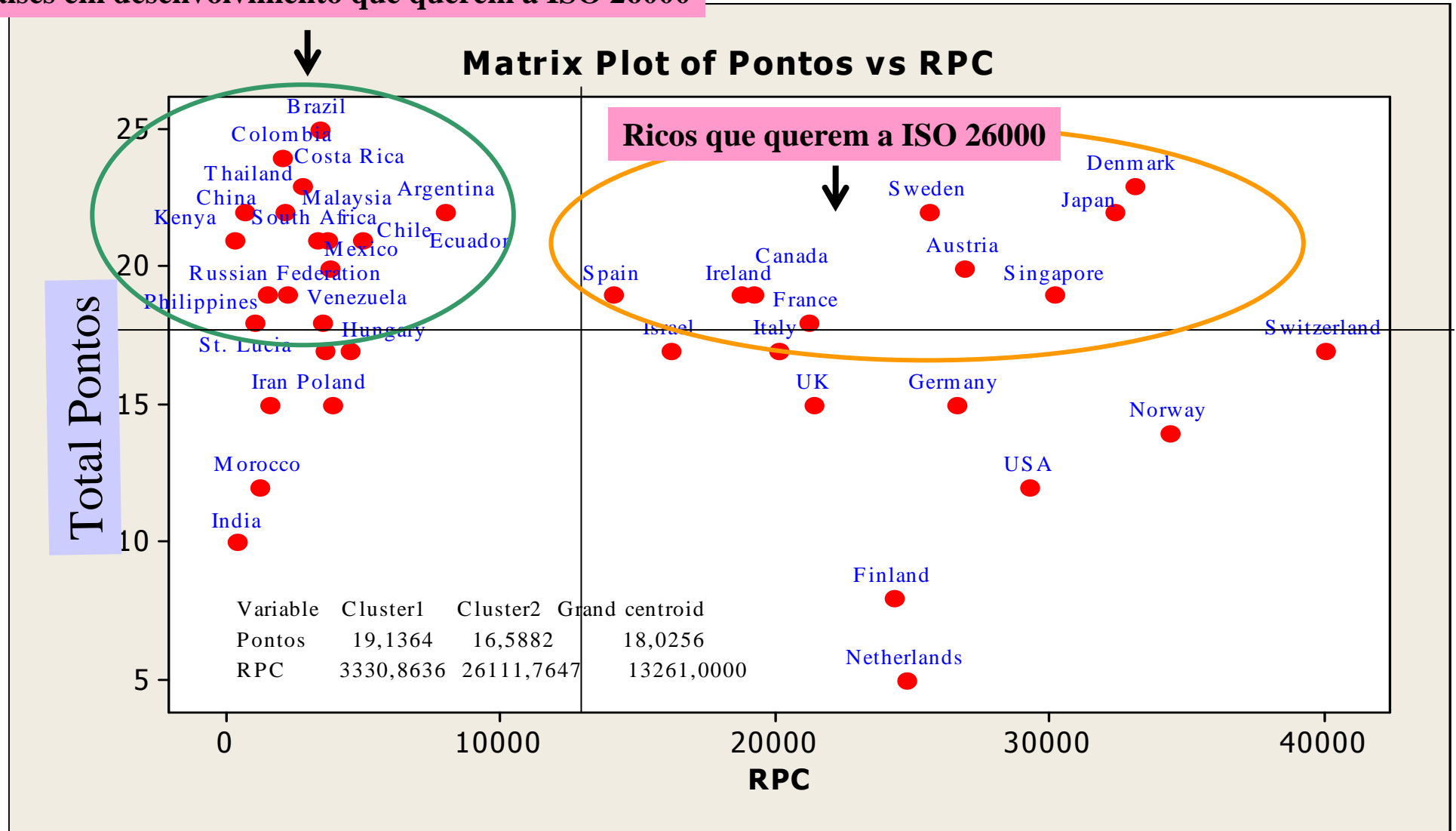
*(P-members intending to vote 'We abstain' should not respond to this question)*

Do you agree, as the voting member body, that the requirements in the ISO/IEC Directives, Annex C, 2001 on the *Justification of proposals for the establishment of standards* have been met by this proposal?

☒ Yes ☐ No

# Análise de Cluster

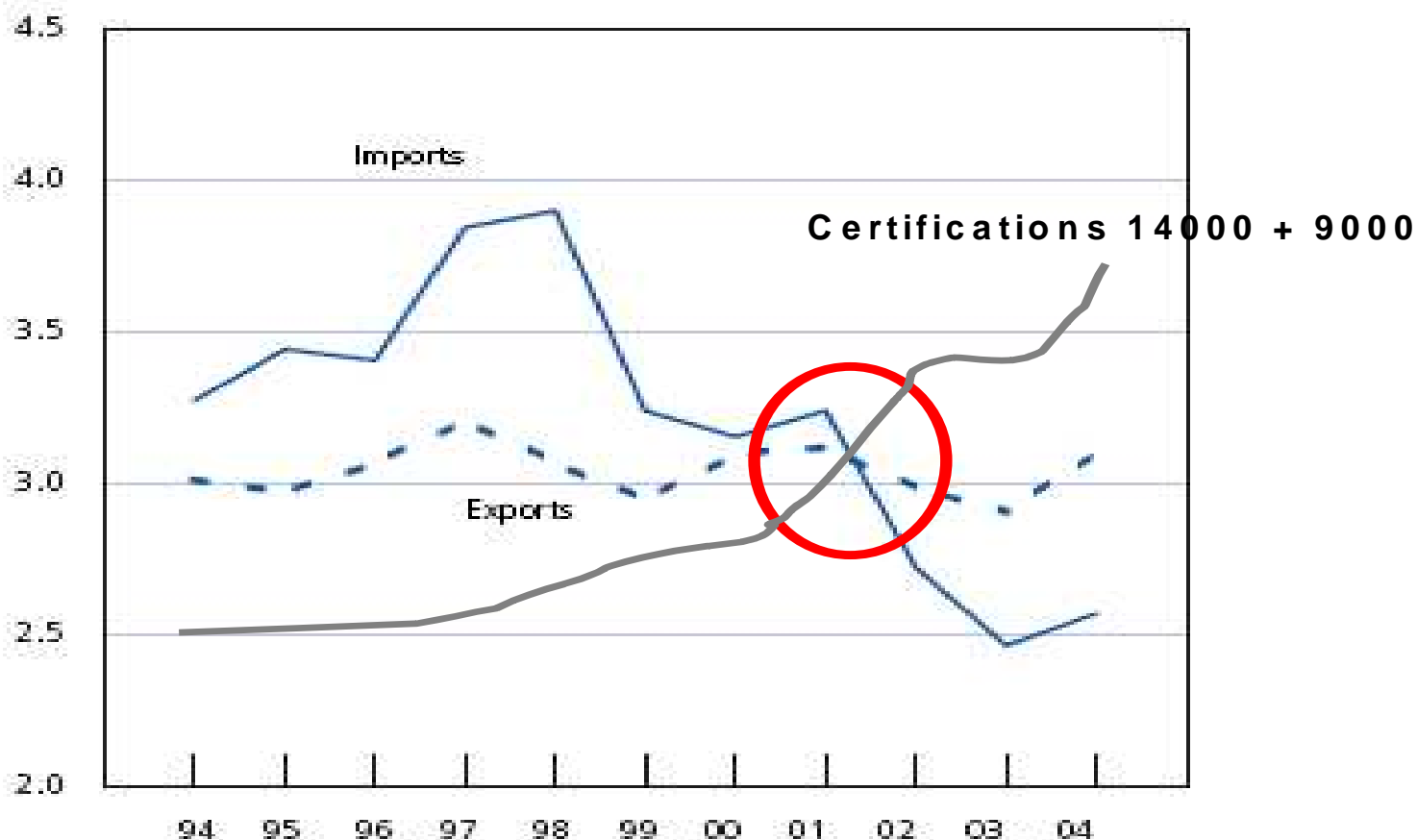
Países em desenvolvimento que querem a ISO 26000



# A legitimidade das exportações latinas

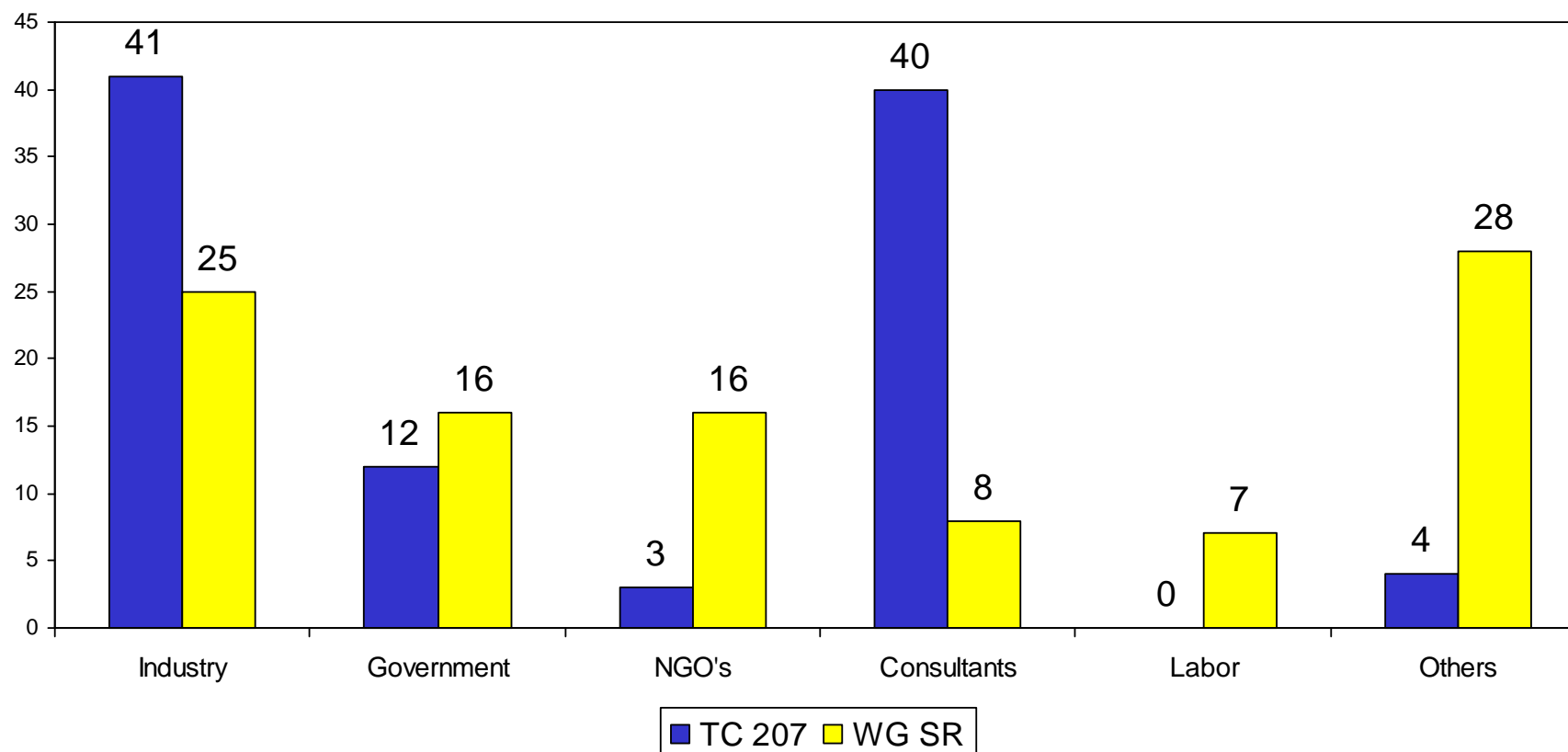
Share of South and Central America in world merchandise trade, 1994-04

(Percentage based on value data)



# Uma oportunidade única

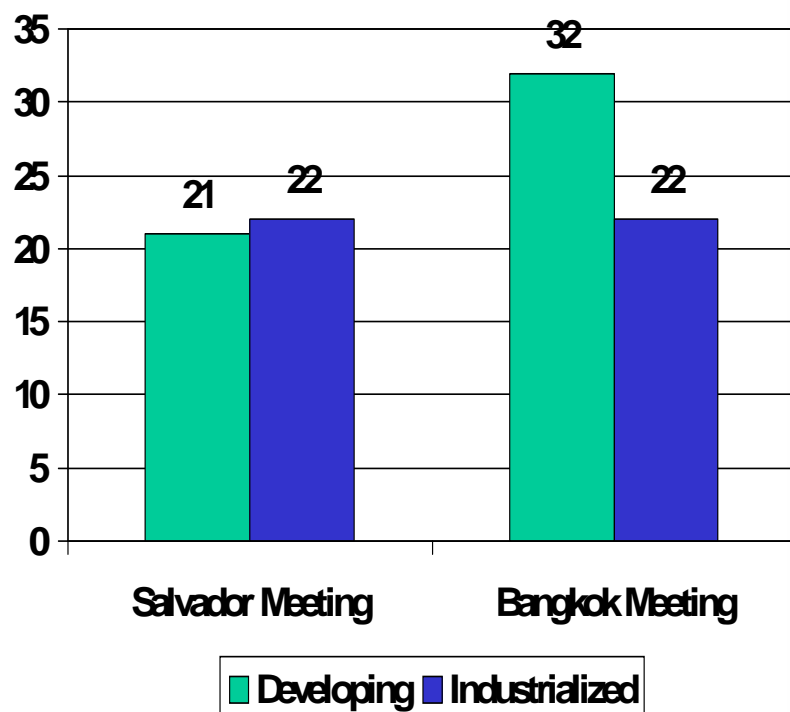
# Quem participa das reuniões da ISO?



# Que outra organização pode convergir tantos países em torno da RS.

Participating Member bodies

Argentina (IRAM)	Mexico (DGN)
Australia (SA)	Morocco/Maroc (SNIMA)
Austria (ON)	Netherlands (NEN)
Belgium (IBN)	New Zealand (SNZ)
Brazil (ABNT)	Norway (SN)
Canada (SCC)	Nigeria (SON)
Chile (INN)	Panama (COPANIT)
China (SAC)	Poland (PKN)
Colombia (ICONTEC)	Portugal (IPQ)
Costa Rica (INTECO)	Russian Federation (GOST R)
Denmark (DS)	Senegal (ASN)
Finland (SFS)	Saint Lucia (SLBS)
France (AFNOR)	Singapore (SPRING SG)
Germany (DIN)	South Africa (SABS)
India (BIS)	Spain (AENOR)
Iran (ISIRI)	Sweden (SIS)
Ireland (NSAI)	Switzerland (SNV)
Israel (SII)	Thailand (TISI)
Italy (UNI)	Turkey (TSE)
Jamaica (JBS)	United Kingdom (BSI)
Japan (JISC)	Uruguay (UNIT)
Korea republic of (KATS)	USA (ANSI)
Kenya (KEBS)	Venezuela (FONDONORMA)
Malaysia (DSM)	Zimbabwe (SAZ)
Mauritius (MSB)	



# E tantos stakeholders.

## Participating Liaison organizations

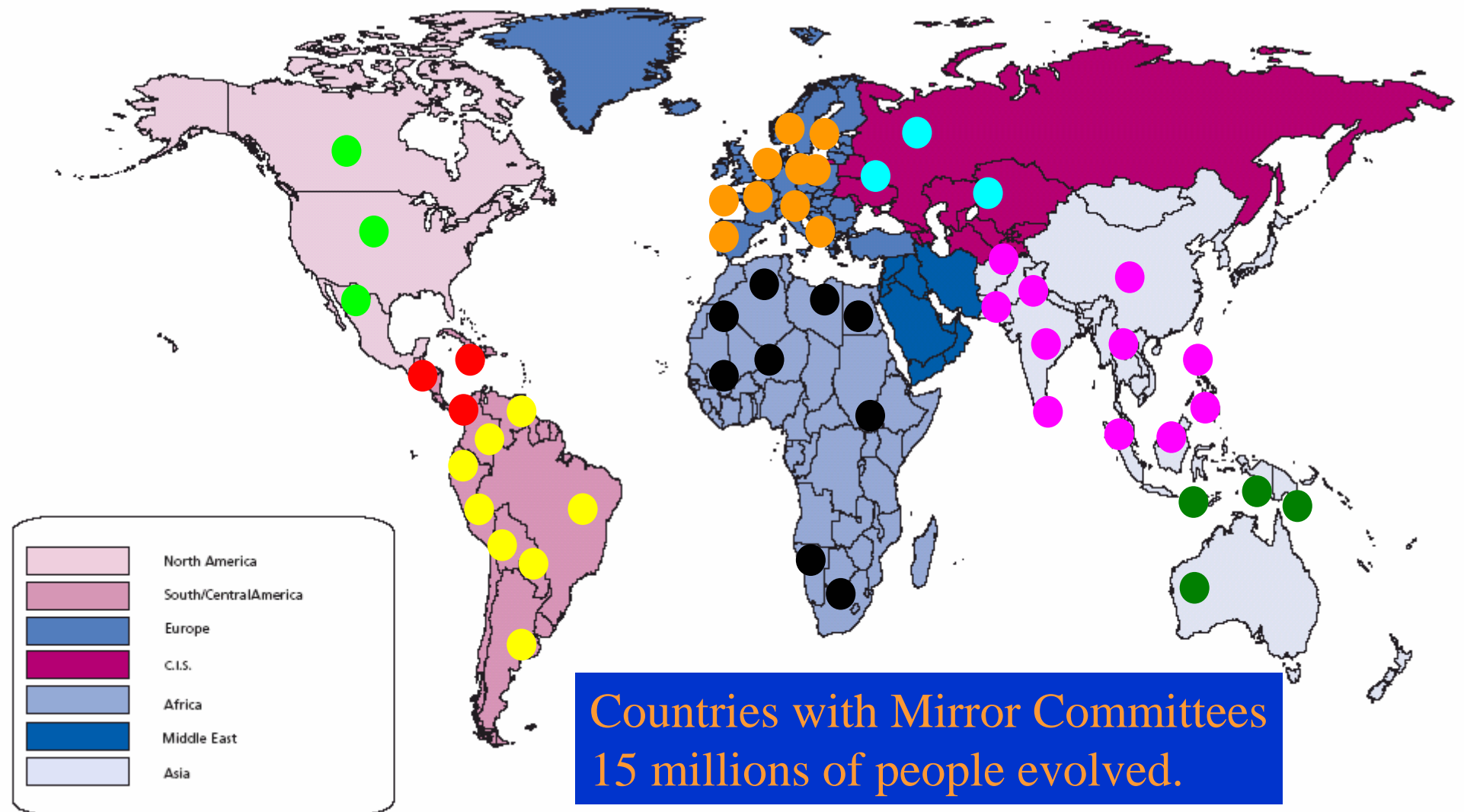
AICC (African Institute of Corporate Citizenship)
CCSR (Centre for Corporate Social Responsibility)
CI (Consumers International)



EC (European Commission)
ECOLOGIA (Ecologists Linked for Organizing Grassroots Initiatives and Action)
EIRIS Foundation & Ethical Investment Research Services (EIRIS) Ltd
Ethos Institute
Forum Empresa
GRI (Global Reporting Initiative)
ICC (International Chamber of Commerce)
ICFTU (International Confederation of Free Trade Unions)
ICMM (International Council of Mining and Metals)
IFAN (International Federation of Standards Users)
IIED (International Institute for Environmental 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)
OECD (Organisation for Economic Cooperation and Development)
OGP (International Association of Oil and Gas Producers)
Red Puentes
SAI (Social Accountability International)
Transparency International
UNSD (United Nation Division for Sustainable Development)
UNCTAD (United Nations Conference on Trade and Development)
UN Global Compact
UNIDO (United Nations Industrial Development Organization)
WBCSD (World Business Council on Sustainable Development)
WHO (World Health Organization)

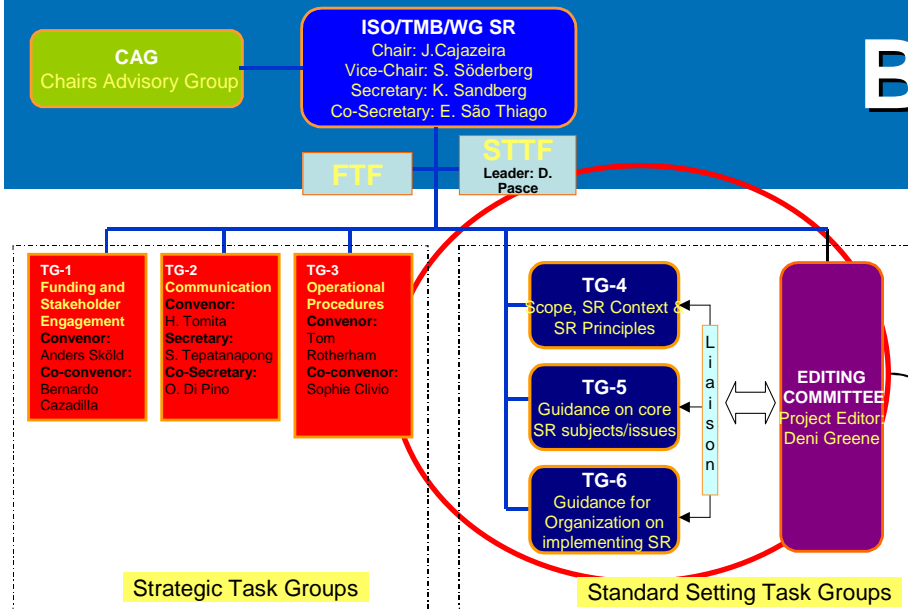


# Capilaridade





# Balanço



4	Convenor	Jonathon Hanks	M	Service, support, research and others (Academia)	South Africa	Developing
	Co-convenor	Ken-ichi Kumagai	M	Labour	Japan	Developed
	Secretary	Reiner Hager	M	Service, support, research and others (NSB – DIN)	Germany	Developed
	Co-secretary	Liz Ijoma	F	Industry	Nigeria	Developing
5	Convenor	Pierre Mazeau	M	Industry	France	Developed
	Co-convenor	Nisserine El Graoui	F	Government (NSB – SNIMA)	Morocco	Developing
	Secretary	Emilie Brun	F	Service, support, research and others (NSB – AFNOR)	France	Developed
6	Convenor	Martin Neureiter	M	Industry	Austria	Developed
	Co-convenor	Koneru Vijaya Lakshmi	F	NGO	India	Developing
	Secretary	Luisa Diaz	F	Industry	Costa Rica	Developing

# A ISO pode ajudar?



SA 8000

Ethos

Quality Awards

AA 1000

Agenda 21

Metas do Milênio

Projeto Sigma

GRI

Normas ISO

Pacto Global

The Natural Step

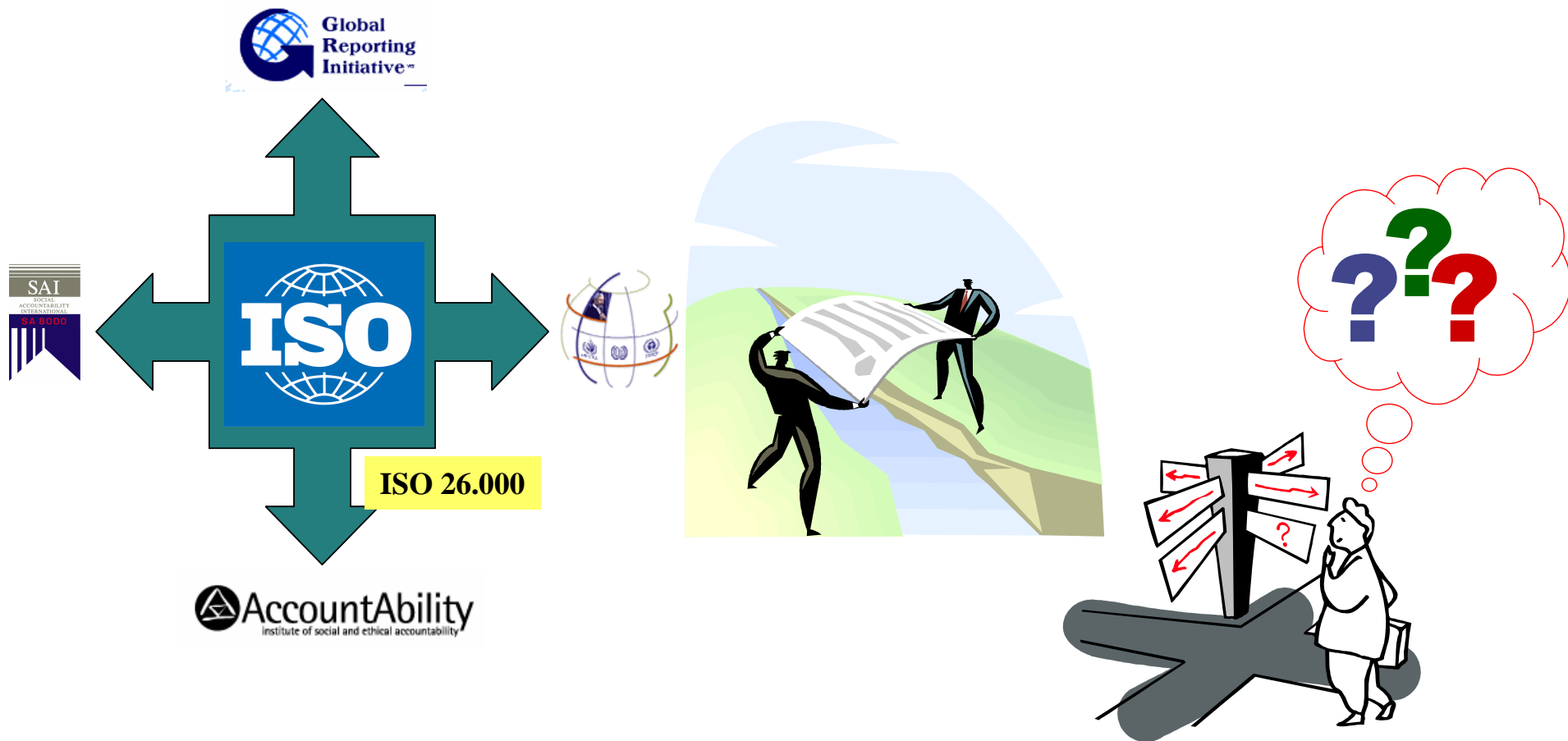
Princípios da FSC  
(Forest Stewardship  
Council)

Diretrizes OCDE para  
Multinacionais

Dow Jones

Sustainability Index

# Como ?



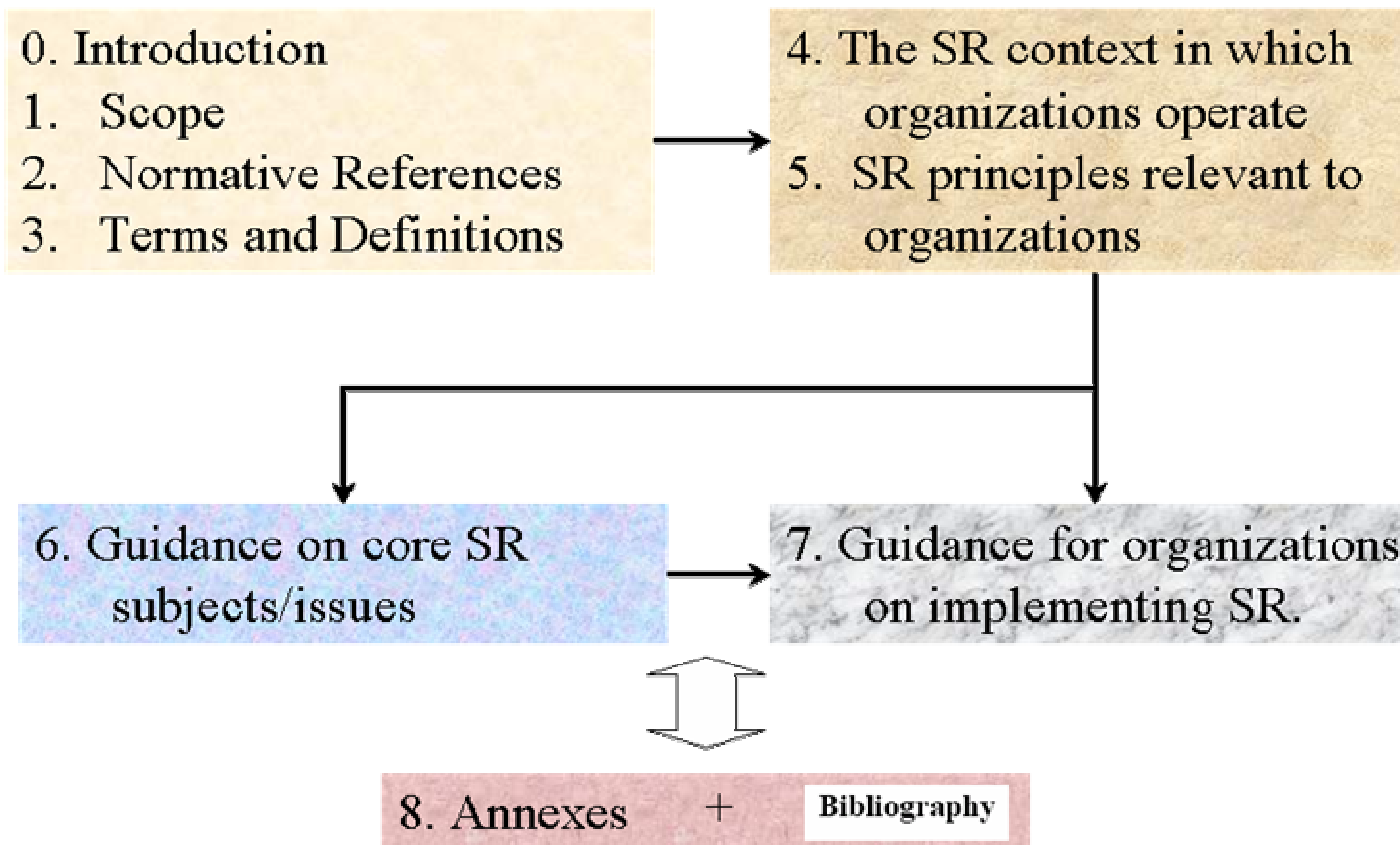
# Preparando o time.

# Como será a norma?

## ISO 26.000 – Design Specification



International Organization  
for Standardization



# The dream team



*Working Group Chair, Jorge E.R. Cajazeira, commented on the Bangkok meeting: 'We are pulling together as a team...because we know our work is important.' He is pictured with the WG SR's Secretary, Kristina Sandberg.*



# Treinamento em força e agilidade



# Os caminhos até hoje ...

Mar/05



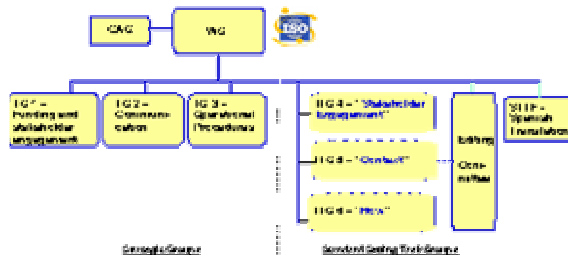
Oct/05



May/06



	<b>NEW WORK ITEM PROPOSAL</b>	
	Date of presentation 2004-10-14	Reference number ISO/TC17 N 26000
Proposal (date completed by the proposer): Title of proposal: In the area of management system or a part of an existing document, state the reference number and current title (English): Guidance on social responsibility Draft: The higher classification for the responsibility code is Scope of proposed project:		



ISO Guidance Standard on Social Responsibility - ISO 26000

Design Specification

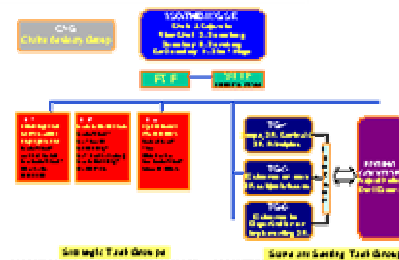
The attached design forms the part of the Design Specification

6. Introduction

The introduction should give information on the scope of the guidance standard and the reasons for its preparation. The introduction should also describe the purpose of the guidance standard in relevant terms.

1. Scope

This section should define the subject of the guidance standard, its coverage and the limits of its applicability.



Draft Project plan ISO 26000					
Activity	Deliverable	Responsible	Duration	Start	End
1. Planning and administrative arrangements	Project plan	IG1	1 month	1 Nov 2004	1 Dec 2004
2. Communication	Communication plan	IG2	1 month	1 Dec 2004	1 Jan 2005
3. General information	General information document	IG3	1 month	1 Jan 2005	1 Feb 2005
4. Stakeholder Engagement	Stakeholder Engagement plan	IG4	1 month	1 Feb 2005	1 Mar 2005
5. Core Issues	Core Issues document	IG4	1 month	1 Mar 2005	1 Apr 2005
6. Process	Process document	IG4	1 month	1 Apr 2005	1 May 2005
7. Secretariat Group	Secretariat Group document	Secretariat Group	1 month	1 May 2005	1 Jun 2005
8. Standard Setting Task Group	Standard Setting Task Group document	Standard Setting Task Group	1 month	1 Jun 2005	1 Jul 2005

1<sup>st</sup> Working Draft



**Bem ... até que estamos conseguindo  
alguns amigos!**

Dear Jorge,

A month having passed since the SR WG meetings, it is clear to all that the meetings were a success.

The Japanese people concerned, from industry and elsewhere, are very pleased.

I know that this result is due to your leadership. (Hiroo Wakai – Japão)

### **Standardizing Corporate Social Responsibility**

From May 15 to 19, **Jason Morrison** attended the third plenary meeting of the **ISO Working Group on Social Responsibility** in Lisbon, Portugal. The meeting focused on addressing the more than 3,000 written comments submitted on the first Working Draft of the ISO standard on Social Responsibility (dubbed ISO 26000). One key outcome of the meeting was provisional text for the standard's scope, which now has the International Standard providing "guidance to organizations on:

- The principles, practices and issues relating to social responsibility,
- Integrating and implementing social responsibility throughout the organization and its sphere of influence including its supply chain,
- Identifying and engaging with stakeholders,
- Communicating commitments and performance relating to social responsibility, and
- The contribution of the organization to sustainable development."

Reflecting on the outcome of the meeting, Morrison said, "If this tentatively agreed-upon scope for the standard remains unchanged, and if the guidance provided in the subsequent clauses of the document delivers on this scope, ISO 26000 will be the most significant and meaningful standard ISO has ever produced."

Morrison at the ISO meeting

(a) the ICFTU should continue to participate as a liaison organisation in the Working Group on Social Responsibility and assume a central role in co-ordinating trade union participation in this group;



*ISO Vice-President (technical management) and Chair of the ISO Technical Management Board, Ziva Patir, said: 'Our special relationship with ILO and with the United Nations Global Compact gives us a unique opportunity to move social responsibility forward.'*

However far the ISO SRWG process is able to go, it does seem likely that the concept of social responsibility will be changed forever.

(GRI – after Bangkok)



Organisation internationale de normalisation  
International Organization for Standardization  
Международная Организация по Стандартизации

Alan Bryden  
Secretary-General  
Secrétaire général

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Tel. +41 22 749 02 17  
Fax +41 22 732 34 33  
E-mail: [bryden@iso.org](mailto:bryden@iso.org)  
Web: [www.iso.org](http://www.iso.org)

Dear Jorge,  
A nice souvenir from Argentina -  
Thanks again for your contribution  
to ISO - Best regards  
Alan



cajazeira@suzano.com.br

[www.iso.org/sr](http://www.iso.org/sr)