

Training Course on Application of ISO 26000 – Guidance on Social Responsibility

Session 1

Dr. Richard Welford
Chairman of CSR Asia

Remarks: This material/event is funded by the Professional Services Advancement Support Scheme of the Government of the Hong Kong Special Administrative Region. Any opinions, findings, conclusions or recommendations expressed in this material/any event organised under this project do not reflect the views of the Government of the Hong Kong Special Administrative Region or the Vetting Committee of the Professional Services Advancement Support Scheme.

Supporting Organizations:





ISO 26000
GUIDANCE ON SOCIAL
RESPONSIBILITY

SESSION 1

RICHARD WELFORD
CHAIRMAN OF CSR ASIA, SENIOR
ADVISOR, ELEVATE

ISO 26000: DEFINING SOCIAL RESPONSIBILITY

ISO 26000: SOCIAL RESPONSIBILITY

Organizations around the world, as well as their stakeholders, are becoming increasingly aware of the need for socially responsible behaviour. The aim of social responsibility is to contribute to *sustainable development* including health and the welfare of society.

An organization's performance in relation to the society in which it operates and its impacts on the environment has become a critical part of measuring its overall performance and its ability to continue operating effectively. This is, in part, a reflection of the growing recognition of the need for ensuring eco-systems, social equity and good organizational governance.



THE RATIONALE FOR SOCIAL RESPONSIBILITY

1. Brand and reputation
2. Attract and maintain employees, customers, clients
3. Employee commitment, morale productivity
4. Interest from investors and the financial community
5. Relationships with companies, government, the media, suppliers, peers, customers, communities
6. Profitability



ISO 26000 MAP

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

Recognizing social responsibility

Stakeholder identification and engagement

Seven core subjects

Organizational governance

Human rights

Labour practices

The environment

Fair operating practices

Consumer issues

Community involvement & development

Related actions and/or expectations

Integrating social responsibility into an organization

Relationship of the organization's characteristics to social responsibility

Understanding the social responsibility of the organization

Communication on social responsibility

Practices for integrating social responsibility throughout the organization

Voluntary initiatives for social responsibility

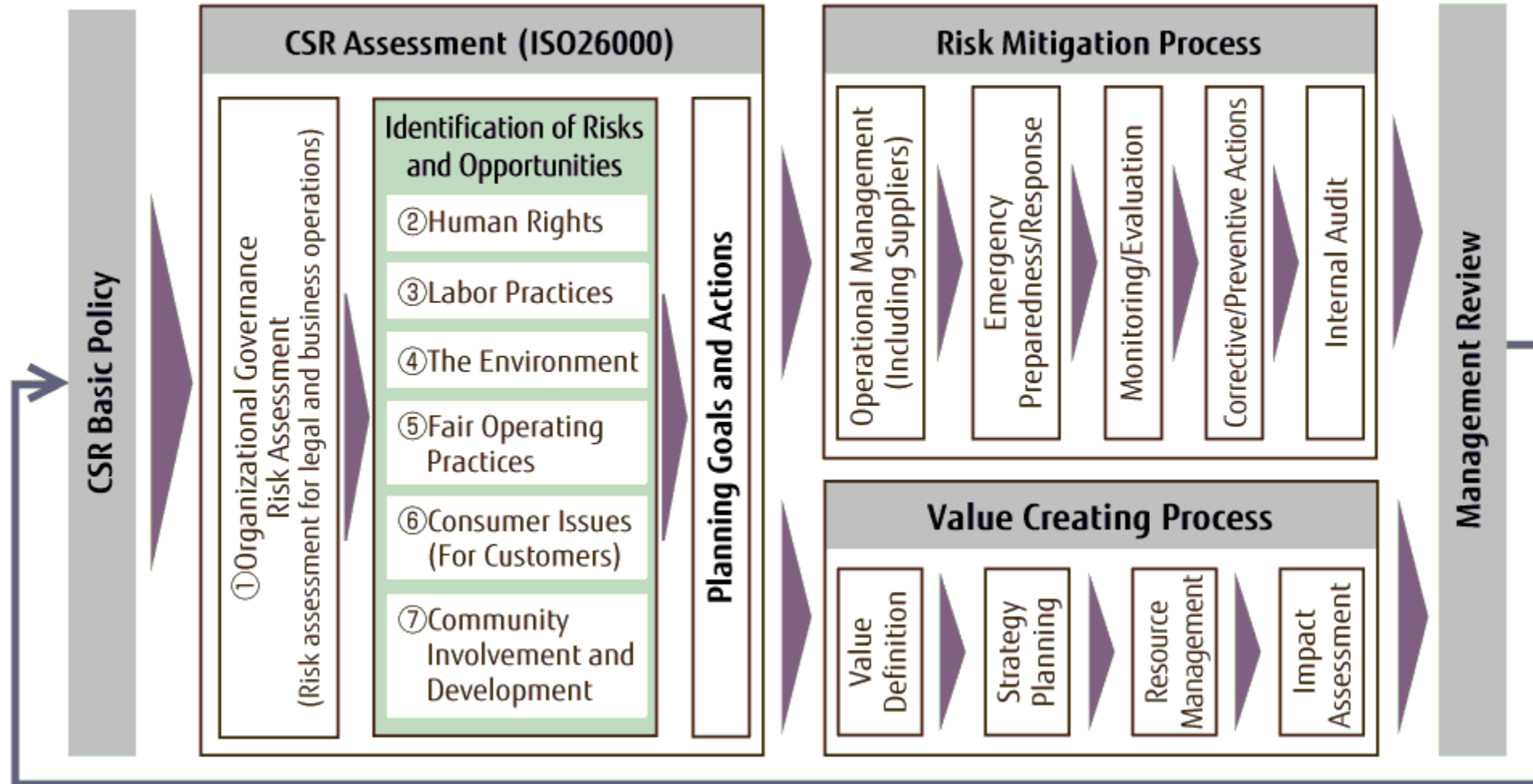
Reviewing and improving an organization's action and practices related to social responsibility

Enhancing credibility regarding social responsibility



ISO 26000 AT FUJITSU

CSR Management System Plan ⇒ Do ⇒ Check ⇒ Action



SEVEN PRINCIPLES OF SOCIAL RESPONSIBILITY

PRINCIPLE 1: ACCOUNTABILITY



- Accountability for its impacts on society and the environment
- The organization should accept and encourage scrutiny
- Accountability imposes an obligation to be answerable to stakeholders
- An organization should account for:
 - the results of its decisions and activities, including significant consequences, even if they were unintended or unforeseen; and
 - the significant impacts of its decisions and actions on society and the environment



PRINCIPLE 2: TRANSPARENCY

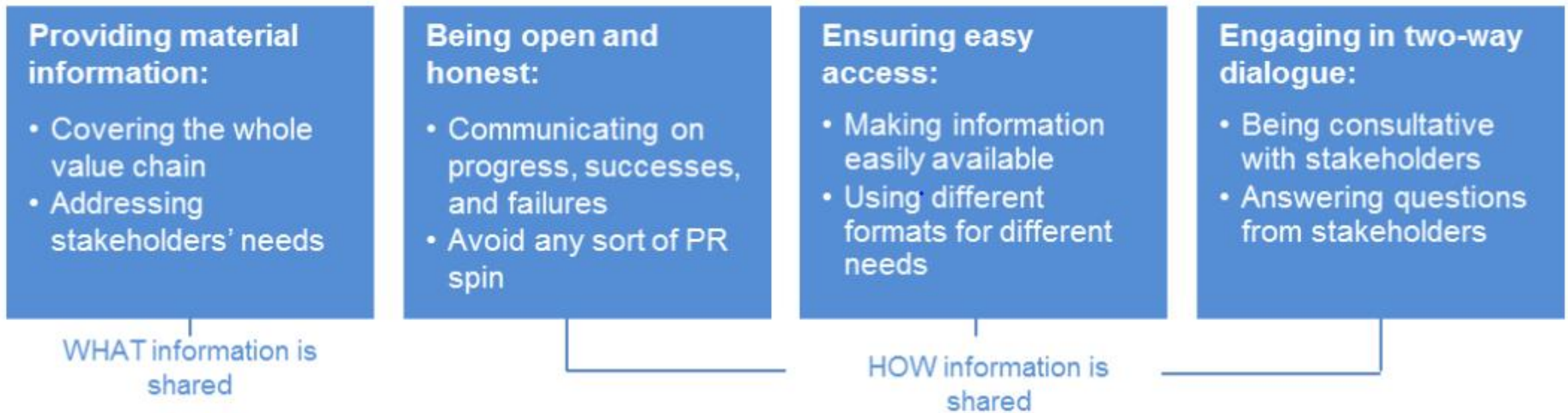


- An organisation should be transparent in its decisions and activities that impact on society and the environment
- Clear, accurate and complete disclosure of policies, decision-making and activities
- The organization should be transparent with respect to:
 - the purpose, nature and location of its activities
 - the manner in which decisions are made, implemented and reviewed
 - standards and criteria against which the organization evaluates its performance
 - the impacts of its activities on society and the environment



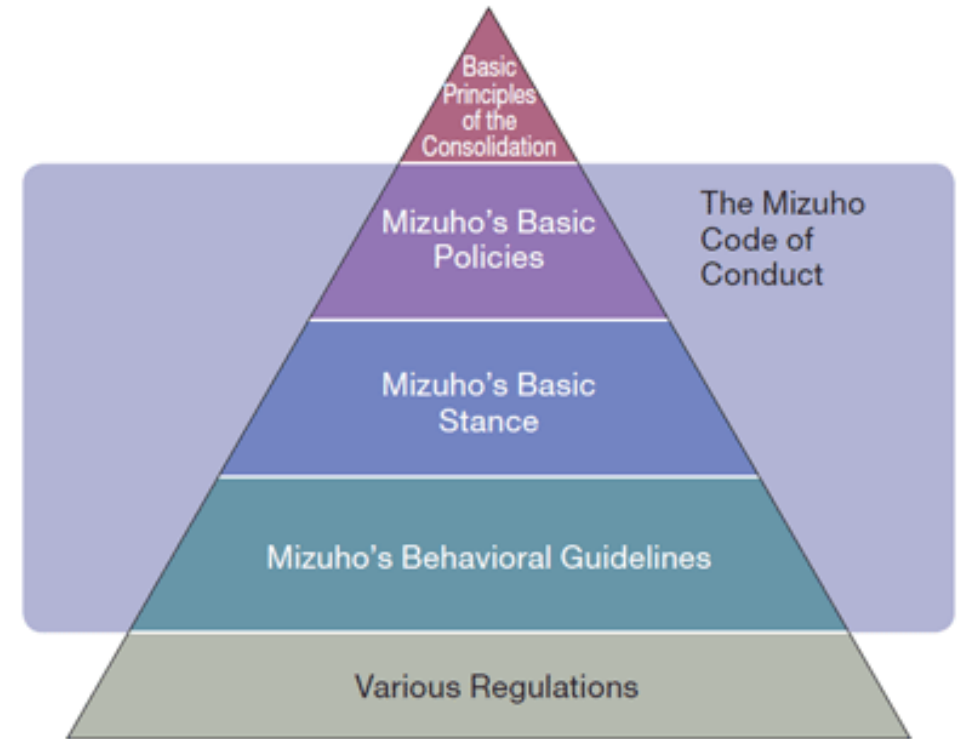
TRANSPARENCY AT M&S

Stakeholders define transparency as:



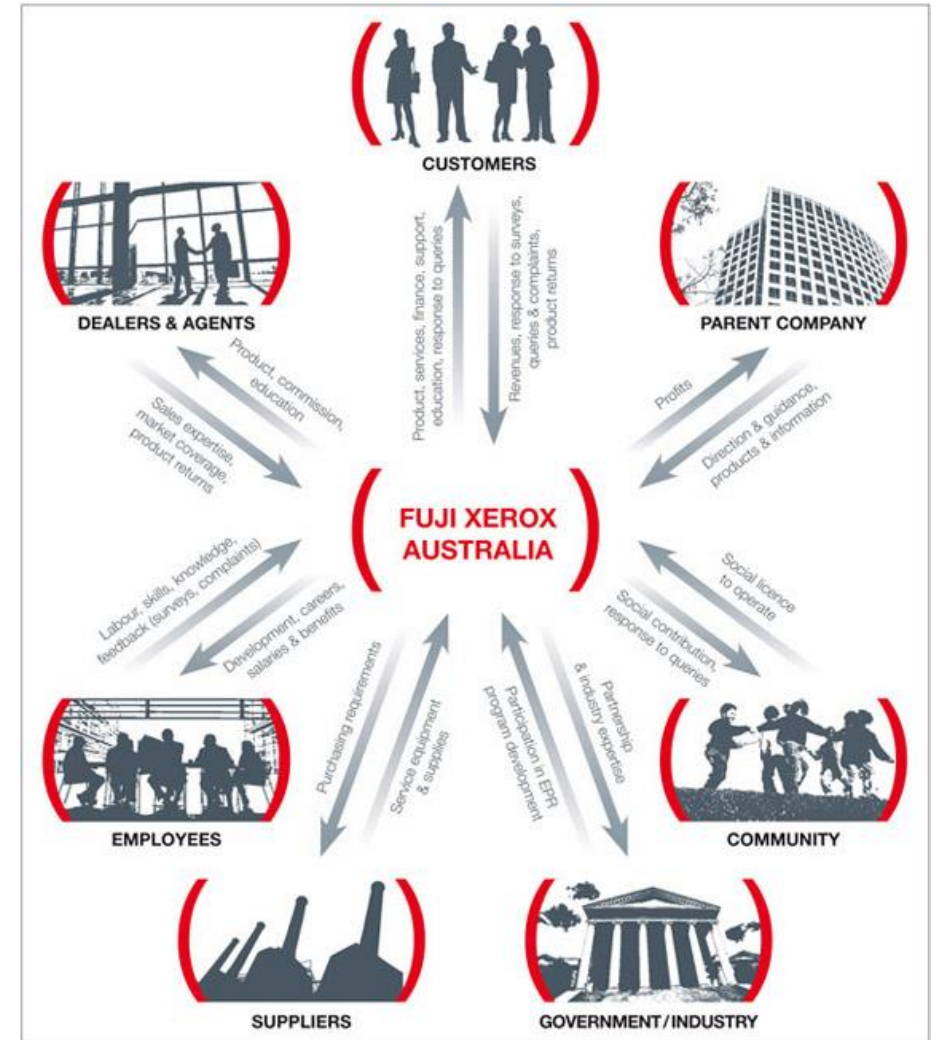
PRINCIPLE 3: ETHICAL BEHAVIOUR

- An organization should behave ethically at all times based on principles of honesty, equity and integrity
- The organization should promote ethical conduct by:
 - developing governance structures that promote ethical conduct
 - identifying, adopting and applying its own standards of ethical behaviour
 - encouraging and promoting good standards of ethical behaviour
 - establishing oversight mechanisms
 - establishing mechanisms for reporting of violations



PRINCIPLE 4: RESPECT FOR STAKEHOLDER INTERESTS

- An organization should respect, consider and respond to the interests of its stakeholders
- The organization should:
 - Identify its stakeholders
 - Respond to the needs of its stakeholders
 - Recognize the legal rights and legitimate interests of stakeholders



PRINCIPLE 5: RESPECT FOR THE RULE OF LAW

- An organization should accept that respect for the rule of law is mandatory
- The organization should:
 - comply with legal and regulatory requirements
 - ensure that its relationships and activities fall within the intended and relevant legal framework
 - comply with its own by-laws, policies, rules and procedures and apply them fairly and impartially
 - remain informed of legal obligations
 - periodically review compliance



PRINCIPLE 6: RESPECT FOR INTERNATIONAL NORMS OF BEHAVIOUR

- In countries where national law or its implementation does not provide for minimum environmental or social safeguards, an organization should strive to respect international norms of behaviour
- In situations of conflict with international norms of behaviour, and where not following these norms would have significant consequences, an organization should, as feasible and appropriate, review the nature of its activities and relationships within that jurisdiction



PRINCIPLE 7: RESPECT FOR HUMAN RIGHTS

- An organization should respect human rights and recognize their importance and their universality
- The organization should:
 - respect and foster the rights set out in the International Bill of Human Rights
 - in situations where human rights are not protected, take steps to protect human rights



ISO 26000: RECOGNIZING SOCIAL RESPONSIBILITY

THE CONTEXT AND STAKEHOLDER ENGAGEMENT

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

Recognizing social responsibility

Stakeholder identification and engagement

Seven core subjects

Organizational governance

Human rights

Labour practices

The environment

Fair operating practices

Consumer issues

Community involvement & development

Related actions and/or expectations

Integrating social responsibility into an organization

Relationship of the organization's characteristics to social responsibility

Understanding the social responsibility of the organization

Communication on social responsibility

Practices for integrating social responsibility throughout the organization

Voluntary initiatives for social responsibility

Reviewing and improving an organization's action and practices related to social responsibility

Enhancing credibility regarding social responsibility



RECOGNIZING SOCIAL RESPONSIBILITY



Identification of relevant issues

Assess significance of impacts

Consider impacts on stakeholders

Consider 'sphere of influence'



STAKEHOLDER ENGAGEMENT

“Stakeholder engagement involves dialogue between the organization and one or more of its stakeholders. The aim of stakeholder engagement is to better address an organization’s social responsibility.”



ISO 26000: SEVEN CORE ISSUES

ISO 26000: CORE ISSUES 1



Organizational governance

Human rights

Labour practices



ORGANIZATIONAL GOVERNANCE

ORGANIZATIONAL GOVERNANCE

“Organizational governance is the system by which an organization makes and implements decisions in pursuit of its objectives.”

“Organizational governance in the context of social responsibility has the special characteristic of being both a core subject... and a means of increasing the organization’s ability to implement socially responsible behaviour with respect to other core subjects.”



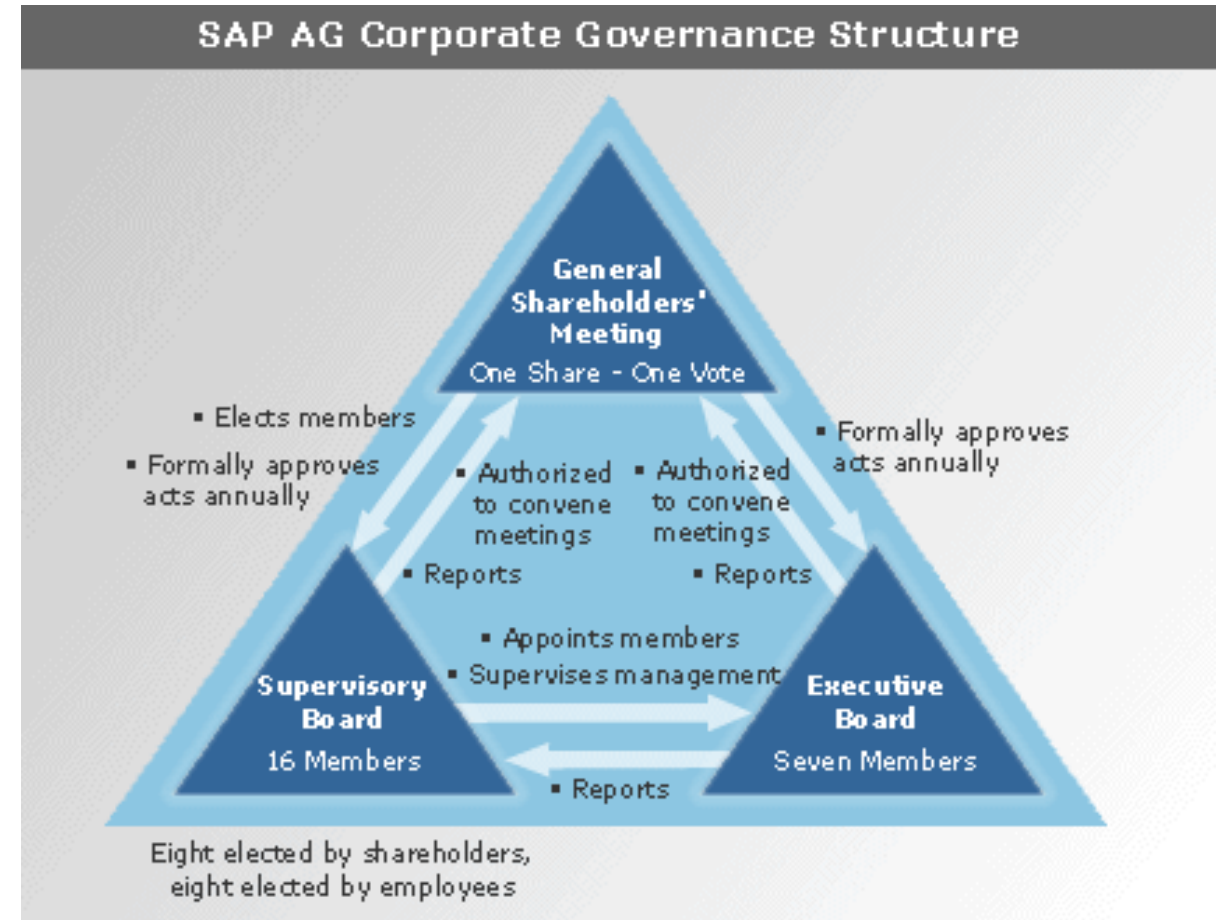
ORGANIZATIONAL GOVERNANCE

Principles and considerations:

Accountability, transparency, ethical behaviour, respect for stakeholders and the rule of law must be integrated into decision-making

Decision-making processes and structures:

“All organizations should put into place processes, systems and structures that make it possible to apply the principles and practices of social responsibility”



ORGANIZATIONAL GOVERNANCE: EXPECTATIONS

- Develop strategies, objectives and targets
- Demonstrate leadership and accountability
- Create and nurture a culture of responsibility
- Create incentives related to performance on social responsibility
- Promote fair opportunities for underrepresented groups
- Establish two-way communication with stakeholders
- Encourage employee participation in social responsibility activities
- Keep track of the implementation of decisions
- Periodically review and evaluate governance processes



HUMAN RIGHTS

HUMAN RIGHTS ISSUE 1: DUE DILIGENCE

- “Due diligence involves an organization conscientiously and methodologically considering the actual and possible negative impacts of its activities, and managing these with a view to minimizing or avoiding the risk of social or environmental harm.”
- Actions and expectations:
 - Consider country context and the human rights impact of the organization and other entities
 - Develop a human rights policy
 - Assess how existing and proposed activities impact human rights
 - Integrate the human rights policy throughout the organization
 - Track performance over time



Human Rights Due Diligence

1. Ask the hard questions
2. Prioritize (where necessary)
3. Take appropriate action
4. Look for evidence to support
5. Be transparent
6. Ask for help

Graphic courtesy of Shift Project (learn more at [shiftproject.org](https://www.shiftproject.org))



HUMAN RIGHTS ISSUE 2: HUMAN RIGHTS RISK SITUATIONS

Organizations should take specific care when dealing with situations characterized by:

- Conflict or extreme political instability
- Situations of poverty, drought, extreme health challenges and natural disasters
- Involvement of extractive industries that might significantly affect natural resources and disrupt communities
- Proximity of operations to communities of indigenous peoples
- Activities that can affect or involve children
- Complex supply chains involving work performed without legal protection



HUMAN RIGHTS ISSUE 3: AVOIDANCE OF COMPLICITY

- **Three forms of complicity:**
 - **Direct complicity** when the organization knowingly assists in a violation of human rights
 - **Beneficial complicity** when an organization benefits directly from human rights abuses committed by someone else
 - **Silent complicity** such as not speaking out against systematic human rights abuses



HUMAN RIGHTS ISSUE 4: RESOLVING GRIEVANCES

“Effective grievance mechanisms play an important role in protecting human rights. .. Those who believe they have been harmed can bring this to the attention of the organization and seek remedy...”



HUMAN RIGHTS ISSUE 5: DISCRIMINATION AND VULNERABLE GROUPS

- “The full and effective participation and inclusion in society of all groups, including those who are vulnerable, provides opportunities for all organizations as well as the people concerned. An organization has much to gain by taking an active approach to ensuring equal opportunity and respect for all individuals.”
- Vulnerable groups include:
 - Women
 - People with disabilities
 - Children
 - Indigenous peoples
 - Migrants and migrant workers



HUMAN RIGHTS ISSUE 6: CIVIL AND POLITICAL RIGHTS



- “Civil and political rights include absolute rights such as the right to life, the right to freedom from torture, the right to security, the right to own property, liberty ... and the right to due process of law...”
- An organization should always respect:
 - Life of individuals
 - Due process of law
 - Freedom of association
 - Freedom of opinion and expression
 - Freedom of peaceful assembly



HUMAN RIGHTS ISSUE 7: ECONOMIC, SOCIAL AND CULTURAL RIGHTS



“An organization has a responsibility to ensure that it does not engage in actions that obstruct or impede the enjoyment of such rights. An organization should acknowledge that everyone has a right to education, health, a standard of living for the physical and mental health and well-being of him or herself and family.”



HUMAN RIGHTS ISSUE 8: FUNDAMENTAL PRINCIPLES & RIGHTS AT WORK



- Freedom of association and collective bargaining
- Elimination of all forms of compulsory or forced labour
- The effective abolition of child labour
- Non-discrimination in respect of employment and occupation

PUTTING IT INTO PRACTICE AT UNILEVER



HUNDREDS OF MILLIONS
OF PEOPLE SUFFER FROM DISCRIMINATION IN THE WORLD OF WORK SOURCE: ILO

1.3 BILLION
PEOPLE LIVE IN EXTREME POVERTY, SURVIVING ON LESS THAN \$1.25 A DAY SOURCE: WORLD BANK

6,400
PEOPLE DIE EVERY DAY FROM OCCUPATIONAL ACCIDENT OR DISEASE, 2.3 MILLION DEATHS EACH YEAR SOURCE: ILO

34 NATIONS
PRESENT AN 'EXTREME' RISK OF HUMAN RIGHTS VIOLATIONS SOURCE: MAPLESDALE

NEARLY 21 MILLION
PEOPLE ARE VICTIMS OF FORCED LABOUR SOURCE: ILO

FEWER THAN 20%
OF AGRICULTURAL LAND HOLDINGS IN DEVELOPING COUNTRIES ARE OPERATED BY WOMEN SOURCE: ILO

75% OF THE WORLD'S POOR
LIVE IN RURAL AREAS, MORE THAN HALF LACK EITHER ACCESS TO LAND OR A SECURE STAKE IN THE LAND THEY TILL SOURCE: ILO



LABOUR PRACTICES

LABOUR PRACTICES



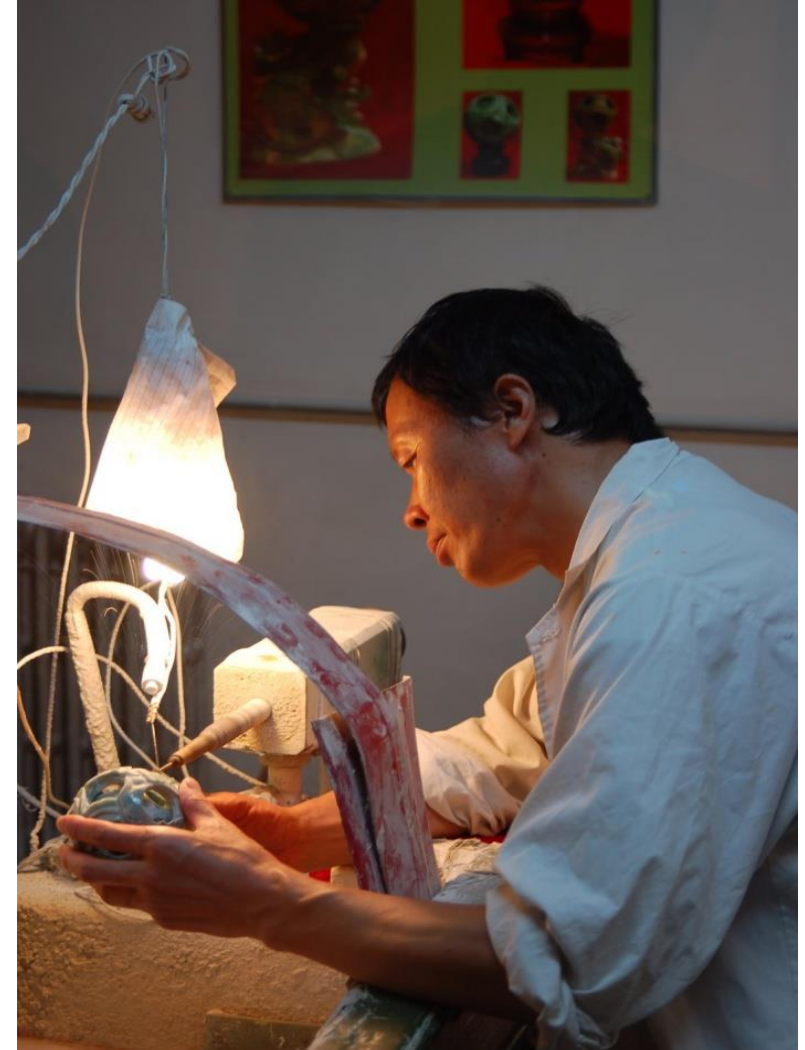
“The labour practices of an organization encompass all policies and practices relating to work performed within, by or on behalf of the organization.”

“Labour practices include the responsibilities of the organization for work performed on its behalf by others, including subcontracted work.”

LABOUR PRACTICES ISSUE 1: EMPLOYMENT AND EMPLOYMENT RELATIONSHIPS

An organization should:

- Ensure work performed by men and women who are legally recognized as employees or legally recognized as self-employed
- Not avoid the obligation that the law puts on employers
- Recognize the importance of secure employment
- Ensure equal opportunities of all workers
- Not benefit from unfair, exploitative or abusive labour practices of their partners, suppliers or sub-contractors



LABOUR PRACTICES ISSUE 2: CONDITIONS OF WORK AND SOCIAL PROTECTION

“Conditions of work include wages and other forms of compensation, working time, rest periods, holidays, disciplinary and dismissal practices, maternity protection and welfare issues such as safe drinking water, canteens and access to medical services”

Key issues:

- Obeying local laws
- Wages and hours of work, overtime compensation
- Work-life balance
- Wages and minimum living standards
- Equal pay for equal work
- Wages paid directly to workers concerned
- Allow observance of local traditions and customs



LABOUR PRACTICES ISSUE 3: SOCIAL DIALOGUE

“Social dialogue includes all types of negotiation, consultation and exchange of information ... Social dialogue ... plays a significant role in industrial relations, policy formulation and governance...”

Key issues:

- Collective bargaining
- Freedom of association
- No discrimination, no threatening behaviour or obstruction of workers’ rights
- Worker representation



LABOUR PRACTICES ISSUE 4: HEALTH AND SAFETY AT WORK

Expectations:

- Develop a policy
- Analyze and control health and safety risks
- Communicate information
- Provide safety equipment
- Reduce and eliminate risks through accident investigations
- Understand how men and women can be affected differently by health and safety risks as well as people with disabilities
- Recognize that psychosocial hazards can lead to stress and occupational illness
- Provide adequate training
- Involve all workers



LABOUR PRACTICES ISSUE 5: HUMAN DEVELOPMENT AND TRAINING



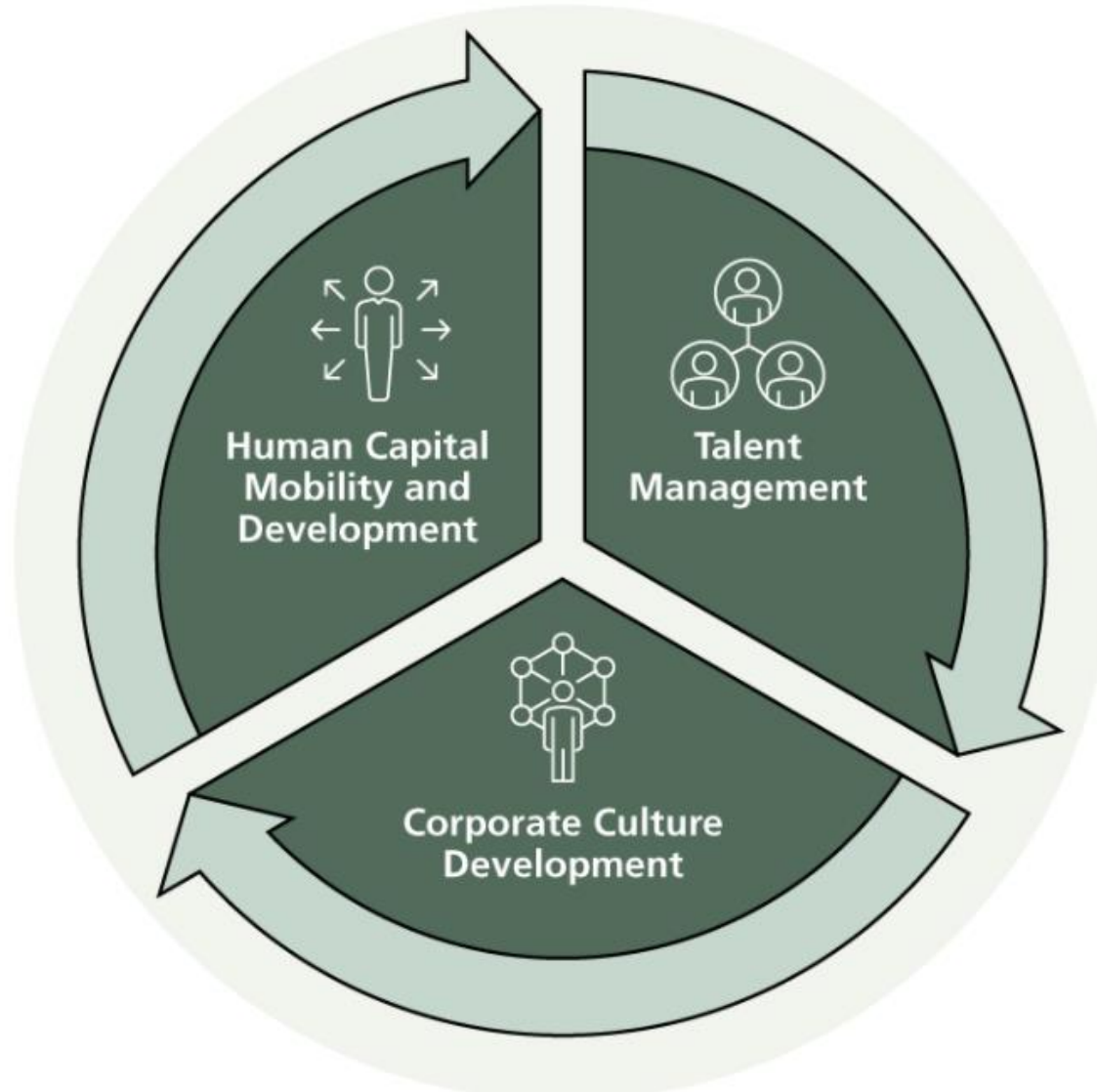
“Human development includes the process of enlarging people’s choices by expanding human capabilities...”

Expectations:

- Ongoing skills development, training and apprenticeships
- Opportunities for career advancement on the basis of equal opportunities
- Protect vulnerable groups such as indigenous and migrant workers
- Consider participation programmes for young unemployed people, women and under-represented groups



HOW TO APPROACH LABOUR ISSUES: MTR



HUMAN CAPITAL

- Management Approach
- Equal Employment Opportunity
- Employment Practices
- Nurturing Corporate Culture
- Staff Consultation and Communication
- Staff Learning and Development
- Staff Recognition
- Work-life Balance and Family-friendly Practices



ANY QUESTIONS OR COMMENTS?

SESSION 2:

CORE ISSUES 2

IMPLEMENTING ISO 26000

THANK YOU

Richard Welford
rwelford@elevatelimited.com

Training Course on Application of ISO 26000 – Guidance on Social Responsibility

Session 2

Dr. Richard Welford
Chairman of CSR Asia

Remarks: This material/event is funded by the Professional Services Advancement Support Scheme of the Government of the Hong Kong Special Administrative Region. Any opinions, findings, conclusions or recommendations expressed in this material/any event organised under this project do not reflect the views of the Government of the Hong Kong Special Administrative Region or the Vetting Committee of the Professional Services Advancement Support Scheme.

Supporting Organizations:





ISO 26000
GUIDANCE ON SOCIAL
RESPONSIBILITY

SESSION 2

RICHARD WELFORD
CHAIRMAN OF CSR ASIA,
SENIOR ADVISOR, ELEVATE

ISO 26000: SEVEN CORE ISSUES (PART 2)

ISO 26000: CORE ISSUES 2



The environment

Fair operating practices

Consumer issues

Community involvement
and development



THE ENVIRONMENT

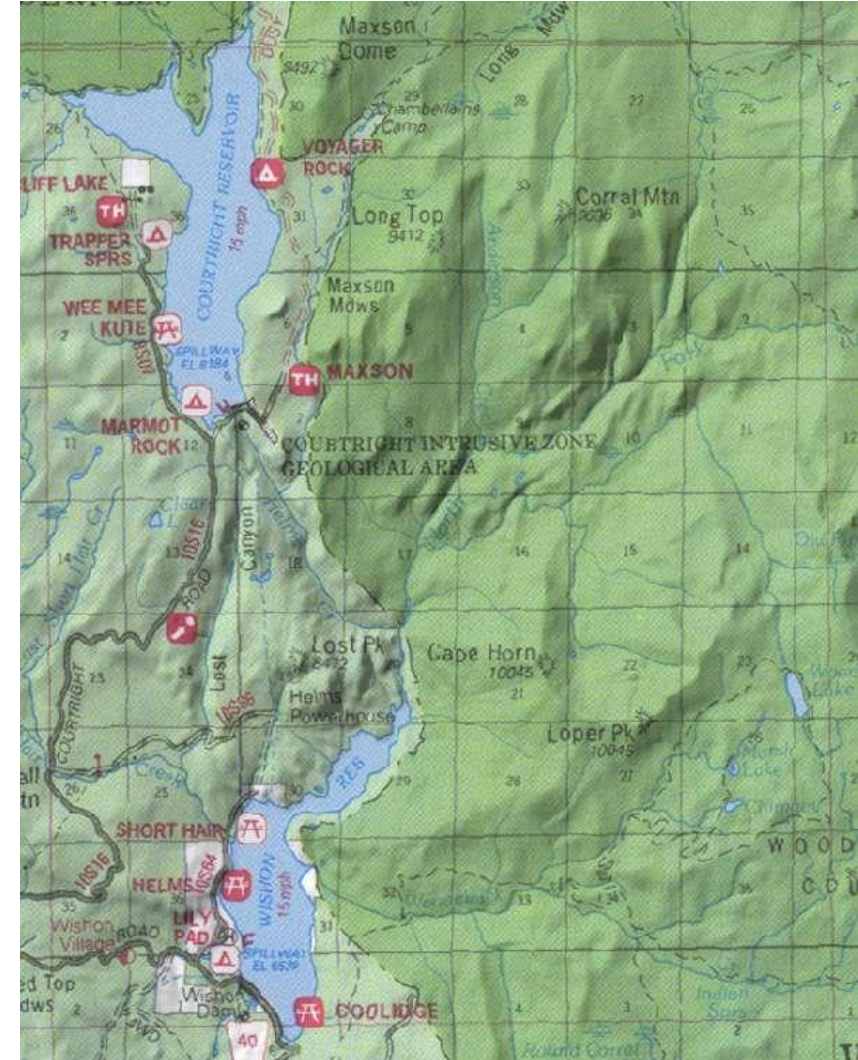
ENVIRONMENTAL ISSUE 1: PREVENTION OF POLLUTION

- **Key areas:**
 - Emissions to air
 - Discharges to water
 - Waste
 - Release of toxic and hazardous chemicals
 - Other forms of pollution (noise, odours, vibration, bacteria, invasive species)
- **Actions and expectations:**
 - Identify sources of pollution
 - Implement measures to prevent pollution
 - Publicly disclose pollution information
 - Implement a system to manage and control chemicals
 - Implement a chemical accident prevention and preparedness programme and emergency plan



ENVIRONMENTAL ISSUE 2: SUSTAINABLE RESOURCE USE

- Key areas:
 - Energy efficiency
 - Water conservation and access to water
 - Materials efficiency
- Actions and expectations:
 - Identify sources of energy, water, other materials
 - Measure and record significant resource uses
 - Undertake resource efficiency measures
 - Complement or replace non-renewable resources with alternative renewable or low impact sources
 - Manage water resources and ensure fair access to all users within a watershed



ENVIRONMENTAL ISSUE 3: CLIMATE CHANGE MITIGATION AND ADAPTATION

- **Mitigation**

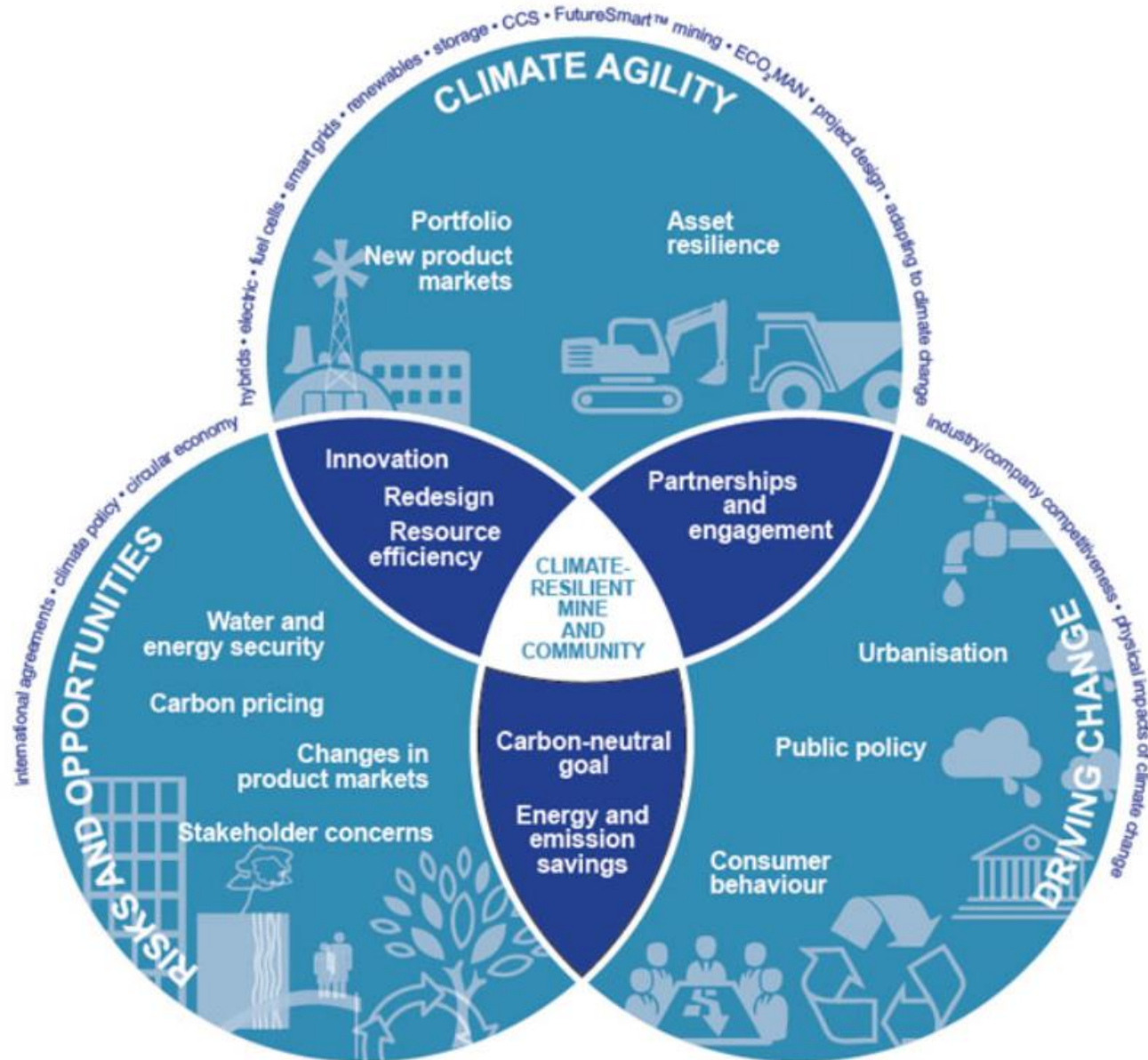
- Identify sources of greenhouse gas (GHG) emissions
- Measure, report and record significant GHG emissions
- Implement measure to progressively reduce GHG emissions
- Reduce dependence on fossil fuels, make use of low-emission technologies and renewable energy
- Aim for carbon neutrality by implementing offset measures

- **Adaptation**

- Consider future climate projections and consider risks and integrate climate change adaptation into decision-making
- Identify opportunities to avoid or minimize damage from disasters associated with climate change

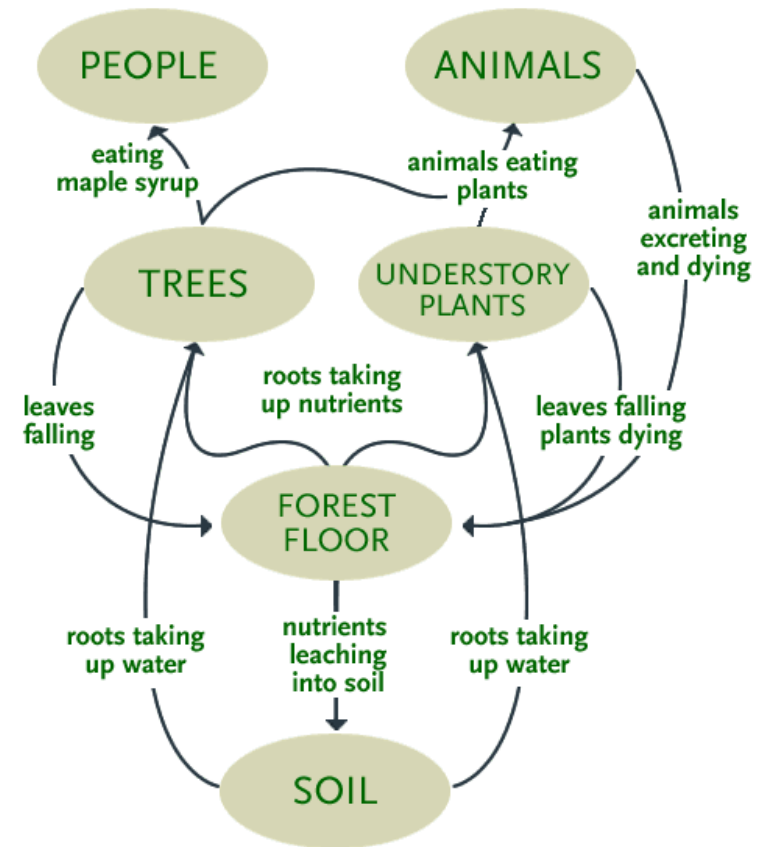


CLIMATE STRATEGY: ANGLO AMERICAN MINING

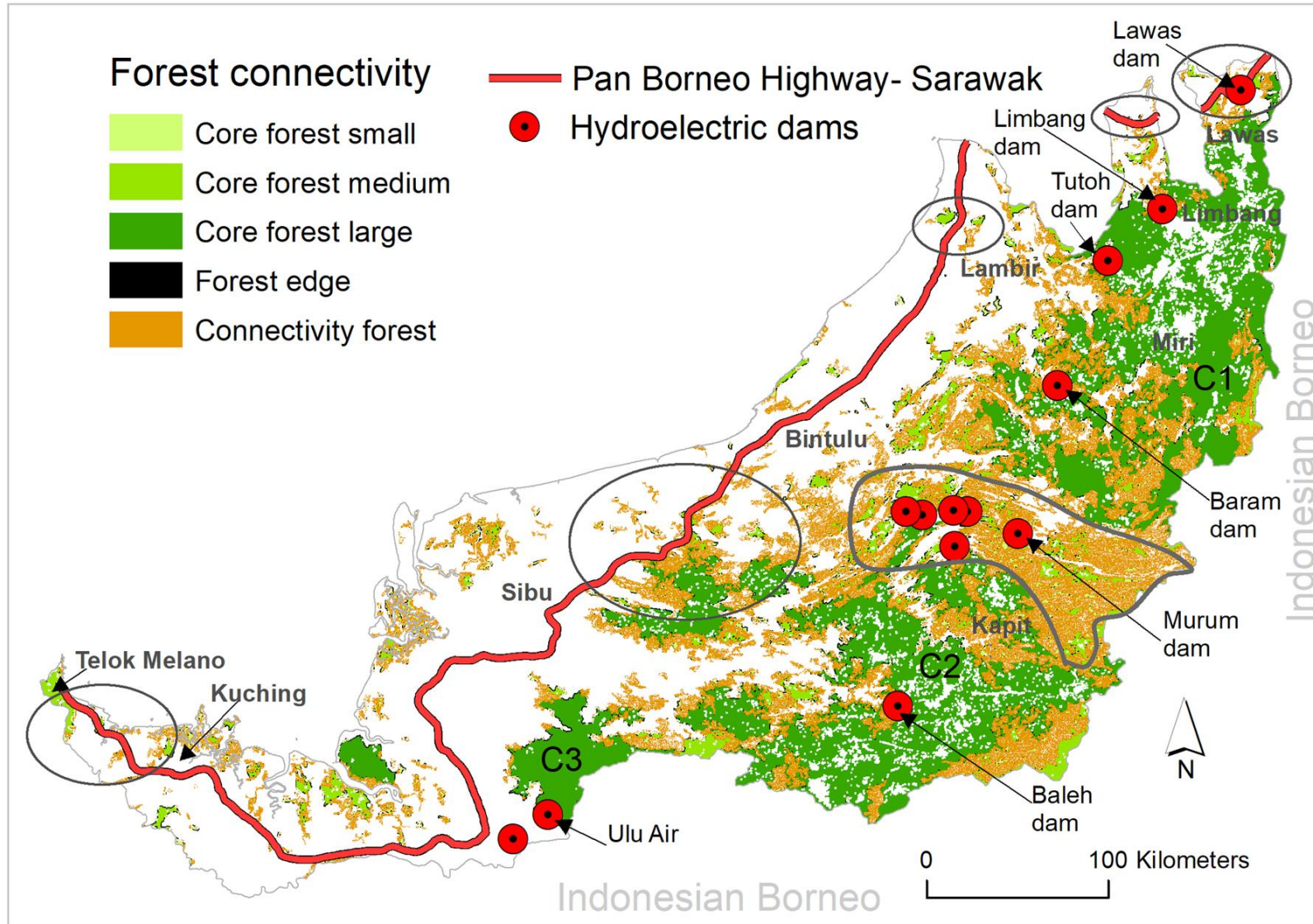


ENVIRONMENTAL ISSUE 4: PROTECTION AND RESTORATION OF THE NATURAL ENVIRONMENT

- Key aspects
 - Valuing, protecting and restoring ecosystem services
 - Valuing and protecting biodiversity
 - Using land and natural resources sustainably
 - Advancing environmentally sound development



MAPPING BIODIVERSITY: SARAWAK ENERGY



FAIR OPERATING PRACTICES

FAIR OPERATING PRACTICES



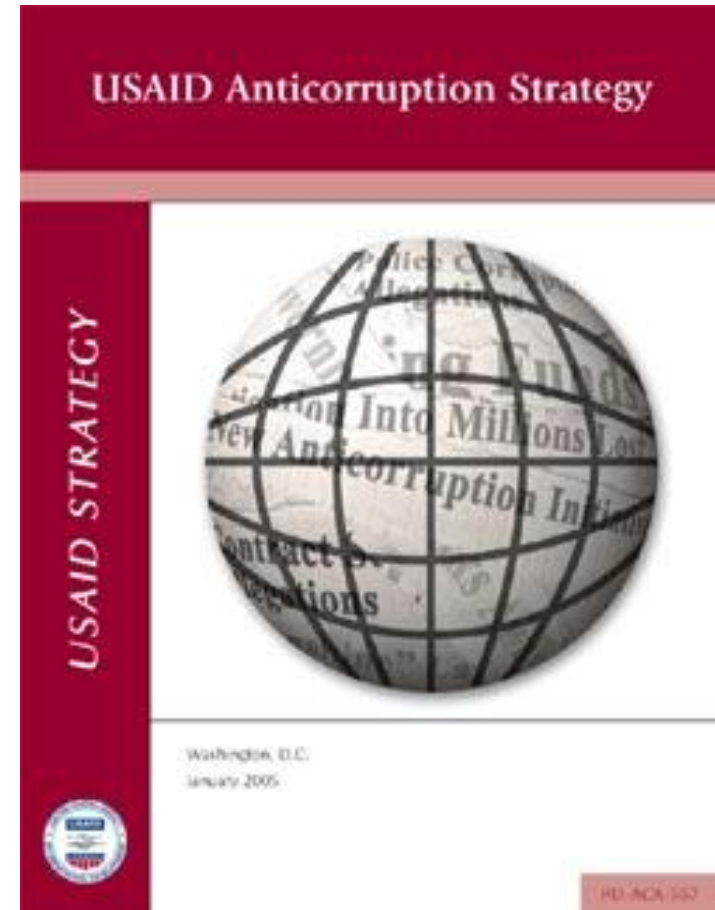
- “Fair operating practices concern ethical conduct in an organization’s dealings with other organizations”
- “Fair operating practice issues arise in the areas of anti-corruption, responsible involvement in the public sphere, fair competition, promoting social responsibility... and respect for property rights”
- “Observance, promotion and encouragement of standards of ethical behaviour underlie all fair operating practices.”



FAIR OPERATING PRACTICES ISSUE 1: ANTI-CORRUPTION

An organization should:

- Identify the risks of corruption and implement policies and practices that counter corruption
- Provide leadership, commitment and oversight
- Support efforts to eradicate bribery and corruption
- Train and raise awareness in the workforce about corruption
- Confirm that remuneration to employees and agents is appropriate and for legitimate services only
- Encourage employees and agents to report violations
- Bring violations of the criminal law to the attention of relevant law enforcement agencies
- Work with others to oppose corruption and promote anti-corruption





Anti-Corruption Policy Chewathai Public Limited Company

Definitions provided in this Anti-Corruption Policy

Corrupt

Means abuse of power carried out by any directors, executives, and employees of the Company, customers, and trade partners of the Company in order to seek benefit. Examples include falsification of financial evidences, use of any properties of the Company for personal benefit, dishonest conversion of such properties, embezzlement, fraud, or any acts in which conflicts of interest are involved.



Corruption

Means bribery, regardless of forms, by offering or promising to give any sums of money, properties, or any other benefit to any officials of both government and private sectors, or by demanding or receiving the same from them.



Political Assistance

Means offering of support in the form of money or otherwise to any politicians or political parties, lending or donation of any equipment, provision of service free of charge which includes advertising aimed at supporting or promoting any political parties, and encouraging of employees to participate in political activities on behalf of the Company. All of these acts are performed for the purpose of obtaining business advantage.



Anti-Corruption Policy

No director, executive, and employee of Chewathai shall, whether directly or indirectly, commit or accept any corruption in all its forms.

Important Acts under the Anti-Corruption Policy

- Compliance with the Anti-Corruption Policy
- Once any corruption is detected, it shall be reported, and shall not be ignored;
- The Company shall treat any whistle-blowers with fairness, and shall protect them;
- All forms of corruption shall be avoided;
- Understanding and realization of the importance of the Anti-Corruption Policy, as well as engagement therein shall be promoted to any persons having relationship with the Company.



Giving and Receiving of Gifts, Receptions

- No gift or any other benefit shall be demanded from any persons having relationship with the Company;
- The receiving of any gifts shall not have any influence over any decision made in the course of performance of duties;
- The receiving of any presents or any gifts with the value of 5,000 Baht or more shall be avoided. In case of necessity, the Company shall be notified;
- Any gifts, presents, and other things shall be reasonable offered. They shall be offered on behalf of the Company only, and their value shall not exceed 5,000 Baht/ time.



Donation for Charity

- Any donation for charity to support social responsibility shall be made transparently and in compliance with laws. Such donation shall not be contrary to good morals, and shall not be used as an excuse for bribery.

Conflicts of Interest

- All directors, executives, and employees shall perform their duties in good faith and for the utmost benefit of the Company;
- No director, executive, and employee shall perform any acts which will cause conflicts of interest;
- Any relationship or circumstances which will cause conflicts of interest shall be immediately notified to the Company.



Political Assistance

- Political neutrality shall be maintained;
- No policy has been established to support, whether directly or indirectly, any political parties;
- No person is allowed to approve any transactions which provide support to any political parties;
- No person authorized to approve transactions in compliance with the regulations of the Company is allowed to approve any transactions relating to political assistance

Subsidization

- Any allocation of funds for subsidization shall be made for business, good image, and reputation of the Company;
- Any allocation of funds for subsidization shall be made on behalf of the Company only;
- Any allocation of funds for subsidization which contains risks of being connected with bribery shall be avoided.

Whistle-Blowing

Address for lodging a complaint or whistle-blowing:

By post



Audit Committee of Chewathai Public Limited Company No. 1168/80, 27th Floor, Lumpini Tower, Unit D, Rama IV Road, Tungmahamek Sub-District, Sathorn District, Bangkok 10120.

E-mail



auditcommittee@chewathai.com

Phone



1260 Press 4

- Everybody is able to blow the whistle on any corruption or lodge a complaint thereof to the Company. Details of the whistle-blower shall be kept confidential

Penalties

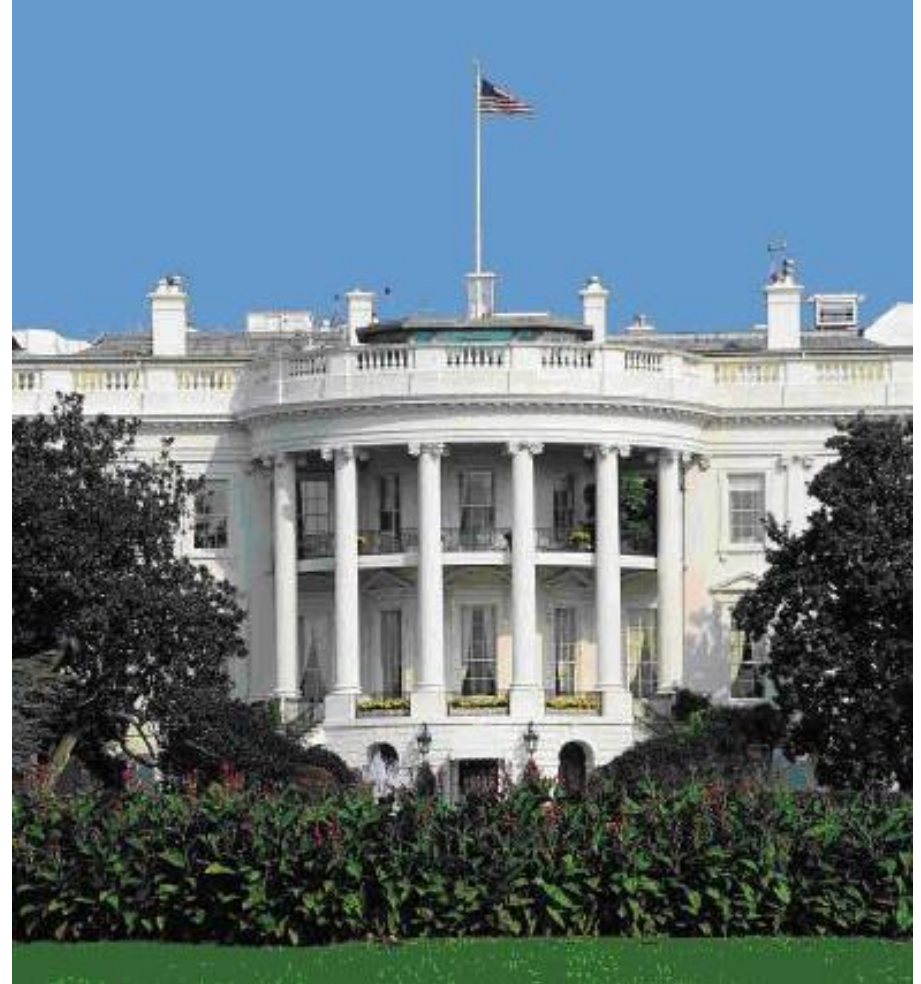
- Any corruption, or breach or violation of this Policy shall be subject to penalties imposed by the Company;
- Any employees who detect or are informed of any clues about any corruption, but fail to blow the whistle on such corruption to their supervisors or to the specified department, shall be subject to disciplinary penalties;
- If any trade partners, contractors, or any persons having relationship with the Company commit any corruption, or any breach of this Policy, the Company has the right to immediately terminate any agreements entered into with them.



FAIR OPERATING PRACTICES ISSUE 2: RESPONSIBLE POLITICAL INVOLVEMENT

An organization should:

- Train and raise awareness in the workforce about responsible political involvement and contributions
- Be transparent in its activities related to lobbying, political contributions and political involvement
- Establish policies and guidelines to management the activities of people retained to advocate on the organization's behalf



FAIR OPERATING PRACTICES ISSUE 3: FAIR COMPETITION

An organization should:

- Conduct its activities in a manner consistent with competition legislation and co-operate with competition authorities
- Establish safeguards to prevent engaging in anti-competitive behaviour
- Promote employee awareness of the importance of compliance with competition legislation and fair competition



"Honesty may be a good policy, but you have to remember, I'm from the oil and gas sector."

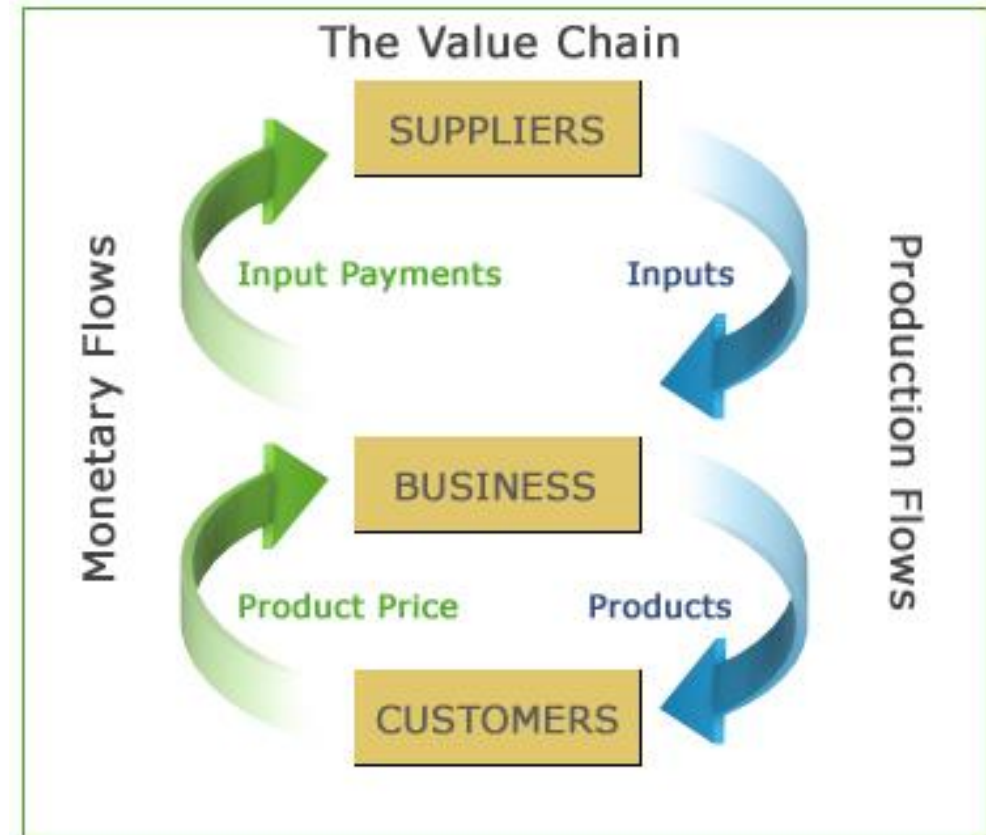


FAIR OPERATING PRACTICES ISSUE 4: PROMOTING SOCIAL RESPONSIBILITY IN THE SPHERE OF INFLUENCE

“An organization can influence other organizations... along the value chain as well as through leadership and mentorship to promote ... and support principles and practices of social responsibility.”

It should:

- Incorporate ethical, social, environmental and gender equality criteria, including health and safety, in its purchasing, distribution and contracting policies
- Encourage other organizations to adopt similar policies
- Monitor organizations with which it has relationships

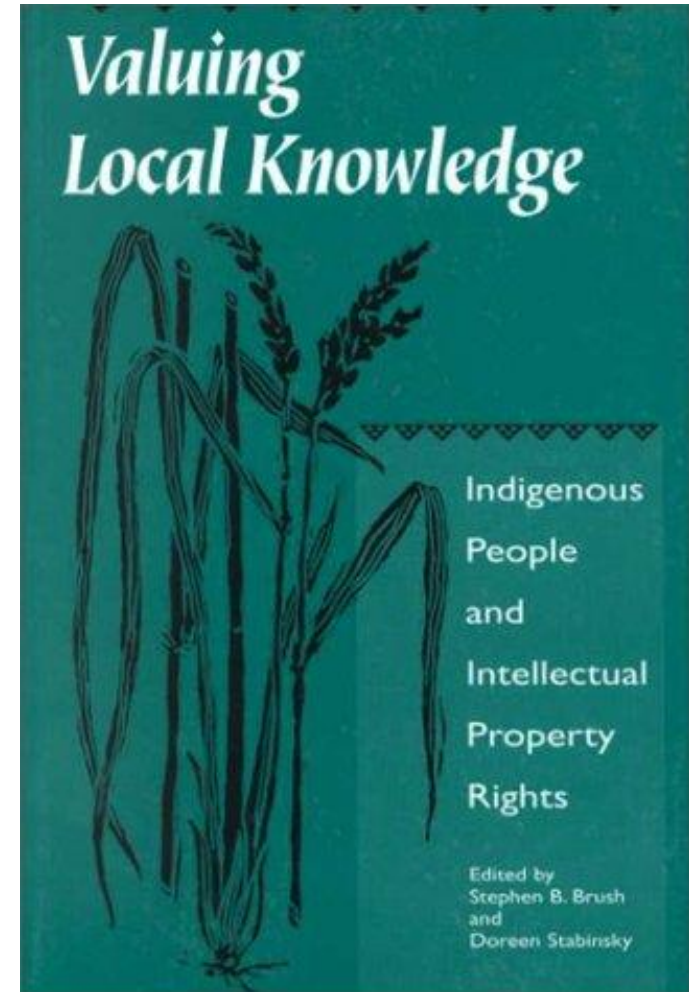


FAIR OPERATING PRACTICES ISSUE 5: RESPECT FOR PROPERTY RIGHTS

“Property rights cover both physical property and intellectual property and include interest in land and other physical assets, copyrights, patents, moral rights and other rights. They also extend to rights that may not be recognized by law, such as traditional knowledge of specific groups, such as indigenous peoples.”

An organization should:

- Implement policies and practices which promote property rights
- Be confident that it has the right to use or dispose of property
- Not engage in activities that violate property rights



CONSUMER ISSUES

CONSUMER ISSUES

- “Organizations that provide products or services to consumers and customers have responsibilities to those consumers and customers. These responsibilities include providing education and accurate information, using fair, transparent and helpful marketing and contractual processes...”
- “Organizations have significant opportunities to contribute to sustainable consumption and sustainable development through their products and services they offer and the information they provide.”



CONSUMER ISSUE 1: FAIR MARKETING, FACTUAL AND UNBIASED INFORMATION AND FAIR CONTRACTUAL PRACTICES

Organizations should:

- Not engage in any practices that are deceptive, misleading, fraudulent or unfair, including omission of key information
- Openly disclose total prices and taxes, terms and conditions of the products or services as well as any accessories required for use and delivery costs.
- Substantiate any claims or assertions
- Not use text or images that perpetuate stereotyping
- Not target vulnerable groups
- Provide information on health and safety aspects



CONSUMER ISSUE 2: PROTECTING CONSUMERS' HEALTH AND SAFETY

Organizations should:

- Provide products and services that, under normal and reasonably foreseeable conditions, are safe for users, their property, other persons and the environment
- Minimize risks in the design of products
- Avoid the use of dangerous chemicals
- Perform human health risks assessments
- Convey vital safety information to consumers
- Instruct consumers in proper use of the product or service
- When a product on the market presents an unforeseen hazard, withdraw all products in the distribution chain and recall products from people who purchased them.

Product Safety Recall

Electrolux, Electrolux Dishlex and Westinghouse dishwashers

Models affected:-
Electrolux - EX401ISB, ESL6163
Electrolux Dishlex - DX303SK, DX303WK
Westinghouse - SB908WK, SB908SK, SB916WK, SB916SK, SB926WK, SB926SK

Serial number range: 70700000 to 72400000 sold after April 2007

WARNING: If you own one of the above dishwashers, do NOT operate it before it has been attended to by an authorised Electrolux service technician

What is the fault?
A wire connector within the appliance may, in extreme cases, overheat and cause a fire or melting of plastic components within the control panel. **There is also a risk that the fire could spread outside the appliance.**

The model and serial numbers are easily discernible on the front right side of the inner door panel (see diagram).

If you own one of these dishwashers, irrespective of whether you have responded to previous recall notices and your dishwasher was serviced, please have the model and serial number ready and call the toll free number **1800 001 218** to register your details during the following hours:-
Monday to Friday: 9am and 6pm EST
Weekends 8am and 1pm EST

Electrolux will make arrangements for a service technician to call and check your appliance free of charge. If your dishwasher is affected, do not operate it until it has been checked. **This applies to all the above dishwasher models.**

Electrolux Home Products Pty Limited ABN 51 004 762 341
163 O'Riordan Street, Mascot NSW 2020

Electrolux **Electrolux dishlex** **Westinghouse**

See www.recalls.gov.au for Australian Product Recall Information



CONSUMER ISSUE 3: SUSTAINABLE CONSUMPTION

“Sustainable consumption is consumption of products and resources at rates consistent with sustainable development... Sustainable consumption also encompasses a concern for ethical behaviour regarding animal welfare.”

Organizations should:

- Offer consumers socially and environmentally beneficial products and services
- Offer products and services that operate as efficiently as possible
- Eliminate or minimize negative environmental or health impacts
- Design products and packaging to be environmentally sensitive



CONSUMER ISSUE 4: CONSUMER SERVICE, SUPPORT AND DISPUTE RESOLUTION

Organizations should:

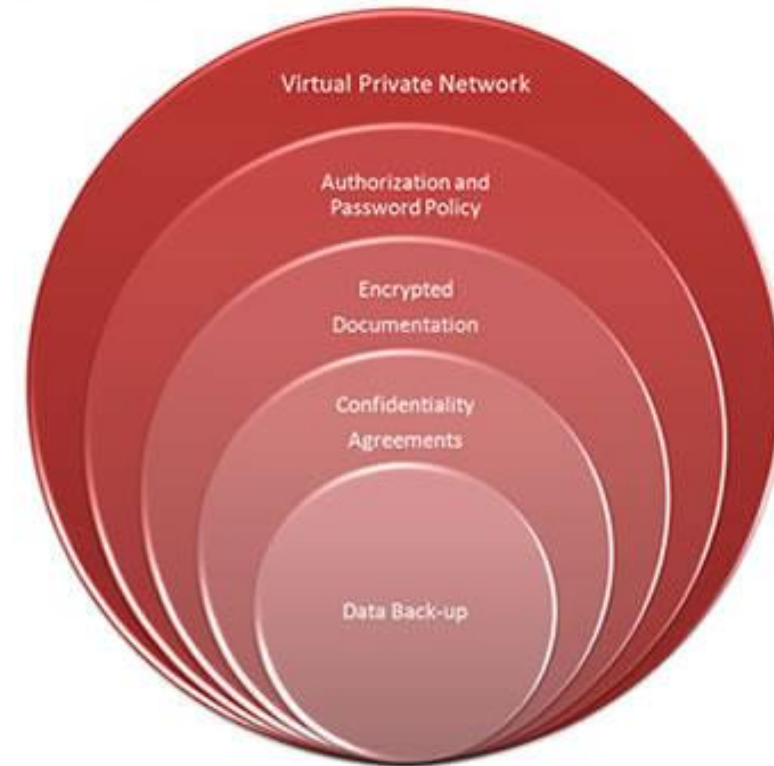
- Engage in precautionary measures to prevent complaints
- Review complaints and respond
- Where relevant offer warranties that exceed periods covered by the law
- Communicate to consumers how they can access after-supply services
- Offer adequate and efficient support and advice systems



CONSUMER ISSUE 5: CONSUMER DATA PROTECTION AND PRIVACY

Organizations should:

- Limit the collection of personal data to information that is either essential or provided with the consent of the individual
- Obtain data by lawful and fair means
- Specify the purpose for which personal data is being collected
- Not disclose or make available personal data for purposes other than those specified



CONSUMER ISSUE 6: ACCESS TO ESSENTIAL SERVICES

Organizations should:

- Not disconnect essential services for non-payment without providing the consumers reasonable timeframes to make the payment
- Offer a tariff that will provide a subsidy to those in need
- Operate transparently in the setting of prices
- Manage any curtailment or disruption in supply in an equitable manner avoiding discrimination against any groups of consumers



CONSUMER ISSUE 7: EDUCATION AND AWARENESS

In educating consumers, an organization, when relevant, should address:

- Health and safety
- Information on regulations
- Product and service labeling
- Information on weights, measures, quality control, prices, credit conditions
- Efficient use of materials, energy and water
- Disposal of packaging and products.



Directions: Shake well. Take 1 fl. oz. first thing in the morning. Take up to 2 more servings during the day. Refrigerate after opening.

Supplement Facts

Serving Size: 1 fl oz (2 tbsp)
Servings Per Container: 16

Amount Per Serving	%DV*
Calories	20
Total Carbohydrate	5 g 2%
Sugar	5 g
Vitamin A (as beta carotene)	5000 IU 100%
Vitamin C (as ascorbic acid)	135 mg 230%
Vitamin D (as Cholecalciferol)	400 IU 100%
Vitamin E (as d-alpha tocopheryl acetate)	60 IU 200%
Thiamin (Vitamin B1)	0.5 mg 35%
Riboflavin (Vitamin B2)	0.5 mg 30%
Niacin (Vitamin B3)	6.25 mg 30%
Vitamin B6 (as pyridoxine HCl)	0.75 mg 40%
Folate (as folic acid)	400 mcg 100%
Vitamin B12 (as cyanocobalamin)	1.5 mcg 25%
Biotin (as d-Biotin)	300 mcg 100%
Pantothenic Acid (Vitamin B5)	2.5 mg 25%
Inositol	25 mg **
Para Aminobenzoic Acid	25 mg **
Rutin	10 mg **
Proprietary XELR8 Phyto8 Blend	12.75 g **
Jujube Fruit, Blueberry, Pomegranate, Goji Berry (Lycium barbarum), Mangosteen, Raspberry, Acai (Euterpe oleracea), Seabuckthorn	
Proprietary XELR8 Mineral Blend	50 mg **
Carbon (Organic), Calcium, Sodium, Sulfur, Magnesium, Chloride, Bromide, Fluoride, Iodine, Potassium, Niobium, Aluminum, Iron, Phosphorous, Silica, Manganese, Boron, Strontium, Titanium, Tungsten, Copper, Zinc, Tin, Zirconium, Molybdenum, Vanadium, Chromium, Selenium, Nickel, Cobalt, Lithium, Gallium, Barium, Yttrium, Neodymium, Hafnium, Cadmium, Thorium, Antimony, Cerium, Tellurium, Beryllium, Samarium, Dysprosium, Erbium, Bismuth, Gadolinium, Cesium, Lanthanum, Praseodymium, Europium, Lutetium, Terbium, Ytterbium, Holmium, Thallium, Thulium, Tantalum, Germanium, Gold, Platinum, Rhodium, Rutherfordium, Ruthenium, Scandium, Silver, Indium.	

** Daily Value not established. * Daily Value based on 2000 calorie diet

Other Ingredients: Purified water, Fructose, Pear Juice Concentrate, Natural Flavors, Caffeine, Potassium Sorbate, Sodium Benzoate
† Antioxidants: Vitamin A, C & E



COMMUNITY INVOLVEMENT AND DEVELOPMENT

COMMUNITY INVOLVEMENT AND DEVELOPMENT

- “ It is widely accepted that organizations should have a relationship with the communities in which they operate. This relationship may be based on community investment to contribute to community development.”
- “Community involvement helps to contribute, at a local level, to the achievement of the Sustainable Development Goals.”



COMMUNITY INVOLVEMENT AND DEVELOPMENT ISSUE 1: COMMUNITY INVOLVEMENT



“Community involvement is an organization’s proactive outreach to the community. It is an approach aimed at problem solving, fostering partnerships with local organizations and stakeholders.”

Expectations:

- Contribute to democratic processes and transparent participation
- Maintain transparent relationships, free from bribery or improper influence
- Consult representative community groups
- Consult marginalized, unrepresented and underrepresented groups



COMMUNITY INVOLVEMENT AND DEVELOPMENT ISSUE 2: EDUCATION AND CULTURE



“Education is a foundation for all social and economic development. Culture is an important component of a community’s identity.”

Expectations:

- Promote and support education at all levels
- Encourage the enrollment of children in formal education and contribute to the elimination of barriers to children obtaining education
- Promote cultural activities and value local cultures and cultural traditions, whilst respecting principle of human rights.
- Help conserve and protect cultural heritage
- Promote the use of knowledge systems of indigenous and traditional communities.



COMMUNITY INVOLVEMENT AND DEVELOPMENT ISSUE 3: EMPLOYMENT CREATION AND SKILLS DEVELOPMENT

“By creating employment, all organizations, both large and small, can make a contribution to reducing poverty and promoting economic development.”

Expectations:

- Consider the impact of investment decisions on employment creation, promote poverty alleviation through employment
- Select technologies that maximize employment opportunities, where viable
- Consider the impact of outsourcing on employment creation
- Consider the economic impacts of entering or leaving a community
- Consider giving preference to local suppliers of products or services



- Participate in local skills development programmes



CJ GROUP - KOREA

As a major food producer for the region, CJ set out to empower communities along its supply chain. It's project in Vietnam taught Chili farmers to grow high quality produce and help them to refurbish their irrigation system. The result was a premium crop that increased farmers incomes five-fold.



COMMUNITY INVOLVEMENT AND DEVELOPMENT ISSUE 4: TECHNOLOGY DEVELOPMENT AND ACCESS

“To help advance economic and social development, countries need, among other things, access to modern technology.”

Expectations:

- Consider contributing to the development of low cost social technologies that are easily replicable and have a high social impact on poverty and hunger eradication
- Consider developing local knowledge and technologies



COMMUNITY INVOLVEMENT AND DEVELOPMENT ISSUE 5: WEALTH AND INCOME CREATION

“Competitive and diverse enterprises and cooperatives are the main engine of wealth creation in any community. Entrepreneurship programmes ... targeting women are particularly important ... the empowerment of women contributes greatly to the well-being of society.”

Expectations:

- Engage in economic activities with organizations that operate appropriate legal frameworks and assist them so to do
- Contribute to programmes that support local community members, especially women, in establishing businesses
- Support entrepreneurs and social enterprises



COMMUNITY INVOLVEMENT AND DEVELOPMENT ISSUE 6: HEALTH

“Health as an essential element of life in society and is a recognized human right. Threats to public health can have severe impacts on communities and can hamper their development.”

- Promote good health, contributing to access to medicines and vaccination and encouraging healthy lifestyles
- Help raise awareness of major diseases and their prevention
- Support access to health care services, clean water and appropriate sanitation



SEAPRODEX AND NUTRITION PRODUCTS

- Seaprodex in Vietnam adds vitamins and minerals to its range of fish oil products that are specifically aimed at improving the diets of growing children.
- Since it began marketing the health benefits of its products, sales have increased significantly and its products contribute to improved health impacts for poorer children.



COMMUNITY INVOLVEMENT AND DEVELOPMENT ISSUE 7: SOCIAL INVESTMENT

- Consider making social investments in the community related to education, training, culture, health care, income generation, infrastructure development ... or other activities likely to promote social and economic development
- Look for areas where the organization's core competencies can be used for capacity building in the community
- Promote social development projects that have long-term viability and sustainable development
- Avoid actions that perpetuate a community's dependence on the organization



COCOTECH, COMMUNITIES, ENTREPRENEURSHIP AND DISASTERS

- Sarangani CocoTech is a rapidly expanding business that produces geo-textiles from waste coconut husks in the Philippines
- The growing and profitable business has created an additional income stream for poor coconut farmers, helped to empower rural women who weave the mats, and reduces waste.
- The mats can be used in areas where there is soil erosion and where there is a risk of landslides as a result of typhoon activity.
- The shared value approach focuses on poverty alleviation, women's empowerment and disaster preparedness.

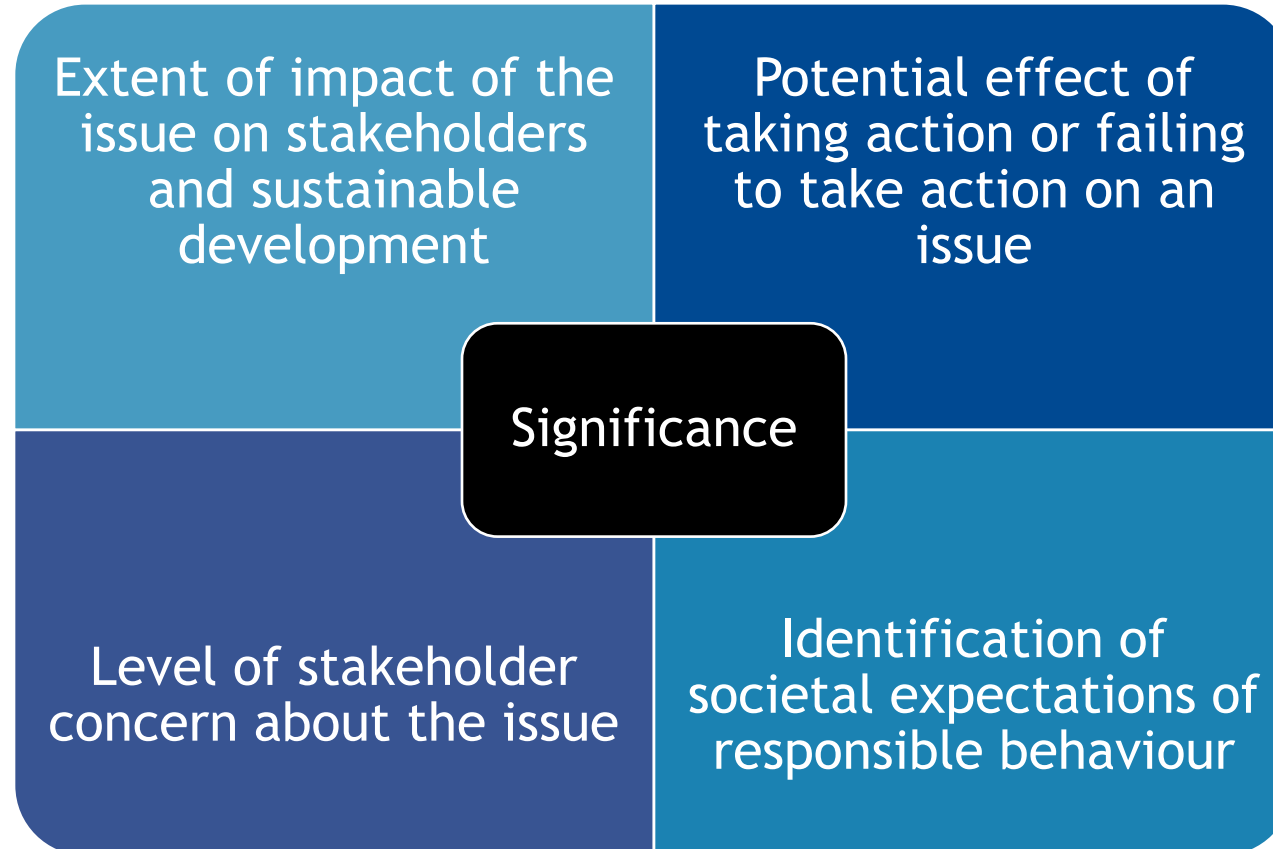


IMPLEMENTING ISO 26000

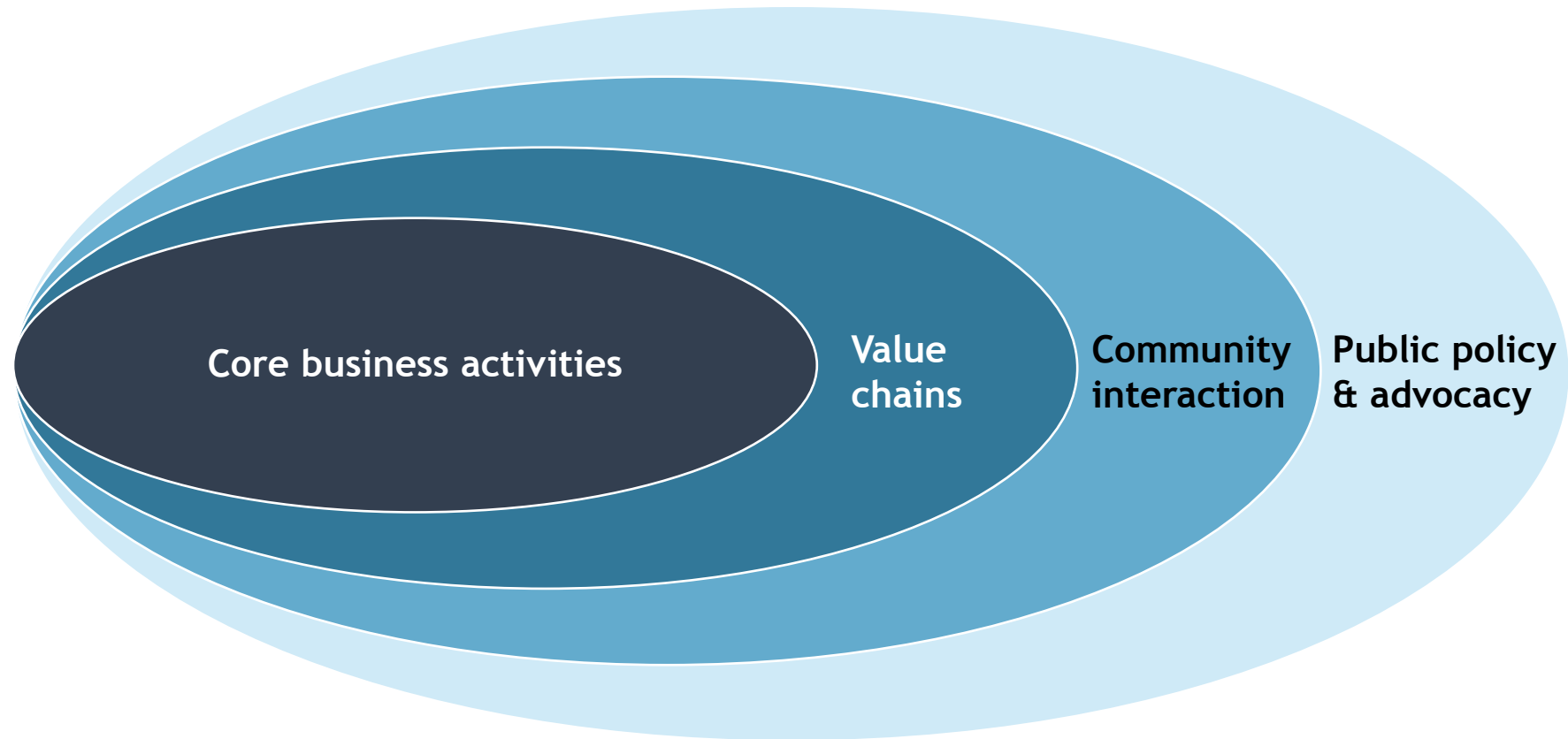
IMPLEMENTING ISO 26000



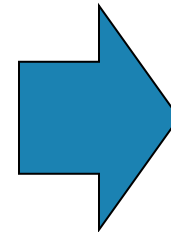
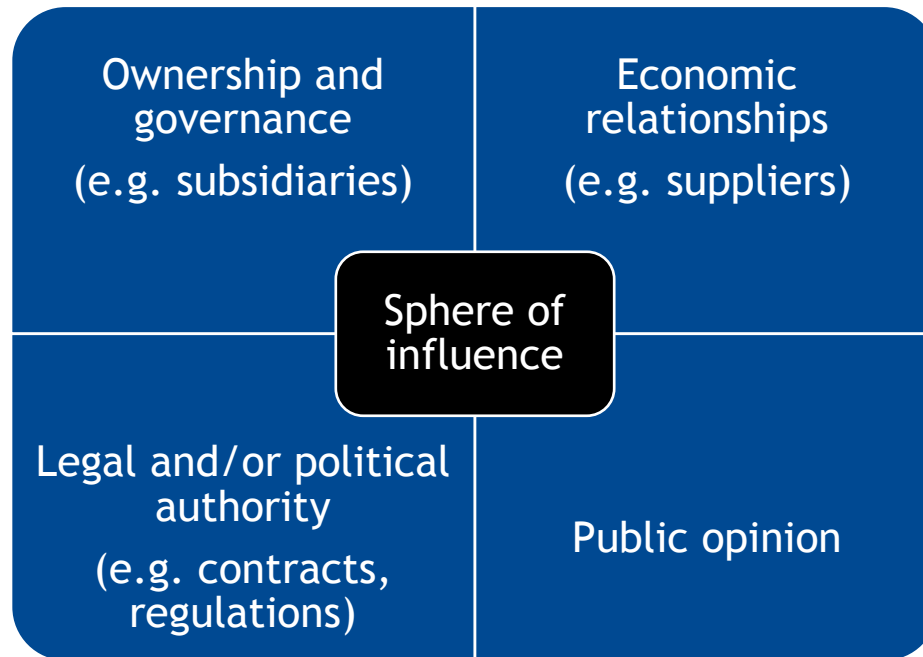
ASSESSING SIGNIFICANCE OF ISSUES



CONSIDER YOUR 'SPHERE OF INFLUENCE'



DETERMINING “SPHERE OF INFLUENCE”



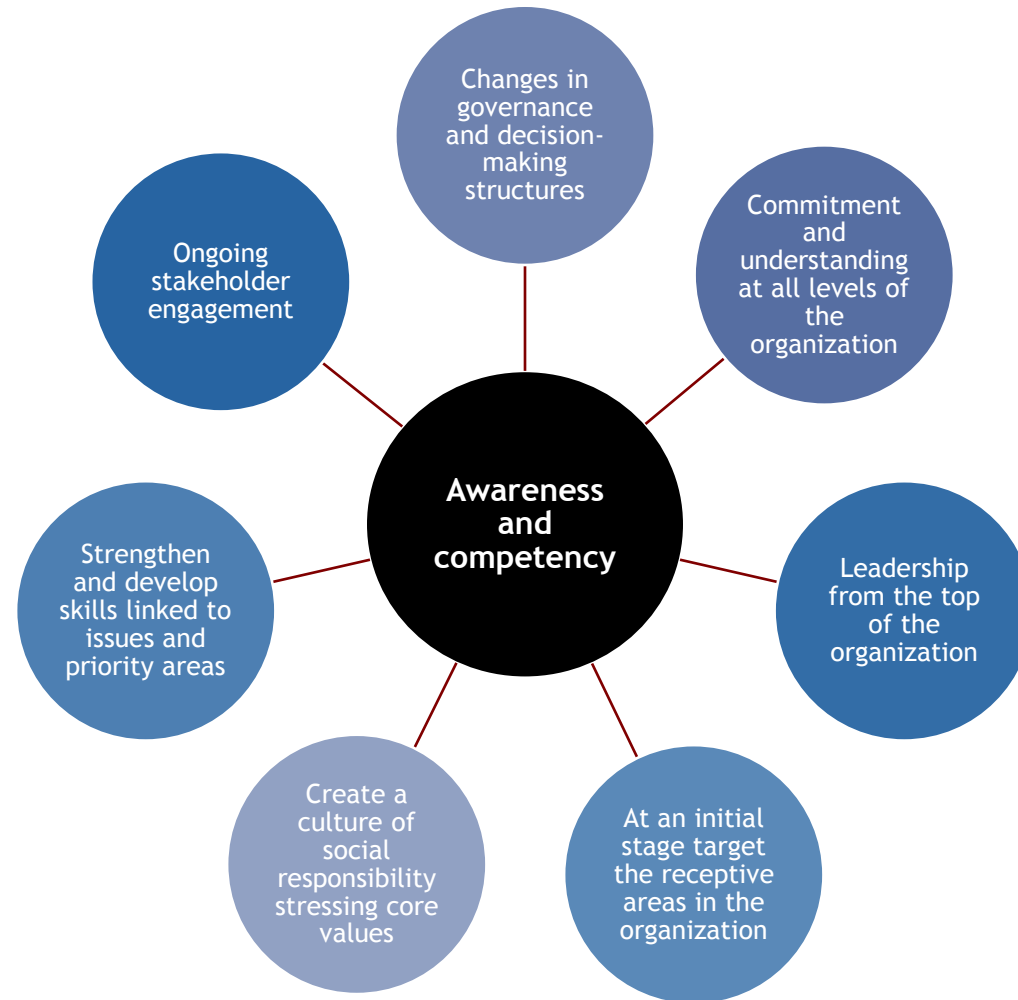
Exercising influence

- Investment decisions
- Setting contractual provisions or incentives
- Sharing knowledge and information
- Community engagement, public policy engagement
- Conducting joint social responsibility projects
- Media relations and lobbying
- Promoting good practices
- Forming partnerships with sector associations and other organizations

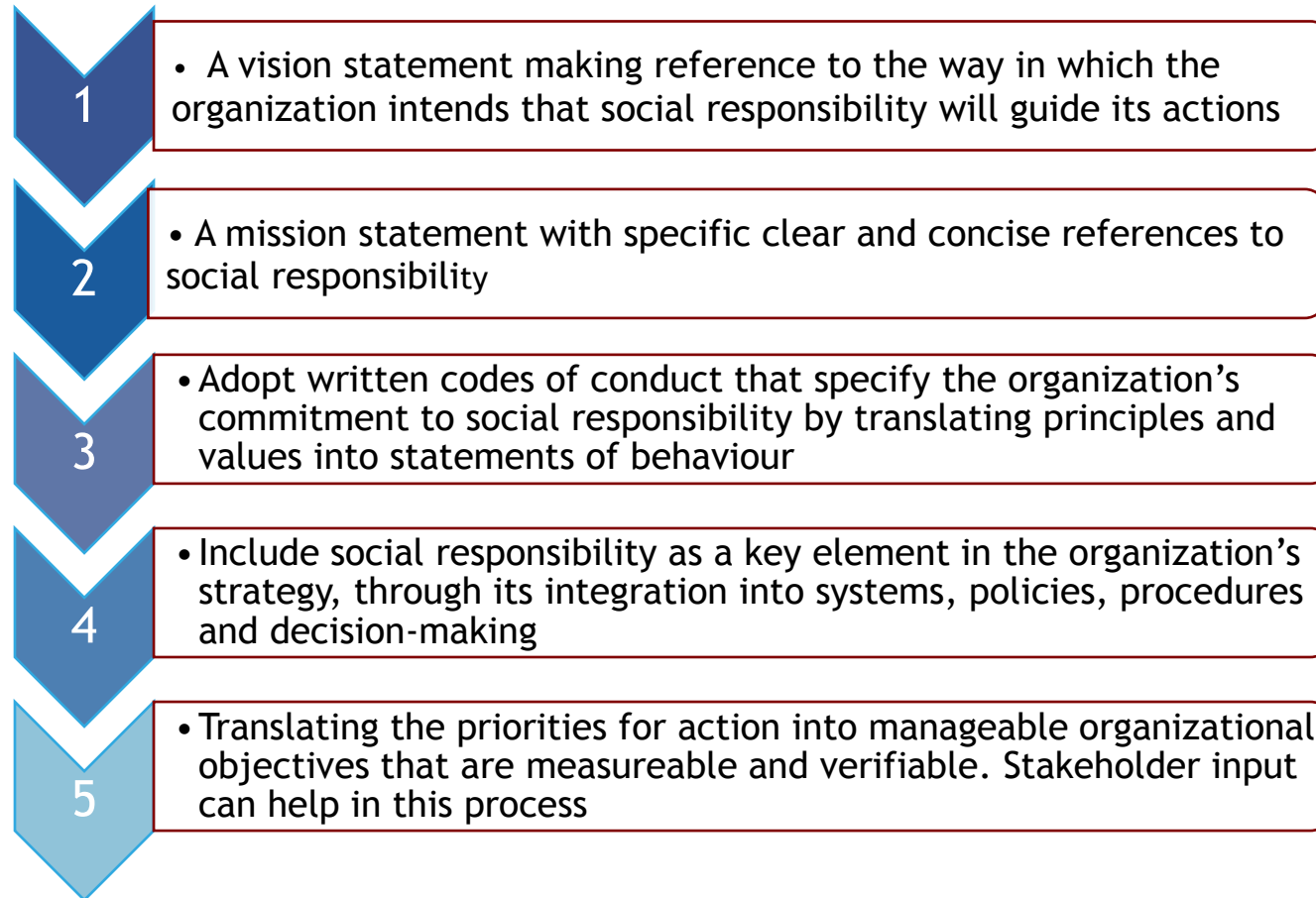


INTEGRATING ISO 26000

RAISING AWARENESS AND BUILDING COMPETENCY FOR SOCIAL RESPONSIBILITY



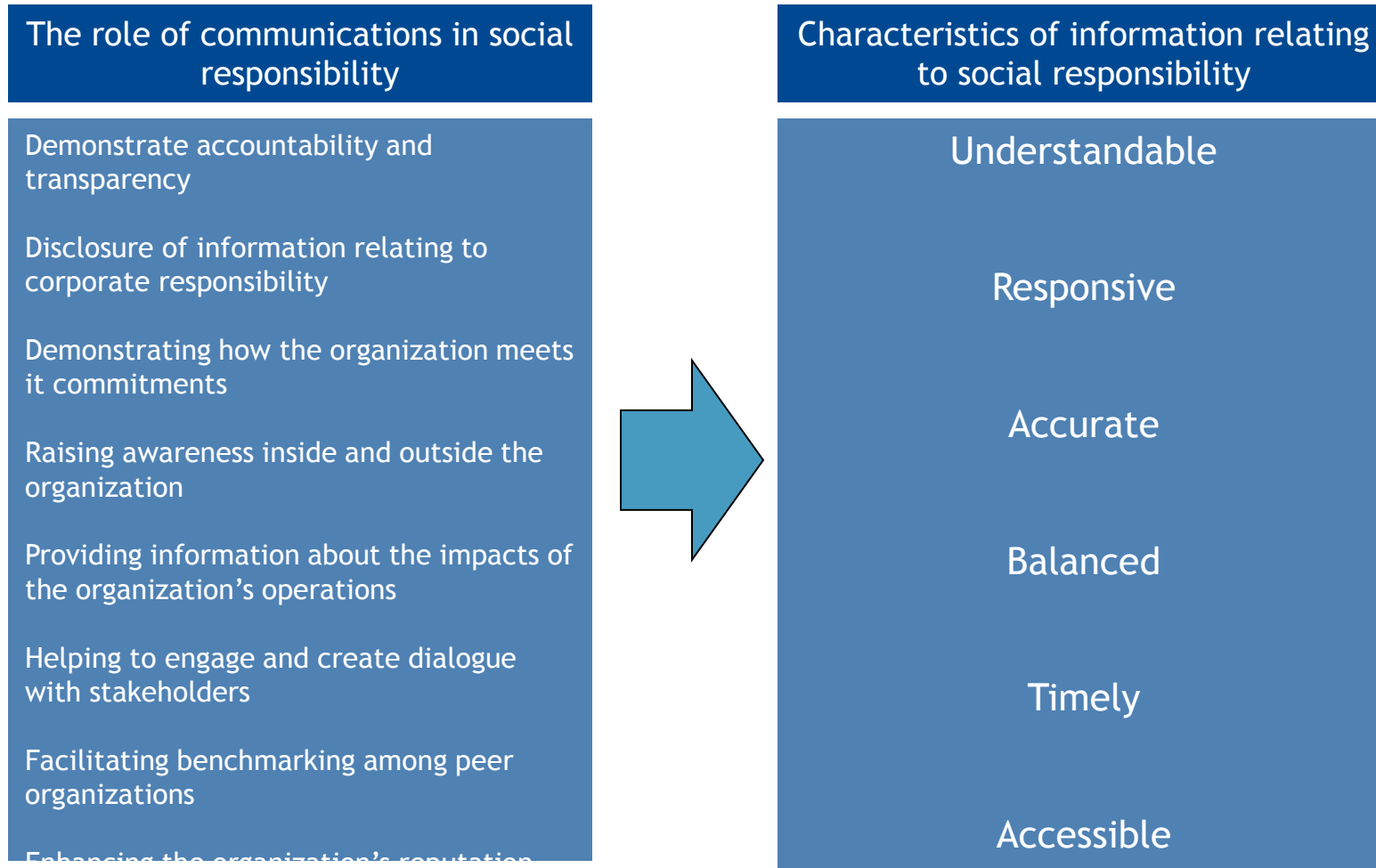
SETTING THE DIRECTION OF THE ORGANIZATION



GOVERNANCE, SYSTEMS AND PROCEDURES



COMMUNICATION ON SOCIAL RESPONSIBILITY



USING ISO 26000 WITH OTHER GUIDELINES



GRI G4 Guidelines and ISO 26000:2010
How to use the GRI G4 Guidelines and ISO 26000 in conjunction



ANY QUESTIONS OR COMMENTS?

THANK YOU

RICHARD WELFORD

RWELFORD@ELEVATELIMITED.COM