

# Den nye standarden for samfunnsansvar ISO 26000: Hva slags verktøy gir den oss?

Einar Flydal

ekspertmedlem av ISO 26000 WG & leder av den norske speilkomiteen

seniorrådgiver, Telenor / Corporate Development

univ. lektor II, NTNU / Telematikk

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# ISO General Assembly

ISO  
OSLO NORWAY  
2010

*Blir ISO26000  
virkelig noe av?*

- I september erklærte generalforsamlingen av ISO26000 ville bli publisert
- 1. november ble ISO 26000 lansert internasjonalt i engelsk versjon
- **8. desember lanseres norsk versjon**

# En tunglest og kjedelig engelsk tekst! - men spennende for fagfolk og aktivister...

	ISO 26000:2010(E)	ISO 26000:2010(E)	ISO 26000:2010(E)
<p>Impacts on society and the understandable to those who be timely and factual and accurately assess the impact.</p> <p>The principle of transparency providing information that is obligations.</p> <p>An organization should be</p> <ul style="list-style-type: none"> <li>— the purpose, nature and</li> <li>— the identity of any content</li> <li>— the manner in which it roles, responsibilities, and</li> <li>— standards and criteria responsibility;</li> <li>— its performance on relevant</li> <li>— the sources, amounts and</li> <li>— the known and likely in the environment; and</li> <li>— its stakeholders and their</li> </ul> <p><b>4.4 Ethical behaviour</b></p> <p>The principle is: an organization</p> <p>An organization's behaviour imply a concern for people activities and decisions on</p> <p>An organization should act</p> <ul style="list-style-type: none"> <li>— identifying and stating</li> <li>— developing and using organization, in its decision</li> <li>— identifying, adopting and consistent with the</li> <li>— encouraging and promoting</li> <li>— defining and communicating personnel, suppliers, and those that have the opportunity, integrity, strategic</li> <li>— preventing or resolving unethical behaviour;</li> </ul> <p>© ISO 2010 – All rights reserved</p>	<ul style="list-style-type: none"> <li>— establishing and maintaining behaviour;</li> <li>— establishing and maintaining reprisal;</li> <li>— recognizing and addressing ethical behaviour;</li> <li>— adopting and applying research with human subjects</li> <li>— respecting the welfare of animals conditions for keeping, breeding</li> </ul> <p><b>4.5 Respect for stakeholder</b></p> <p>The principle is: an organization should</p> <p>Although an organization's objectives constituents, other individuals or groups into account. Collectively, these include</p> <p>An organization should:</p> <ul style="list-style-type: none"> <li>— identify its stakeholders;</li> <li>— recognize and have due regard to their expressed concerns;</li> <li>— recognize that some stakeholders</li> <li>— assess and take into account organization;</li> <li>— take into account the relation sustainable development, as (see also 3.3.1); and</li> <li>— consider the views of stakeholders if they have no formal role in</li> </ul> <p><b>4.6 Respect for the rule of law</b></p> <p>The principle is: an organization should</p> <p>The rule of law refers to the standards above the law and that guard arbitrary exercise of power. It is publicly disclosed and fairly enforced responsibility, respect for the rule regulations. This implies that it should those within the organization of the</p> <p>An organization should:</p> <ul style="list-style-type: none"> <li>— comply with legal requirements and regulations are not adequate</li> </ul> <p>12</p>	<p>An organization should review all relevant issues should be followed significance of an impact should be way in which the impact affects sustainability</p> <p>When recognizing the core subject providing interactions with other decisions and activities on stakeholder</p> <p>An organization seeking to recognize other obligations that exist. Legal obligations concerning social, economic organization should consider the commitments could be in ethical associations to which it belongs.</p> <p>Recognizing social responsibility should be determined and taken into should be reviewed as necessary if being addressed and can determine</p> <p><b>5.2.3 Social responsibility and</b></p> <p>An organization is responsible for control (de facto control decisions and activities of another Such impacts can be extensive. organization may, in some situations which it has relationships. Such situations</p> <p>This sphere of influence includes all of an organization's value chain informal associations in which it participates</p> <p>An organization does not always have do so. For instance, it cannot be have some influence if the impact situations where an organization determined by the extent to which a</p> <p>There will also be situations where influence, it may nevertheless wish</p> <p>An organization may decide whether extent of this relationship. There will the impacts created by the decision mitigate the negative impacts concerning</p> <p>When assessing its sphere of influence due diligence to avoid contributing found in 7.3.3.</p> <p><b>5.3 Stakeholder identification</b></p> <p><b>5.3.1 General</b></p> <p>Stakeholder identification and engagement</p> <p>16</p>	<p><b>5.3.2 Stakeholder Identification</b></p> <p>Stakeholders are organizations or individuals that have one or more interests in any decision or activity of an organization. Because these interests can be affected by an organization, a relationship with the organization is created. This relationship need not be formal. The relationship created by this interest exists whether or not the parties are aware of it. An organization may not always be aware of all its stakeholders, although it should attempt to identify them. Similarly, many stakeholders may not be aware of the potential of an organization to affect their interests.</p> <p>In this context, interest refers to the actual or potential basis of a claim, that is, to demand something that is owed or to demand respect for a right. Such a claim need not involve financial demands or legal rights. Sometimes it can simply be the right to be heard. The relevance or significance of an interest is best determined by its relationship to sustainable development.</p> <p>Understanding how individuals or groups are or can be affected by an organization's decisions and activities will make it possible to identify the interests that establish a relationship with the organization. Therefore, the organization's determination of the impacts of its decisions and activities will facilitate identification of its most important stakeholders (see Figure 2).</p> <p>Organizations may have many stakeholders. Moreover, different stakeholders have various and sometimes competing interests. For example, community residents' interests could include the positive impacts of an organization, such as employment, as well as the negative impacts of the same organization, such as pollution.</p> <p>Some stakeholders are an integral part of an organization. These include any members, employees or owners of the organization. These stakeholders share a common interest in the purpose of the organization and in its success. This does not mean, however, that all their interests regarding the organization will be the same.</p> <p>The interests of most stakeholders can be related to the social responsibility of the organization and often are very similar to some of the interests of society. An example is the interest of a property owner whose property loses value because of a new source of pollution.</p> <p>Not all stakeholders of an organization belong to organized groups that have the purpose of representing their interests to specific organizations. Many stakeholders may not be organized at all, and for this reason, they may be overlooked or ignored. This problem may be especially important with regard to vulnerable groups and future generations.</p> <p>Groups advocating social or environmental causes may be stakeholders of an organization whose decisions and activities have a relevant and significant impact on these causes.</p> <p>An organization should examine whether groups claiming to speak on behalf of specific stakeholders or advocating specific causes are representative and credible. In some cases, it will not be possible for important interests to be directly represented. For instance, children rarely own or control organized groups of people; wildlife cannot do so. In this situation, an organization should give attention to the views of credible groups seeking to protect such interests.</p> <p>To identify stakeholders an organization should ask itself the following questions:</p> <ul style="list-style-type: none"> <li>— To whom does the organization have legal obligations?</li> <li>— Who might be positively or negatively affected by the organization's decisions or activities?</li> <li>— Who is likely to express concerns about the decisions and activities of the organization?</li> <li>— Who has been involved in the past when similar concerns needed to be addressed?</li> <li>— Who can help the organization address specific impacts?</li> <li>— Who can affect the organization's ability to meet its responsibilities?</li> </ul> <p>© ISO 2010 – All rights reserved</p> <p>Single-user license, for personal use only, external distribution, networking and other use prohibited</p> <p>17</p>



Standarder har vi  
nok av!  
Hva er det nye?

# ISO 26000 er svar på Rio og Johannesburg

- Rio-konferansen 1992: "Sustainable development!" – "Opprettholdbar utvikling!"
- Johannesburg World Summit 2002, IPCC, m.fl.: "Handling trengs nå!"
  - Ber om operasjonalisering av bærekraftbegrepet
- Her trengs alle om bord – næringsliv, myndigheter, NGOer, lokalsamfunn...
- Å ta budskapet inn over seg krever både prosesser, prosedyrer og holdninger
- ISO26000 sikter mot alt dette



# ISO26000 definerer "bærekraft" som grunnlag



ISO 26000 forener den gamle CSR-tenkningen med dagens agenda. Og gjør **opprettholdbarhet** til forutsetning, mål, og målestokk.

En samlet og samlende plattform som hever seg over sektorinteresser.

Forretning basert på grunnleggende behov

Følge internasjonale avtaler

veldedighet

Oppføre seg i hht god moral og etikk

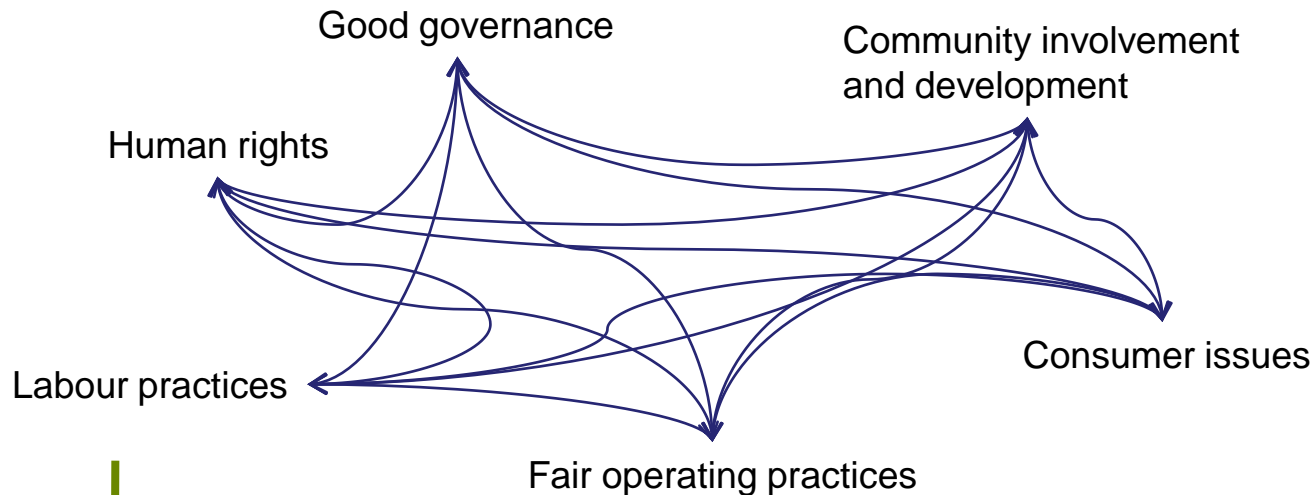
Følge stedets lover

Miljømessig, sosial, og økonomisk "bærekraft"

Hvor starter og slutter CSR ?

# ISO26000s verktøy: ansvarlighet, samarbeid, balanse mellom interessenter – og vekt på praksis

- Mye er ”tradisjonelt” CSR-stoff, menneskerettigheter, arbeidslivsstoff, lokalsamfunnsutvikling og forbrukerrettigheter – ca 120 sider
- ISO 26000 appellerer til den ansvarlige organisasjon i balansert samarbeid med interessenter - innen de rammer som gis av kravet til opprettholdbarhet:
- Et velfungerende samfunn består av mange legitime krefter i komplekst, balansert samspill
  - ISO 26000 dekker alle: Næringsliv, offentlig administrasjon, frivillige organisasjoner, osv



# Resultat av global prosess med høy legitimitet

- 450 eksperter, 210 observatører, tusenvis med indirekte
- 90+ land med + en rekke observatørland
- flertall fra u-land – unikt!
- 42 liason-organisasjoner som OECD, UNCTAD, WHO, ILO, UN Global Compact, GRI og Consumers International, flere med MoU'er
- Multi-interessent-prosess:
  - markedsfolk, myndigheter, forbrukeraksjonister, forskning, arbeidstakere, NGOer, konsulenter, naturvernere - fra alle verdensdeler... med sine ulike agendaer
- Ingen avstemninger, kun konsensus-avgjørelser
- Sekretariat: Sverige og Brasil
- Snitt reisestrekning: **95.000 km?**
- > 100.000 timer brukt sentralt
- > 23.000 kommentarer behandlet

- Eksperter representerer kun seg selv
- Vi gjentar til vi forstår
- Vi gjentar ikke argumenter som alt er sagt

En åpen prosess!

[www.iso.org/ISO26000](http://www.iso.org/ISO26000)

We have the responsibility  
to make the world better



# 90+ deltakerland betyr utstrakt forankring

Argentina (IRAM)	Denmark (DS)	Korea republic of (KATS)	Saudi Arabia (SASO)
Armenia (SARM)	Ecuador (INEN)	Lebanon (LIBNOR)	Serbia (ISS)
Australia (SA)	Egypt (EOS)	Libya (LNCMS)	Singapore (SPRING SG)
Austria (ON)	Fiji (FTSOCO)	Malaysia (DSM)	South Africa (SABS)
Azerbaijan (AZSTAND)	Finland (SFS)	Mauritius (MSB)	Spain (AENOR)
Bahrain (BSMD)	France (AFNOR)	Mexico (DGN)	Sweden (SIS)
Bangladesh (BSTI)	Germany (DIN)	Morocco/Maroc (SNIMA)	Switzerland (SNV)
Barbados (BNSI)	Ghana (GSB)	Netherlands (NEN)	Syria (SASMO)
Belarus (BELST)	Greece (ELOT)	Nigeria (SON)	Thailand (TISI)
Belgium (NBN)	India (BIS)	Norway (SN)	Trinidad and Tobago (TTBS)
Brazil (ABNT)	Indonesia (BSN)	Oman (DGSM )	Turkey (TSE)
Bulgaria (BDS)	Iran (ISIRI)	Panama (COPANIT)	Ukraine (DSSU)
Canada (SCC)	Ireland (NSAI)	Peru (INDECOPI)	United Arab Emirates (ESMA)
Chile (INN)	Israel (SII)	Philippines (BPS)	United Kingdom (BSI)
China (SAC)	Italy (UNI)	Poland (PKN)	Uruguay (UNIT)
Colombia (ICONTEC)	Jamaica (JBS)	Portugal (IPQ)	USA (ANSI)
Costa Rica (INTECO)	Japan (JISC)	Qatar (QS)	Venezuela (FONDONORMA)
Côte d'Ivoire (CODINORM)	Jordan (JISM)	Romania (ASRO)	Vietnam (TCVN)
Cuba (NC)	Kenya (KEBS)	Russian Federation (GOST R)	Zimbabwe (SAZ)
Czech Republic (CNI)	Kazakhstan (KAZMEMST)	Saint Lucia (SLBS)	

# >40 liason-organer har sikret konsistens

AccountAbility

AICC (African Institute of Corporate Citizenship)

AIHA (American Industrial Hygiene Association)

BIAC (The Business and Industry Advisory Committee to the OECD)

CI (Consumers International)

EBEN (European Business Ethics Network)

EC (European Commission)

ECOLOGIA (Ecologists Linked for Organizing Grassroots Initiatives and Action)

EFQM [www.efqm.org](http://www.efqm.org)

EIRIS Foundation & ethical Investment Research Services (EIRIS) Ltd

FIABCI (International Real Estate Federation )

Forum Empresa / Ethos Institute

FLA ( Fair Labor Association)

GRI (Global Reporting Initiative)

IABC (International Association of Business Communicators)

ICC (International Chamber of Commerce)

ICMM (International Council of Mining and Metals)

IEPF (Institut for Energy and Environment of the French speaking countries)

IFAN (International Federation of Standards Users)

IIED (International Institute for Environmental and Development)

IISD (International Institute for Sustainable Development)

ILO (International Labour Organization)

INLAC (Latin-American Institute for Quality Assurance)

Interamerican CSR Network

IOE (International Organization of Employers)

IPIECA (International Petroleum Industry Environmental Conservation Association)

ISEAL Alliance (International Social and Environmental Accreditation and Labelling)

ITUC (International Trade Union Confederation)

NORMAPME (European Office of Crafts, Trades and Small and Medium-sized Enterprises for Standardisation)

OECD (Organisation for Economic Cooperation and Development)

OGP (International Association of Oil and Gas Producers)

Red Puentes

SAI (Social Accountability International)

Transparency International

UNEP (United Nations Environment Programme)

UNSD (United Nations 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)

World Savings Banks Institute (WSBI)/European Savings Banks Group (ESBG)

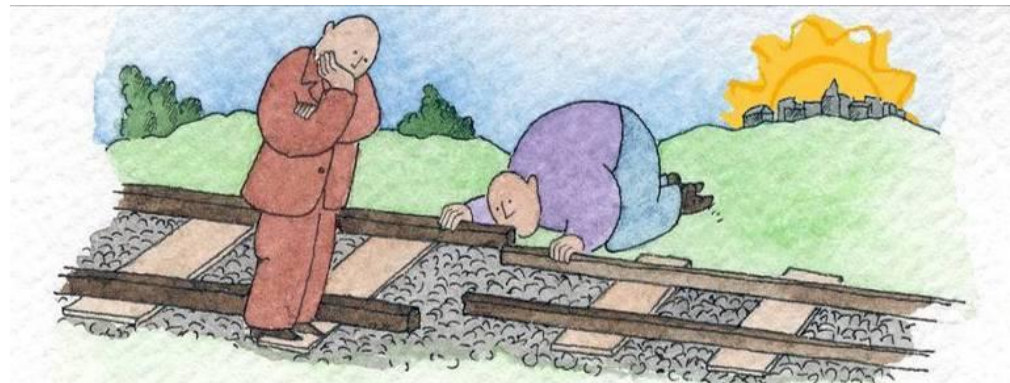
WTO (World Trade Organization)

# Merkelig å kalle ISO26000 ”en standard”?

## Standarden

- stiller **ikke krav**, inneholder **ikke operative mål** eller klare kriterier
- er **ikke** laget for **sertifisering**, har **ikke juridisk status**, men mange juridiske begreper
- har en **usedvanlig omfattende** temaliste
- reflekterer **dagens** internasjonale **politiske agenda**
- har **sterk u-landsorientering**, men ikke bare

Hadde ISO hatt andre tradisjoner, ville den ikke hett ”standard” engang, men f.eks.  
**”Innføring i samfunnsansvarlig praksis: Hva og hvordan?”**  
**Veiledningshefte og mal for prosedyrer og prosess”**



# Innholdet: SR fra A til Å

## 1 Scope

## 2 Terms, definitions and abbreviated terms

## 3 Understanding SR

## 4 **Principles** of SR

## 5 Recognizing SR and engaging stakeholders

## 6 Guidance on SR **core subjects**

## 7 Guidance on integrating SR throughout an organization

### Annex A:

### Examples of voluntary initiatives and tools for SR

- accountability
- consumer
- customer
- due diligence
- environment
- ethical behaviour
- gender equality
- impact of an organization
- the social responsibility of organizations: historical background
- 3.1 Recent trends in social responsibility
- 3.2 Characteristics of social responsibility
- 3.3 Issue of social responsibility
- 3.4 The state and social responsibility
- organizational governance
- 4.1 Accountability
- 4.2 Transparency
- 4.3 Ethical behaviour
- 4.4 Respect for stakeholder interests
- 4.5 Respect for the rule of law
- 4.6 Respect for international norms of behaviour
- 4.7 Respect for human rights
- 4.8 stakeholder
- stakeholder engagement
- 5.1 Recognizing social responsibility
- 5.2 stakeholder identification and engagement
- 5.3 supply chain
- sustainable development
- trans
- 6.1 Organizational governance
- 6.2 Human rights
- 6.3 Labour practices
- 6.4 The environment
- 6.5 Fair operating practices
- 6.6 Consumer issues
- 6.7 Community involvement and development
- 6.8

- 7.2 The relationship of an organization's characteristics to social responsibility
- 7.3 Understanding the social responsibility of an organization
- 7.4 **Practices** for integrating social responsibility throughout an organization
- 7.5 Communication on social responsibility
- 7.6 Enhancing credibility regarding social responsibility
- 7.7 Reviewing and improving an organization's actions and practices related to social responsibility
- 7.8 Voluntary initiatives for social responsibility



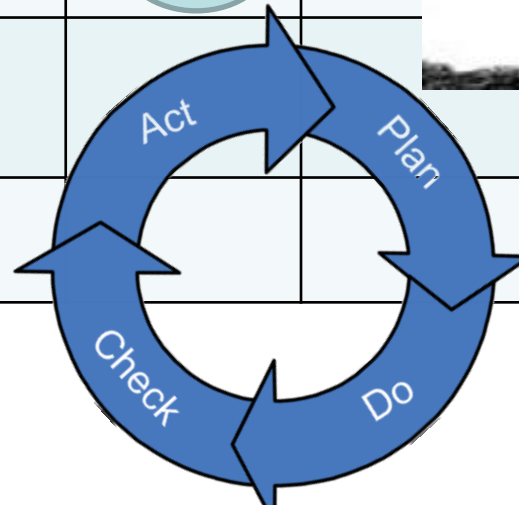
# Det mentale kartet gir metodikken:

## Prinsipper, kjernetema, emner og praksis

Kjernetema	Organizational governance	Human rights	Labour practices	The environment	Fair operating practices	Consumer issues	Community involvement and development
Prinsipper							
Accountability							
Transparency							
Ethical behaviour							
Respect for stakeholder interests Respect for the rule of law							
Respect for international norms of behaviour							
Respect for human rights							



Hva er det?  
Hva gjelder?  
Hva er aktuelt og viktig?  
Hvordan gjør vi det?  
Hva kan vi gjøre?  
Hva blir virkningen?





Vil ISO 26000 bli  
brukt?

- **JA!**
- På nettet:
  - 1,5 mill treff (oktober 2010)
- Til og med det umulige skjer...

# "Sertifisering" tilbys allerede!

## Sang Hing Construction Company Limited awarded ISO/CD 26000 certificate

Accredited Certification International Ltd has recently granted the **ISO/CD 26000** Social Responsibility and Sustainable Development Management **certification** to Sang Hing Construction Company Limited in August 2009. This **management system** helps them to maintain a high standard level in the area of social responsibility.

The need for organizations in both public and private sectors to behave in a socially responsible way is becoming a generalized requirement of society, in developed and developing countries. Nowadays, stakeholders become more and more concerned about

the way corporations do their businesses. They prefer companies whose policies are more consistent with the sustainable development of the world economy. For instances, buyers from developed countries would prefer a supplier with policies that contribute to environmental protection and minimize the adverse impacts on local communities. In addition, they would also expect their partners to participate actively in promoting equity and justice.

ISO 26000 is the designation of International Standard giving guidance on social responsibility (SR). ACI invites companies to learn more about the benefits of this standard, any interested companies can contact us for free information.

Accredited  
Certification  
International

Highlights:  
Certification Presentation

ACI awarded ISO 9001 & ISO14001  
to KNIGHT FRANK PETTY LIMITED



Knight Frank 萊坊

Accredited Certification International Ltd  
has granted the ISO9001 and ISO14001  
certification to Knight Frank Petty Limited

Sang Hing Construction Company  
Limited awarded ISO/CD 26000  
certificates

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benefits of this standard, any interested  
companies can contact us for free  
information.

szzyRoad,

city@acilimited.com

Foo Lum was awarded ISO 22000  
Certification

Foo Lum was awarded by ACI with ISO  
22000 Certification, showing its moon  
cake manufacturing conformed to this  
internationally recognized standard,  
ensuring that its moon cakes are safe and  
suitable for consumption. This certification  
is a sign for delivering safe food products  
to customers. It helps improve the quality  
of safety of food.

ISO 22000 is an international standard  
and is intended to provide adequate  
control to food safety hazard throughout  
the food chain. Hence, food safety is  
ensured through the combined effort of all  
parties in the food chain. The standard  
aimed at the organization having to  
demonstrate its ability to control food  
safety hazards in order to consistently  
provide safe end products that meet both  
customer and food safety regulatory  
requirements; ISO 22000 integrates  
Hazard Analysis Critical Control Points  
(HACCP) system with a comprehensive  
management system.

The ISO 22000 is a worldwide standard  
for food safety. There is a clear move  
towards greater reliance on third party  
certification system. We welcome  
enquiries about the ISO 22000 from any  
interested parties.

- Tegn på suksess?
- Eller motsatt?
- Begge deler?

# Tilpasninger, kurs, hjelpemidler, kurs, osv har begynt å formere seg – som kaniner på Gotland!

## DS 26001 CSR Ledelsessystem

Den danske standard for CSR (kan bevise, at I bruger CSR aktivt)



Aktuelt | Områder | Ydelser | Om Dansk Standard  Sø

Dansk Standard har i det danske standard Ledelsessystem for samfundsmæssigt

Du er her: » Dansk Standard » Områder » Miljø » CSR » DS 26004 Vejledning

Print Send Mail

### En fælles standard

Fra dansk side har der længe været u

CSR

DS 26004 Vejledning i samfundsmæssigt ansvar

Kontakt

» Kom godt i gang

Home Sitemap Contact Help Links English



- Wat is een norm
- Welke normen zijn er
- Normen bestellen
- Normen beheren
- Publicaties
- NEN e-mailnieuwsbrieven
- NEN-partnerpagina
- Veelgestelde vragen
- NEN-Klantenservice

U bekijkt: Home > Zoekresultaten >

### Praktijkgids MVO volgens ISO 26000



Pagina's	Preview	Prijs	Bestel
127		€ 49,00	

#### Omschrijving

Binnen uw organisatie bent u zich bewust van uw verantwoordelijkheid voor maatschappij en milieu. Een verantwoord evenwicht vinden tussen de economische aspecten van de bedrijfsvoering en sociale en ecologische aspecten is een uitdaging.

- Hoe zorgt u voor mens en omgeving met behoud van de noodzakelijke continuïteit?

#### ZOEKEN

Normen

Gehele site

[Uitgebreid zoeken](#)

#### NORMSHOP

[registreren](#)  
[wachtwoord vergeten](#)

[UW WINKELWAGEN](#)

#### Meest bekeken

Søk i:  verdensveven  sider skrivne på norsk  sider frå Noreg

Web [Show options...](#) Funn 1-10 av omlag 13 700 som inneheldt IS

Vink: Spar tid ved å trykkja på enter-tasten i staden for "søk"

#### Ethical Performance | CSR Training Courses

CSR Asia course 1 or 2 days. Training schedule available on website. Location: Hong Kong or Singapore [Course Overview](#). The new ISO 26000 guideline aims to ... [www.ethicalperformance.com/.../coursedetail.php?id... - | hurtigbufferen](#)

#### Misuse of ISO 26000

In the website announcement under the headline "Course overview" the ISO 26000 is put next to the ISO management system standards 9000 and 14001 so that the ... [www.26k-estimation.com/.../misuse\\_of\\_iso\\_26000.html - | hurtigbufferen](#)

#### ISO 26000 Understanding Training Course

ISO 26000 Understanding Training Course. Course Category: Social Responsibility Management Systems (SRMS). Course Title: Understanding ISO 26000 (draft) ... [kelmacgroup.com/.../courses/iso26000.../understanding\\_iso\\_26000.htm - | hurtigbufferen](#)

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Course Description. Course Category: Social Responsibility Management Systems (SRMS). Course Title: Understanding ISO 26000 (draft) ... [www.kelmactraining.com/.../courses/iso26000.../understanding\\_iso26000.htm - | hurtigbufferen](#)

#### ISO 26000 Social Responsibility SR Training Courses

Kelmac Group offers a comprehensive program of courses relating to Social Responsibility and courses based on the draft ISO 26000 (International Standard ... [kelmactraining.com/.../corporate\\_social\\_responsibility\\_training\\_courses\\_solutions.htm](#)

#### ISO 26000 Social Responsibility SR Training Courses

ISO 26000 Social Responsibility SR Training Courses. [www.businessedge.ie/.../courses/iso26000.../corporate\\_social\\_responsibility\\_training\\_courses\\_solutions.htm - | hurtigbufferen](#)

#### ISO 26000 Awareness Training Road Map to Corporate Social...

IRCA Certified Social Systems Lead Auditor Course - Social Systems Auditor Training Course - ISO 26000 Awareness Training Road Map to Corporate Social ... [www.hk.sgs.com/.../iso-26000-awareness-training-road-map-to-corporate-social-responsibility.htm - Hongkong - | hurtigbufferen - Lånande sider](#)

#### ISO 26000 Auditor and Implementation Training Courses - Socially...

# Pågår nå:

- Piloter i norsk næringsliv underveis (Innovasjon Norge, BI m.fl.)
- Div. nasjonale standarder underveis
  - f eks Danmark, Portugal, Israel, ...
- Kurs og veiledning bygges opp internasjonalt
  - Ikke konfliktfritt!
- Næringslivet har begynt å stille krav
- Utdanningsinstitusjoner tar med ISO 26000 i kursene
  - (UiS, NTNU, Juristenes utdanningscenter, BI, Norsk forening for Risiko- og Kvalitetsstyring, m fl)



# ISO 26000 lager "soft law" ...

Selv om innledningen slår fast at jurister ikke har noen fortrinnsrett til tolkning av ISO26000 og:

- ... **ikke** er skrevet for juridisk tolkning
- ... **ikke** er et juridisk dokument og skal ikke gjøres til del av lov
- ... **ikke** kan brukes for sertifisering
- ... **ikke** inneholder kravspesifikasjoner
- ... **ikke** er laget for sertifisering...
- Så likevel:
  - ISO 26000 inneholder definisjoner som likner på lovers, refererer til dokumenter som binder stater juridisk, men ikke individer eller selskaper eller NGOer
    - f.eks. innen menneskeretter, WTO-avtaler, ILO-konvensjoner
  - ...og bruker en rekke uttrykk fra (selskaps- og avtalejussen)
    - f.eks. "accountability", "norms", "due diligence", ...
  - ...men med et ikke-juridisk innhold
- Ligger tett opp til standarders format
- Kan lett utnyttes til en kravspesifikasjon, metodikk eller ledelsesst
- ***ISO 26000 vil skape "soft law", som var ønsket fra Johannesburg 2002 toppmøtet***



# Hva slags verktøy gir ISO 26000 oss?



- Et "voksenopplæringskurs" i å legge bærekraft og etikk til grunn
- Et mentalt kart og felles språk, "soft law"
- Lister over ting å tenke på
- Påpekninger av ansvarets omfang og avgrensinger
- Beskriver hva som bør med i prosesser
- En brekkstang for alle parter
- En vid samfunnsmodell
  - den moderne, ansvarlige, aktive (og ressurssterke) velferdsstat
  - frimarked under ansvar
  - interessentmedvirkning
  - individuelt orientert frihetsbegrep
  - vekt både på menneskers behov, produkter, tjenester og grunnleggende samfunns-goder
  - tar utvikling og vekst for gitt – innen bærekraftige former

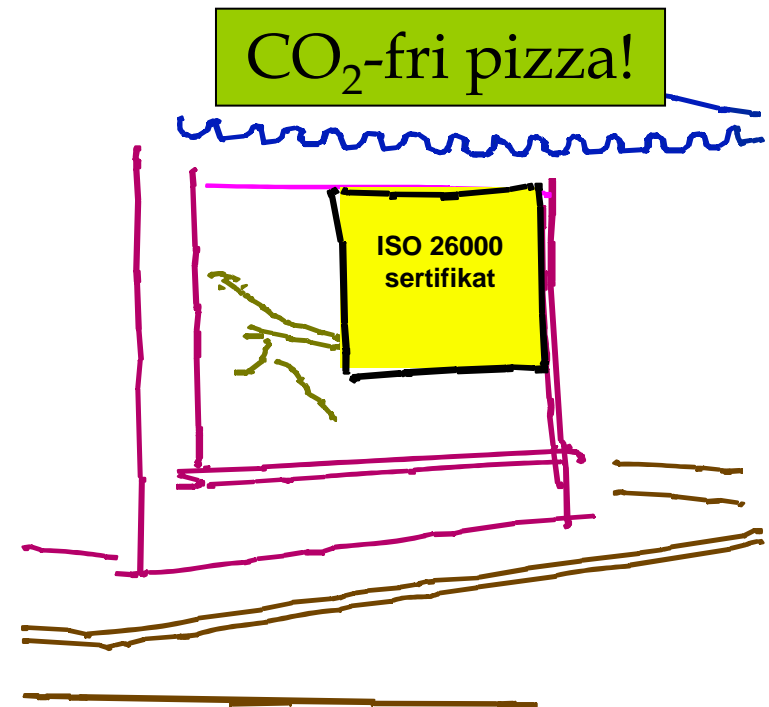
# Er det nok?

- Nei, men...



# For å få til endring - gjør et brageløfte, og begynn med de første skritt!

Takk for oppmerksomheten!



einar.flydal@telenor.com



# Forresten, norsk deltakelse

NORAD takkes av ISO 26000 WG for bidrag til DEVCO-representasjon 2005-2007

Mange har avsatt mye tid til dette, bl.a.:

Delegater (har variert):

- Næringsliv: Einar Flydal, Telenor ASA, (leder)
- NGOer: Victoria Thoresen, HiH,
- Myndigheter: Jacob Boman-Larsen, BLD, Hege Thorkildsen, x-Forbrukerrådet, Rigmor Haga, DIFI
- Konsulenter, forskning, Standard Norge:  
Eli Bleie-Munkelien, Ingebjørg Gravlien, DnV  
Elisabet Bøe, konsulent  
Anne Kristoffersen, Standard Norge (sekretær)

[www.standardnorge.no/ISO26000](http://www.standardnorge.no/ISO26000)

Den Norske speilkomiteen ISO 26000 har bidratt som referansegruppe og med tekstforslag som har bidratt konkret til standarden, bl.a.:

- Initiativ for Etisk Handel
- Det Norske Veritas
- Peterson AS
- Telenor ASA
- Barne- og likestillingsdepartementet, BLD
- Høgskolen i Hedmark
- Bedriftsøkonomisk institutt, BI
- Statens Institutt for forbruksforskning, SIFO
- Universitetet i Stavanger, UiS
- Utenriksdepartementet, UD
- UNIL
- Finansnæringsens hovedorganisasjon, FNH
- Forbrukerombudet
- Forbrukerrådet
- Handels- og serviceorganisasjonenes hovedorganisasjon, HSH
- Arbeidstilsynet
- Hydro
- Iris Research
- KPMG
- KS bedrift
- NORAD
- Næringslivets hovedorganisasjon, NHO
- Roll-Royce Marine
- StatoilHydro
- Storebrand
- Noen personlige medlemmer (konsulenter)