

What Will ISO 26000 Mean For Organizations?

Uptake of ISO 26000 – large in number and in the different types of organizations picking up the standard.

- Largest uptake will be in developing countries.
- Greatest unanticipated impact will be on NGOs

Force of Moral and other Suasion – influence perceptions and expectations in the marketplace. (Consumers, regulators, supply chain, funding bodies, investors....)

Normalize the language and concepts of SR – bring coherence to the landscape and practice of SR.

Guidance will not be enough – the marketplace will demand more.

UP TAKE



ISO - The Worlds Largest Franchise

AECOM



31,000 stores
121 countries



1,027,065 certificates
(9001/14001 alone)
170 countries

ISO 9001-14001 Uptake Worldwide

AECOM

	ISO 9001			ISO 14001		
	Certificates	Growth	Countries	Certificates	Growth	Countries
2002	167 124	122 736	133	49 440	12 976	116
2003	497 919	330 795	149	64 996	15 556	123
2004	660 132	162 213	154	89 937	24 941	127
2005	773 867	113 735	161	111 162	21 225	138
2006	897 866	123 999	170	129 199	18 037	140

Source: ISO Survey 2006 – ISO Central Secretariat

http://www.iso.org/iso/iso_catalogue/management_standards/certification/the_iso_survey.htm

Drivers for Broad Scale Uptake

Timing - Time is ripe

We are at a convergence of SR concepts, environmental, market and social forces.

Supply-chain influence – supply chain will be the greatest impetus for ISO 26000 uptake.

Market place influence – investors, consumers are becoming more sophisticated in what they ask for and in demanding accountability

Float All Ships



Developing countries have

- were instrumental in pushing for development of ISO 26000
- unprecedented participation by developing countries in an ISO standard

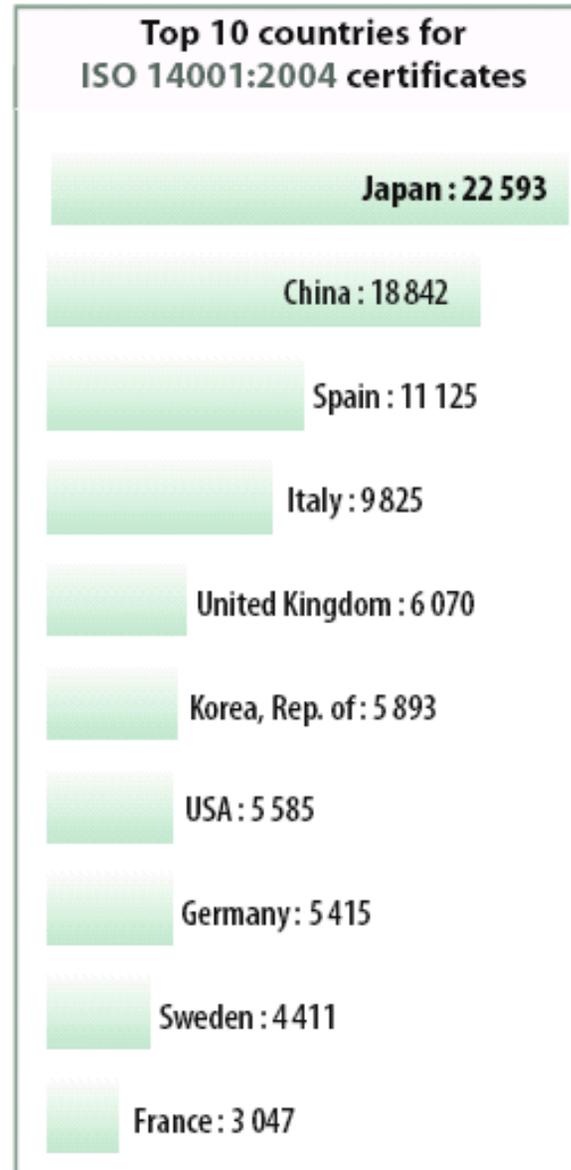
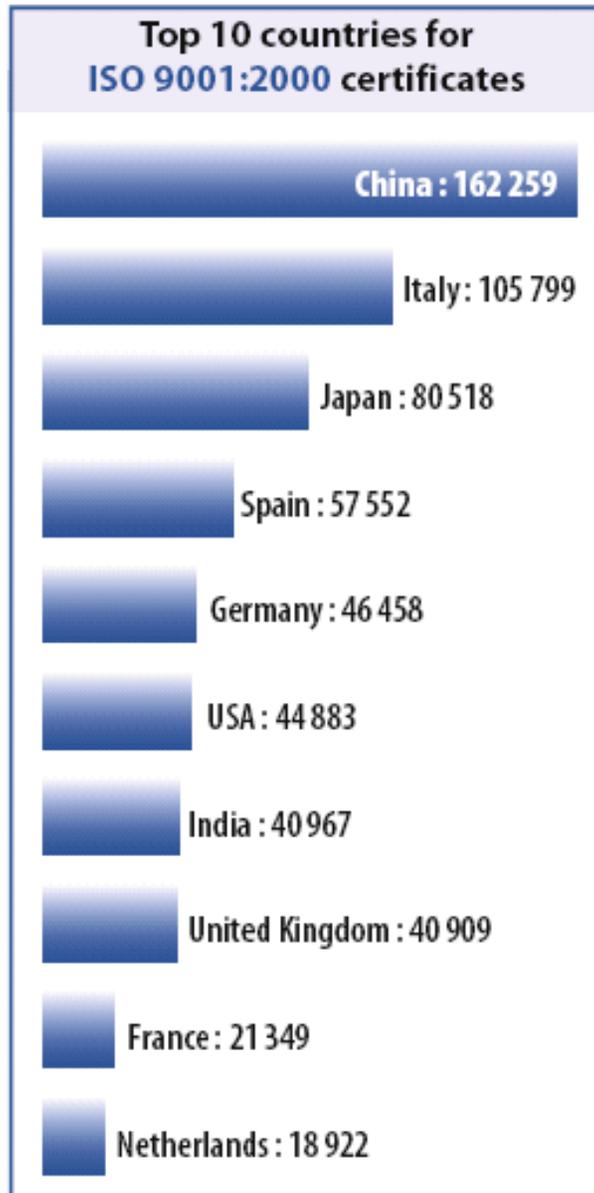
Driver for uptake by developing countries are:

- Supply chain demands
- Fear on being restricted access to markets

There is no other broad based guidance standard that:

- can be used as a benchmark of performance; and
- has universal recognition and credibility

Ranking of Countries Adopting ISO Standards



Source: ISO Survey
2006 – ISO Central
Secretariat
http://www.iso.org/iso/catalogue/management_standards/certification/the_iso_survey.htm

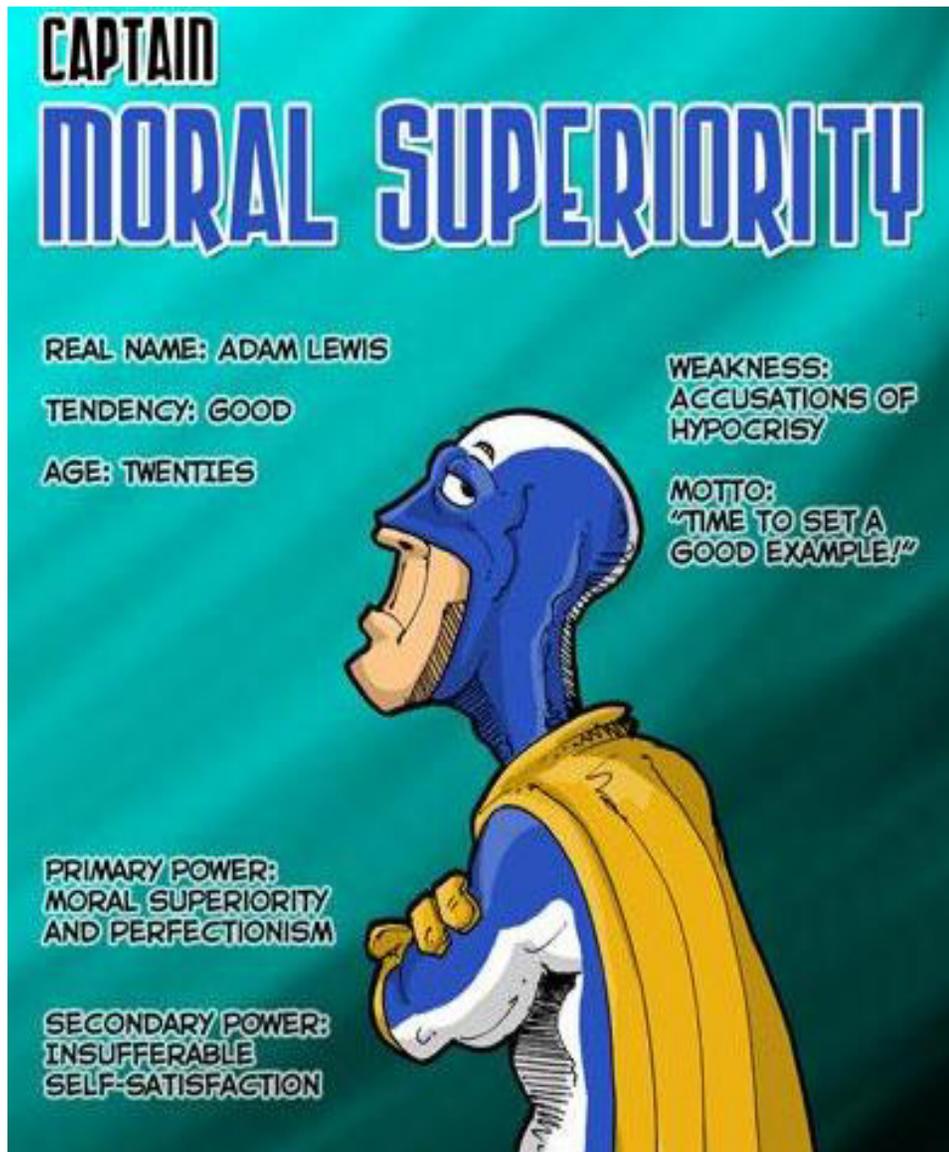
Beyond ~~CSR~~

Greatest unanticipated impact on NGO's

- **Expecting Do Gooders to Do Good** -- Members, donors, funding agencies and the public expect more of NGO's.
- With power and responsibility comes the expectation of accountability.
- Accountability is not the exclusive purview of industry and government

Exponential increase in number and influence of NGOs worldwide

- 1.5 M in the US, 1 M in India
- Recent study of civil society in 37 countries
 - employs 4.5% of the workforce and
 - spends \$1.33 trillion in operating expenses.
 - 5th largest industry in the world.
- As of 2003 at least \$12 billion in international assistance (72%) flows through NGOs. (Organization for Economic Cooperation and Development (OECD))
- Estimated 40,000 international NGOs.
<http://www.globalpolicy.org/ngos/intro/growing/index.htm>



Why ISO 26000 ?

Digestible - simplifies complex concepts

Principles have resonance

Generic – all types of organizations

Comprehensive – core subjects cover all aspects of social responsibility not a single issue document eg. labour, environment.

Brings coherence to the field of SR.

- Principles of SR
- Subjects of SR

First standard that links principles → to subject areas of concern → to organizational practices

Other existing standards assume expertise or require user to look for information elsewhere.

Complimentary to (builds and often translates) other documents

Why?

- Stakeholders want:
 - a benchmark against which to assess performance
 - independent assurance of **claims and results**.
- Users want to legitimize and have their initiatives recognized.

Current ISO processes of certification and management systems are not the solution..

- Systems enable but do not necessarily ensure **results**
- Devaluation of the currency of certification
- There is still no benchmark of performance