2005.04.20 version 1.0

(Draft) TG 2 Action plan

TG 2 Tasks based on the resolution 8 adopted at the Salvador meeting

1. Provide WG information to ensure transparency and openness
2. Develop supporting tools for disseminating information; such as: FAQ, Introduction to ISO and SR, Implementation Documents (for SMEs, developing countries, introduction of the "best practices"), provision of presentation materials, leaflets and brochures
3. Meet the needs of the other TG in terms of communication
4. Develop a plan to conduct strategic promotion and communication on WG's efforts
5. Establish criteria for approval of its output

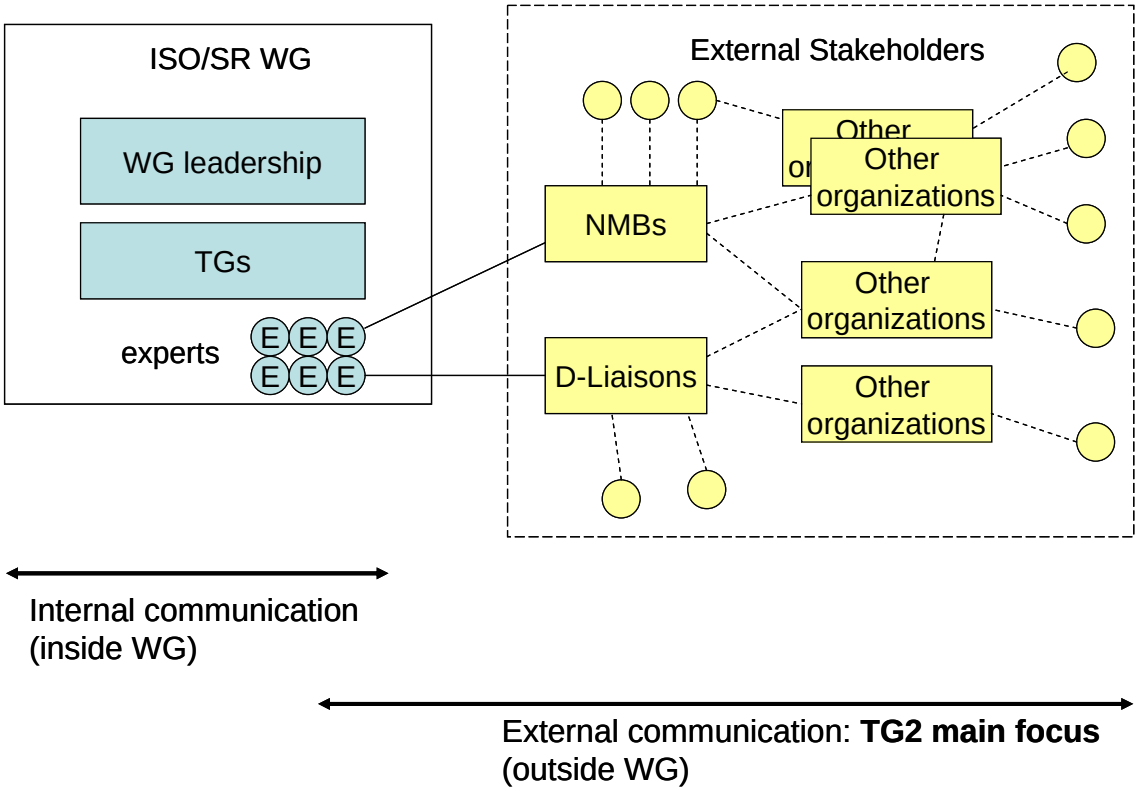
(Draft) TG 2 action plan for strategic promotion and communication of ISO/SR

・TG 2 will focus on communication with external stakeholders who do not participate in the ISO/SR/WG
  ―to ensure transparency and openness of the process of standard development to the external world

・TG 2 will work to
  ―communicate with stakeholders outside the WG and raise awareness of ISO/SR activity
  ―disseminate ISO/SR information to external stakeholders in collaboration with existing SR-related organizations
  ―get feedback on ISO/SR activity from external stakeholders through existing networks

・TG 2 action items for achieving its goals
  ―networking
  ―educational support
  ―information contents
  ―criteria for information disclosure
  ―other communication support (if necessary)

Communication and TG 2 tasks



Action item 1: Networking

・Work item

—"ISO/SR subscriber"

・Cooperate with existing organizations interested in SR, defined as "ISO/SR subscriber" other than NMBs and D-Liaisons

・Any organization, —industry association, labor union, consultancy, consumer organization, media organization or others— can be an "ISO/SR subscriber." Subscribers with strong networking or membership are participating sought after.

—Establish information flow to external stakeholders

・Spread ISO/SR information will be spread through ISO/SR subscribers' network as well as NMBs and D-liaisons

・promote "two way communication" in collaboration with NMBs, D-liaison organizations and subscriber organizations.

・Action

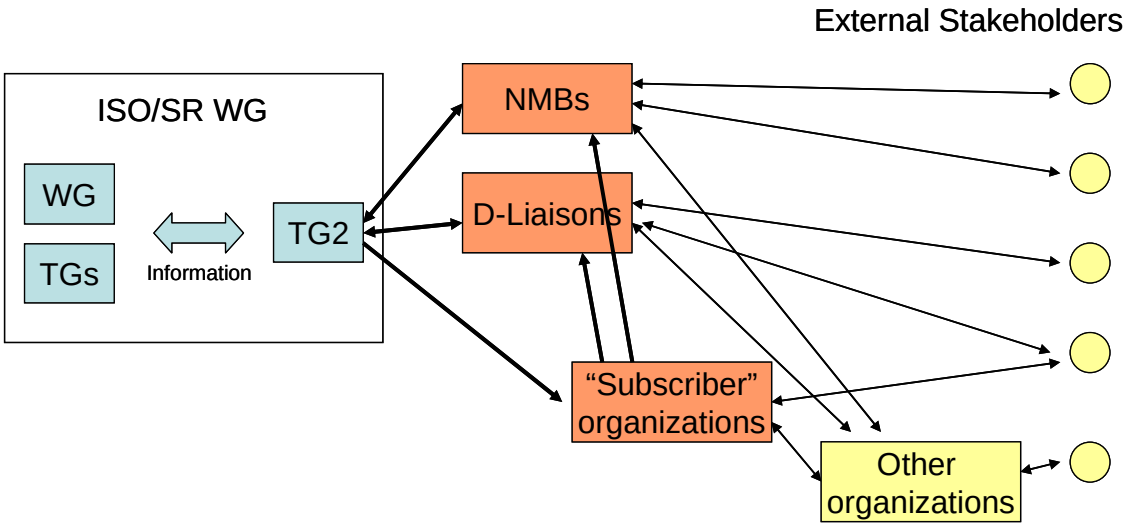
—Invite "subscriber" organizations

—Maintain list of subscribers

—Send information to subscribers

—Set up the criteria of feed back from external stakeholders, including subscribers through NMBs and D-liaisons

Information flow



Action item 2: Educational support

・Work item

—"Designated ISO/SR presenter"

・Designated presenters (any volunteer experts) who can make presentations on ISO/SR at SR-related seminars, conferences upon request by organizers.

・For the presenter, "ISO/SR standard presentation kit" and FAQs are provided

—Participation of the presenter in SR related events (conference, seminars etc.)

・Action

—Recruit volunteers from WG experts

—Create "designated Presenter bank"

—Prepare list of SR related events organized by experts, NMB, D-Liaison, Partner organizations and others

—Recommend "designated presenters" to event

—"Pilot cases" before Bangkok, such as seminar in Honduras, JSA seminars

Action item 3: Information contents

・Work item

—Newsletter *ISO/SR Update*

・Prepare information content to be shared with external stakeholders and spread

regularly through *ISO/SR Update*

－FAQ

・Prepare and update FAQ for external stakeholders

－Presentation material

・Prepare series of presentation materials for designated presenter

－Brochures

・such as “Introduction to ISO/SR” and “Implementation of SR” to be prepared after all permanent TGs are established

Newsletter *ISO/SR update*

・Size

－A 4: a few pages

・Distribution

－*ISO Focus/ISO Management Systems*

－ISO Web

－PDF version will be distributed by e-mail to NMB, D-liaision, ISO/SR partners the newsletter can be forwarded anywhere (with translation, if necessary)

・1st issue(tentative)

－Long & winding road to ISO/SR

－Outcome of Salvador meeting

・2nd issue(tentative)

－Invitation to Bangkok by TISI

－Message from TG leaders

・3rd issue: after Bangkok(tentative)

－Message from WG secretary

－Outcome of Bangkok meeting

・Editor: TG 2 leaders (tentative until Bangkok meeting)

・E-mail Distribution by TG 2 Secretary

Action item 4: criteria for information disclosure

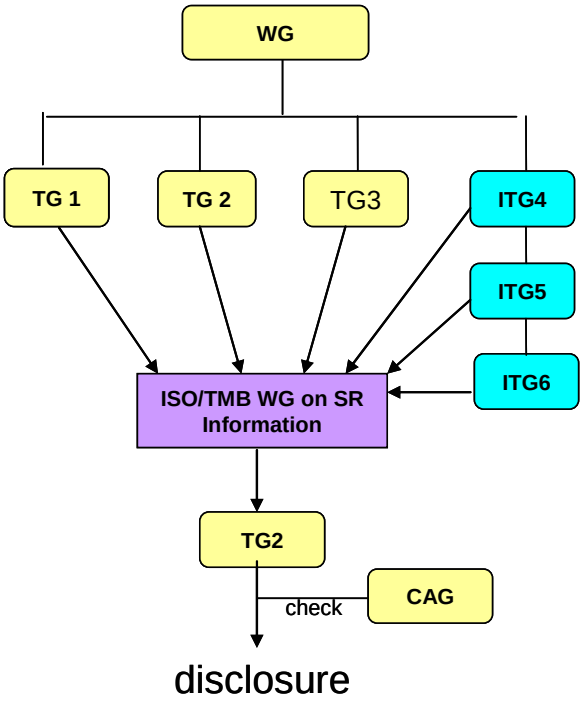
・Work item

—Set criteria of information disclosure

・Criteria (interim until Bangkok meeting)

—Information going out of WG needs to go through TG 2 to maintain consistency

—The information needs to be checked by CAG through e-mail communication before disclosure



Action item 5: Other communication support

・Work item

—Communication suggesting for WG members

・Special workshop during WG plenary period

—Sharing experiences with other ISO/TC, (e.g. TC 207)

—Sharing best practices/ cases (e.g. industry experiences, SR related national standards)

—Explanation of important subjects (e.g. ISO/ILO MOU)

・Leaflet/Newsletter: “ISO/SR member update”

—Summary of last plenary meeting

—Message from leadership

—Guide for better experience in the city (e.g. best restaurants nearby)

・Giving suggestions on how to meet the needs of the other TG in terms of communication

・Action

—Propose seminars

—Distribute leaflets at plenary meetings

Expected output before Bangkok meeting

・Networking

—List of "ISO/SR subscribers" to receive newsletter *ISO/SR Update* (Issue0, Issue1)

—List of NMB, D-liaison (version 1.0)

—List of seminars related to SR organized by NMBs, D-liaisons, subscriber organizations and others (version 1.0)

—List of "designated ISO/SR presenter" (version 1.0)

・Pilot seminars

—List of seminars in which designated presenter introduce

・Honduras, JSA seminar, etc.

・Information contents

—Articles from *ISO/SR Update* to be published in *ISO Focus/ISO Management Systems*

—FAQ (version 1.0)

—First sets of presentation materials for "designated ISO/SR presenters"

—At least one issue of *ISO/SR Update*, distributed to NMBs, D-Liaisons, and "ISO/SR subscriber" ,

—The newsletter leaflet "ISO/SR member update" will be distributed Bangkok meeting

・Other

—Proposal of "Criteria of approval process in terms of information disclosure"

Communication tools 1 (not only TG 2 tasks)

	Inside WG (communication within WG)			Outside WG (communication to outside WG)		
Seminar						**Who does it**
	Type	" Seminar for development countries"	Organized by TG1 & DEVCO	Type	Any SR related seminars	Organized by NMB, D-Liaison, or other organization
				Speaker	"ISO/SR designated presenter"	Assigned by TG 2
				Presentation material for "ISO/SR designated presenter"	"ISO/SR standard presentation kit"	Prepared by TG 2
				Additional materials for seminars	FAQ	Prepared by TG 2

Communication tools 2 (not only TG 2 tasks)

	Inside WG (communication within WG)			Outside WG (communication to outside WG)		
Brochure Booklet Leaflet News letter	Product	Work	Who does it	Product	Work	Who does it
	Leaflet "ISO/SR member update"	Newsletter for members (at each plenary meeting)	Prepared by TG 2	ISO magazine *ISO Focus /ISO Management Systems*	publication	Published by ISO/CS
					Article on ISO/SR " News from ISO/SR"	Prepared by TG 2
				Brochures e.g.) "Introduction to ISO/SR" "Implementation of SR"	Publication (English version)	Published by ISO/CS
					content	Prepared by TG 2
					Publication (other language version) if necessary	Published by NMB
				Newsletter (electronic version)	*ISO/SR Update*	Prepared by TG 2

Communication tools 3 (not only TG 2 tasks)

	Inside WG (communication within WG)			Outside WG (communication to outside WG)		
Web	**Category**	**Product**	**Producer**	**Category**	**Product**	**Producer**
	Infrastructure	ISO Livelink	Maintained by ISO/CS & WG secretariat	Infrastructure	ISO Web	Maintained by ISO/CS
	Content	-WG documents (N documents etc.)	Prepared by WG secretariat	Content	Press release	Prepared by ISO/CS
		-Presentations used in Plenary meetings	Prepared by WG secretariat		News letter *ISO/SR Update*	Prepared by TG 2
		TG documents	Prepared by each TG		FAQ	Prepared by TG 2
		Presentations used in TG meetings	Prepared by each TG			

SURVEY ON ISO/SR SUBSCRIBER

TG 2 recommends that WG establish SR networks linking WG and general public to disseminate ISO/SR information.
TG 2 will establish a mailing list to provide ISO/SR information, and thus asks its members to collect information on ISO/SR subscriber organizations at the national level and international level.

The goal of this survey is to gather information from a wider range of organizations interested in SR (or CSR). We therefore thank you in advance for returning the completed survey to supachai@tisi.go.th or to the ISO/TMB/WG/SR/TG2 Secretariat at +66 2 354 3041, 202 3511 before 14 May 2005.

Name of Organization	About the organization	CONTACT	
		E-mail	URL
SAMPLE JAPAN CSR RESEARCH	CSR CONSULTING	csr@XXX.co.jp	http://www.XXX.co.jp

NOTE: If you have any lists of SR-related organizations, please send them to TG2 Secretary (supachai@tisi.go.th)

Respondent's details

Name: Organization:

Country: Date:

SURVEY ON SR-RELATED EVENTS

TG 2 recommends sending designated ISO/SR presenters to SR-related events in general to promote and communicate WG efforts by making presentations on ISO/SR using common presentation materials.
Presenters must be registered ISO/SR WG experts (including TG leaders) are able to attend those events on their own or with financial support arranged by event hosts.

The goal of this survey is to gather information on SR-related events such as seminars, workshops, and training programs. We therefore thank you in advance for returning the completed survey to supachai@tisi.go.th or to the ISO/TMB/WG/SR/TG 2 Secretariat at +66 2 354 3041, 202 3511 before 14 May 2005.

Name	Date	Organizer	Target Audience	Contact (e-mail address, URL)

NOTE: If you have any lists of SR-related events, please send them to TG 2 Secretary (supachai@tisi.go.th)

Respondent's details

Name: Organization:

Country: Date:

REGISTRATION FORM FOR ISO/TMB/WG/SR

DESIGNATED ISO/SR PRESENTER

Registered WG experts (including TG leaders) wishing to register as designated ISO/SR presenters to SR-related events are invited to fill in this form and return it to the TG 2 Secretary (supachai@tisi.go.th).

TG 2 will recommend designated ISO/SR presenters to SR-related event hosts as appropriate to promote and communicate WG efforts. Presenters will make presentations on ISO/SR using common presentation materials.
The presenters must be experts/TG leaders of ISO/SR who are able to attend SR-related events.

Do you wish to be registered as a designated ISO/SR presenter?

Yes ? No ?

If "Yes", please provide the following information and send this form to TG 2 Secretary.

Name:	
Organization:	
Address: **(Country)** **Telephone no.:**	
Fax no.:	
E-mail address:	

ISO/TMB/WG/SR/TG 2 "COMMUNICATION"

FREQUENTLY ASKED QESTIONS COLLECTION FORM

TG2 is requested to

- **Provide WG information to ensure transparency and openness**
- **Develop supporting tools for disseminating information; such as: FAQ, Introduction to ISO and SR, Implementation Documents (for SMEs, developing countries, and introduction of the "best practices"), and provision of presentation materials, leaflets and brochures**

The goal of this survey is to gather a questions concerning ISO/SR likely to be asked frequently by the general public and answers to those questions.
We therefore thank you in advance for returning the completed survey to supachai@tisi.go.th or to the ISO/TMB/WG/SR/TG 2 Secretariat at +66 2 354 3041, 202 3511 before 14 May 2005.

Questions	Answers
Who are the National Standards Bodies, and who represents my country at ISO? EXAMPLE	Please use the link on ISO's web site that gives details, including contact information, of the National Standards Bodies: http://www.iso.org/iso/en/aboutiso/isomembers/index.html

NOTE: Questions without answers are accepted.

Respondent's details

Name: Organization:

Country: Date:

ISO/TMB/WG on Social Responsibility News Letter

ISO/SR UPDATE

Issue#0: April 2005

Long and Winding road – the way to 1st plenary meeting–

ISO, as a non-governmental international standards developing organization, develops voluntary standards on expressed and demonstrated need. Clearly articulated requirements from the market are sought before launching new ISO standards development activities. ISO also depends on these market stakeholders and interested parties to provide the expert resources needed to develop the standards as these are the groups that will ultimately implement or be affected by the work.

Today, there is widespread concern among many stakeholder groups, including governments, non-governmental organizations, consumers, labour unions and the public at large that organizations should respect the social, economic and environmental dimensions that make up sustainable development, and behave in an ethical manner.

ISO's examination of the SR issue has certainly been in the context of a general recognition that SR is an integral part of sustainability. This recognition was articulated at the 1992 Rio Earth Summit on the environment which actually focused on a broader set of issues, including poverty reduction and social development. As more and more organizations decide that they must address the principles of SR, there is a growing need for tools to help them implement SR related practices.

ISO Committee on Consumer Policy (COPOLCO)

With this context, the ISO Committee on Consumer Policy (COPOLCO) decided in May 2001 to consider the viability of International Standards on what was then referred to as "corporate social responsibility". Through several of its regular meetings and a special workshop in Trinidad and Tobago in June 2002, COPOLCO reached the conclusion that, from the perspective of the consumer, ISO as an organization is well positioned to take leadership in the development of international SR standards. COPOLCO thus submitted a recommendation to ISO Council that ISO establish an advisory group involving all key stakeholders to investigate the issue further.

ISO Advisory Group on Social responsibility (SAG)

ISO set up its advisory group (AG) on social responsibility in early 2003 to help decide

whether eventual ISO involvement in the field of SR would add any value to already existing initiatives and programs. The group comprised representatives from around the world and from a wide spectrum of stakeholder interests including business, government, labour, consumers and non-governmental organizations. Over 18 months of intensive debate and development, the group developed a comprehensive report that included an overview of SR initiatives worldwide and identified issues that should be taken into account by ISO. The AG concluded that ISO should go ahead with work on SR on the condition that a set of key recommendations are met.

The AG's work provided the major focus of an international ISO conference on social responsibility held in Stockholm on 21-22 June 2004 and hosted by the Swedish Standards Institute (SIS). The aim of the conference was to obtain further international input to contribute to ISO's decision on whether to proceed with SR standardization work. The conference was attended by 355 participants from 66 countries, representing the major stakeholder groups. The issues and challenges raised were remarkably in alignment with those identified in the AG's report.

ISO Technical Management Board (TMB) and Working Group on Social Responsibility

Given the AG's report and recommendations, as well as the positive and consistent feedback from the conference, the ISO Technical Management Board (TMB) proposed that a new working group (WG) be established to prepare an International Standard giving guidance on social responsibility. The TMB has also assigned the leadership of the working group collectively to the national standards institutes of Brazil (ABNT) and Sweden (SIS). This new system, twinning a developing country member of ISO with a developed country member, is one of the measures applied by the TMB to strengthen the participation of the developing countries that make up 110 of our current total membership of 146 member bodies. The ISO members recently voted on the approval of new work item proposal to develop the standard. A total of 37 countries submitted replies. A comfortable majority of 32 countries expressed their intention of participating in the work.

The new SR Working Group will be a balanced, multi-stakeholder group comprised of experts nominated by ISO's members. Each ISO member body is also encouraged to establish a "mirror committee" with a well-balanced membership that includes these same interest categories.

At the first full meeting scheduled for in Salvador, Brazil on 7-11 March 2005. (See ISO/SR UPDATE Issue1)

New Work Item Proposal 26000 "Guidance on social responsibility"

NOTE: The information below is a part of NWIP 26000.
See http://www.iso.org/sr NWIP for the full information.

Scope of st

- Assist an organization in addressing its social responsibilities
- Provide practical guidance related to
  - operationalizing social responsibility
  - identifying and engaging with stakeholders and
  - enhancing credibility of reports and claims made about SR
- Emphasize performance results and improvements
- Increase customer satisfaction and confidence
- Promote common terminology in the SR field
- Be consistent with and not in conflict with existing documents, treaties and conventions and other ISO standards

T

- The document shall be an International Standard providing guidance
- It will not be intended for third-party certification
- Throughout the standard, the verb form "should" shall be used
- Only one standard shall be developed

WG p

The WG is made up of experts nominated by ISO member bodies that wish to actively participate, internal ISO/IEC committee liaisons, and external liaisons (D-liaisons) which are open to any relevant international or broadly-based regional organization that wishes to participate in this work.

- An ISO member body may nominate a maximum of 6 experts to serve on the WG. It is desirable that a balanced representation of industry, government, consumer, labour, non-governmental organizations (NGOs) and other interests should be ensured.
- Internal and External liaisons may nominate a maximum of 2 representatives each to serve on the WG.

***REFERENCE:* Website for ISO Social Responsibility http://www.iso.org/sr**

- *Background information*

  Presentations made at the COPOLCO workshop on Social responsibility

  (Trinidad and Tobago, 2002)
- *Advisory Group's report*
- *Resolutions*

  ISO Technical Management Board resolution 35/2004 (Stockholm, 24-25 June 2004)
- *NWIP*

ISO/TMB/WG on Social Responsibility News Letter

ISO/SR UPDATE

Issue #1: May 2005

The outcome of the first plenary meeting in Brazil

The first meeting of the ISO Working Group on Social Responsibility (WG SR), held on 7-11 March 2005, in Salvador, Bahia, Brazil, was the "kick-off" of ISO's first venture into the area of SR and, fittingly for a new initiative, achieved a high attendance and set a fresh benchmark for innovation in stakeholder participation.

The WG SR meeting was attended by 43 ISO member countries (including 21 developing countries) plus 24 organizations with liaison status, all together represented by 225 experts. They were joined by many observers from ISO members or from international organizations, for a grand total of more than 300 delegates.

The innovation came with the new approach by ISO to ensure that the WG SR standard will benefit from broad input by all those with a serious interest in social responsibility. This is being achieved by the balanced representation of six designated stakeholder categories: industry, government, labour, consumers, nongovernmental organizations and others, in addition to geographical and gender-based balance.

The first meeting of the WG SR was primarily focused on discussion and decisions on the scope of the future standard; the terms of reference of the WG; the structure of the WG; allocation of the leadership of its subgroups; the development of special working procedures; a target date for publication, and on communicating its work to meet the intense interest in this ISO initiative.

The WG decisions included the following:

- Establishment, terms of reference and membership of a **Chair's Advisory Group**.
- Establishment of the following Task Groups (TG):
  - **TG 1**, *Funding and stakeholder engagement*, to find money to increase the participation by groups with limited resources, such as developing countries and consumers;
  - **TG 2**, *Communication*, to make available information on the WG in order to ensure transparency and openness, to develop supporting tools for disseminating information, to help other TGs with their communication and to develop a plan for strategic promotion and communication;

-**TG 3**, *Operating procedures*, to work on revising or developing new procedures for the WG processes.

- Establishment of three interim Task Groups on aspects related to the future SR standard itself. These will each first explore the issues specific to its area, then make suggestions on how they might be reflected in a design specification, and subsequently developed. The interim task groups, which will decide on their title at their first meeting, will address the following aspects:

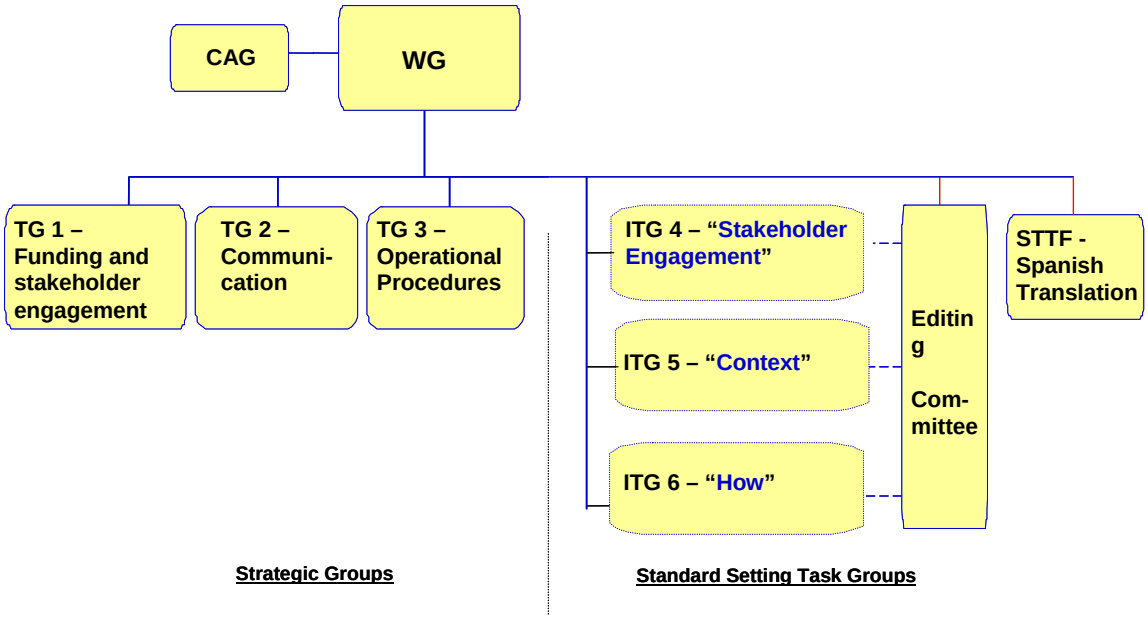
  -**interim TG 4** will explore stakeholder identification, engagement and communication;

  -**interim TG 5** will explore the core context of SR: issues, definitions, principles (differing types), and the interface of organization and society;

  -**interim TG 6** will explore how the standard could potentially address (e.g., what wording might be used):

    - guidance appropriate for all organizations to understand and apply the SR core context, and
    - guidance appropriate for specific kinds of organizations.

- Establishment of an **Editing Committee**.
- Agreement to establish a **Spanish Translation Task Force (STTF)** to translate working documents considered essential for effective participation, as well as final documents of ISO 26000.
- Adoption of operating procedures for decision-making in the WG and all its subsidiary groups.
- Adoption of operating procedures to help implement the Memorandum of Understanding (MoU) on SR that ISO has reached with the International Labour Organization (ILO). The MoU defines cooperation between the organizations to help ensure that ISO 26000 is consistent with and complements ILO international labour standards.



The 2nd plenary meeting in September 2005

The Thai Industrial Standards Institute (TISI), in collaboration with the Japanese Industrial Standards Committee (JISC), will host the 2nd meeting of ISO/TMB/WG on Social Responsibility and related events in Bangkok, Thailand 26-30 September, 2005. The meeting in Bangkok will be a forum to exchange experiences and to discuss ways of taking the crucial steps to develop an International Standard for guidance on social responsibility.