

ISO 26000

RESPONSABILIDAD SOCIAL



Discovering ISO 26000

This brochure provides a basic understanding of the voluntary international standard, ISO 26000: 2010, Guide on social responsibility. Its purpose is to be a first step in helping all types of organizations in both the public and private sectors to consider the implementation of ISO 26000 as a way to achieve the benefits of operating in a socially responsible manner.



ISO - International Organization for Standardization

ISO has a membership of 163 national standards bodies * from countries large and small, industrialized, developing and in transition, in all regions of the world. ISO has a portfolio of more than 18,400 standards * that provide companies, government and society with practical tools in the three dimensions of sustainable development: economic, environmental and social.

ISO standards make a positive contribution to the world we live in. They facilitate trade, the dissemination of knowledge, the dissemination of innovative advances in technology and share good management practices and conformity assessment.

ISO standards provide solutions and achieve benefits for almost all sectors of activity, including agriculture, construction, mechanical engineering, manufacturing, distribution, transport, medical devices, information and communication technologies, environment, energy, quality management, evaluation of conformities and services.

ISO only develops standards for which there is a clear need in the market. The work is carried out by experts on the subject who come directly from the industrial, technical and business sectors, who have identified the need for the standard and who will subsequently put it into use. These experts may be accompanied by others with relevant knowledge, such as representatives of government agencies, testing laboratories, consumer associations and academia, and by international governmental and non-governmental organizations.

An ISO International Standard represents a worldwide consensus on the state of the art on the subject of that standard.

* At the end of September 2010.

Why is social responsibility important?

On a global scale, organizations and their stakeholders are increasingly aware of the need and benefits of socially responsible behavior. The objective of social responsibility is to contribute to sustainable development.



The performance of an organization in relation to the society in which it operates and its impact on the environment has become a critical part of measuring its overall performance and its ability to continue operating effectively. In part, this reflects the growing recognition of the need to ensure healthy ecosystems, social equity and good governance of organizations. In the long term, all the activities of organizations depend on the health of the world's ecosystems. Organizations are under increasing scrutiny from their various stakeholders.

What benefits can be achieved by implementing ISO 26000?

Both the perception that one has about the performance of an organization in terms of social responsibility, and its actual performance can influence, among other things:

- Competitive advantage
- Reputation
- Ability to attract and retain workers or members of the organization, customers or users
- Maintaining employee motivation, commitment and productivity
- Perception of investors, owners, donors, sponsors and the financial community
- Relationship with companies, governments, the media, suppliers, peer organizations, clients and the community where it operates.



Who can benefit from ISO 26000 and how?

ISO 26000 provides guidance for all types of organization, regardless of size or location, on:

1. Concepts, terms and definitions related to social responsibility
2. Background, trends and characteristics of social responsibility
3. Principles and practices related to social responsibility
- Four. Core subjects and social responsibility matters
5. Integration, implementation and promotion of socially responsible behavior throughout the organization and through its policies and practices within its sphere of influence
6. Identification and involvement with stakeholders
7. Communication of commitments, performance and other information related to social responsibility.

ISO 26000 aims to help organizations contribute to sustainable development. Its purpose is to encourage organizations to go beyond legal compliance, recognizing that compliance with the law is a fundamental obligation for any organization and an essential part of its social responsibility. It is intended to promote a common understanding in the field of social responsibility and complement other instruments and initiatives related to social responsibility, without replacing them.

When applying the ISO 26000 Standard, it is advisable for the organization to take into account social, environmental, legal, cultural, political and organizational diversity, as well as differences in economic conditions, provided they are consistent with international standards of behavior.



It is not certifiable

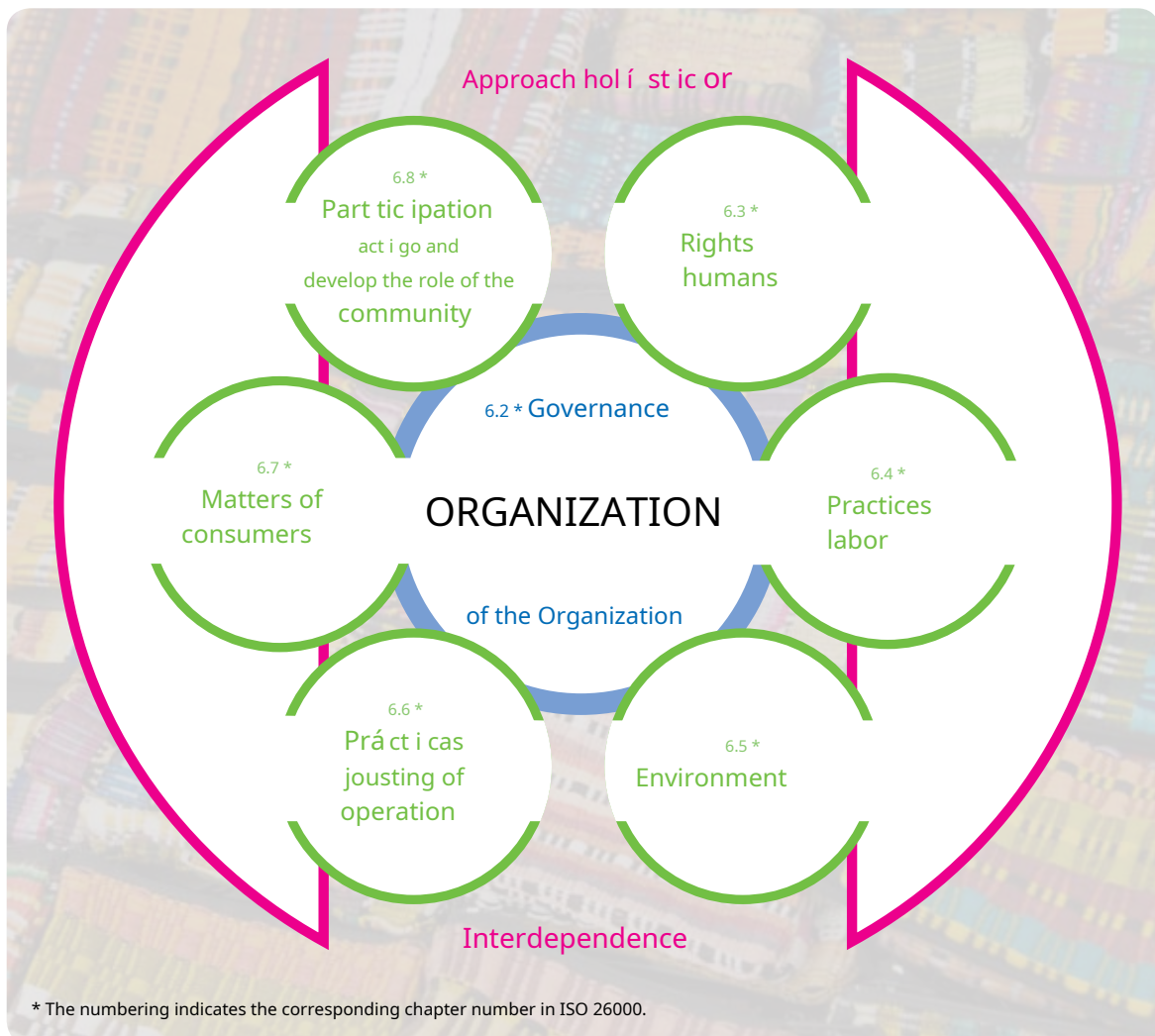
ISO 26000 is not a management system standard. It is not suitable, nor is it intended to serve for certification purposes, or for regulatory or contractual use. Any offer for certification or request to obtain certification according to ISO 26000 would be considered a misrepresentation of the purpose and intent of this International Standard and a misuse of it. Since ISO 26000 does not contain requirements, no certification would constitute a demonstration of conformity to this International Standard.



What specifically does ISO 26000 contain?

ISO 26000 addresses seven fundamental matters of social responsibility defined in the standard and portrayed in the following figure.

Social responsibility: 7 core subjects



ISO 26000 Scheme

Chapter title	Number of chapter	Description of the contents of the chapter
Object and field of application	Chapter 1	It defines the object and field of application of this International Standard and identifies certain limitations and exclusions.
Terms and definitions	Episode 2	Identifies and provides the meaning of key terms that are of fundamental importance for understanding social responsibility and for the use of this International Standard.
Understand the responsibility Social	Chapter 3	It describes the important factors and conditions that have influenced the development of social responsibility and that continue to affect its nature and practice. In addition, it describes the very concept of social responsibility, what it means and how it applies to organizations. The chapter includes guidance for small and medium-sized organizations on the use of this International Standard.
Principles of responsibility Social	Chapter 4	Introduces and explains the principles of social responsibility.
Recognize the responsibility social e involve with the parties interested	Chapter 5	It addresses two social responsibility practices: the recognition by an organization of its social responsibility; and identification and engagement with its stakeholders. Provides guidance on the relationship between an organization, its stakeholders and society, on the recognition of core subjects and issues of social responsibility, and on an organization's sphere of influence.
Orientation about subjects fundamental of responsibility Social	Chapter 6	It explains the fundamental matters related to social responsibility and its associated matters. For each core subject, information is provided on its scope, its relationship to social responsibility, related principles and considerations, and related actions and expectations.
Guidance on the integration of The responsibility social across the organization	Chapter 7	Provides guidance on how to put social responsibility into practice in an organization. It includes guidance related to: understanding the social responsibility of an organization, the integration of social responsibility throughout the organization, communication regarding social responsibility, increasing the credibility of an organization with respect to social responsibility, review of progress and performance improvement and evaluation of voluntary initiatives in social responsibility.
Examples of initiatives voluntary and Tools for The responsibility Social	Annex A	It presents a non-exhaustive list of initiatives and voluntary tools related to social responsibility, which address aspects of one or more fundamental subjects or the integration of social responsibility throughout the organization.
Abbreviations	Annex B	Contains the abbreviations used in this International Standard.
Bibliography		It includes references to recognized international instruments and ISO Standards that are referenced in the body of this International Standard as a reference source.



Core subjects and social responsibility matters addressed in ISO 26000

Core subjects and issues	Addressed in the pulled apart
Core subject: Governance of the organization Core	6.2
subject: Human rights	6.3
Issue 1: Due diligence	6.3.3
Issue 2: Situations of risk to human rights Issue 3:	6.3.4
Avoid complicity	6.3.5
Issue 4: Resolution of claims Issue 5:	6.3.6
Discrimination and vulnerable groups	6.3.7
Issue 6: Civil and political rights	6.3.8
Issue 7: Economic, social and cultural rights Issue	6.3.9
8: Fundamental principles and rights at work	6.3.10
Core subject: Labor practices	6.4
Issue 1: Work and labor relations	6.4.3
Issue 2: Working conditions and social protection	6.4.4
Issue 3: Social dialogue	6.4.5
Issue 4: Health and safety at work	6.4.6
Issue 5: Human development and training in the workplace	6.4.7
Core subject: Environment	6.5
Issue 1: Pollution prevention Issue	6.5.3
2: Sustainable use of resources	6.5.4
Issue 3: Mitigation and adaptation to climate change	6.5.5
Issue 4: Protection of the environment, biodiversity and restoration of natural habitats	6.5.6
Core subject: Fair operating practices	6.6
Issue 1: Anti-corruption	6.6.3
Issue 2: Responsible political	6.6.4
participation Issue 3: Fair competition	6.6.5
Issue 4: Promote social responsibility in the value chain	6.6.6
Issue 5: Respect for property rights	6.6.7

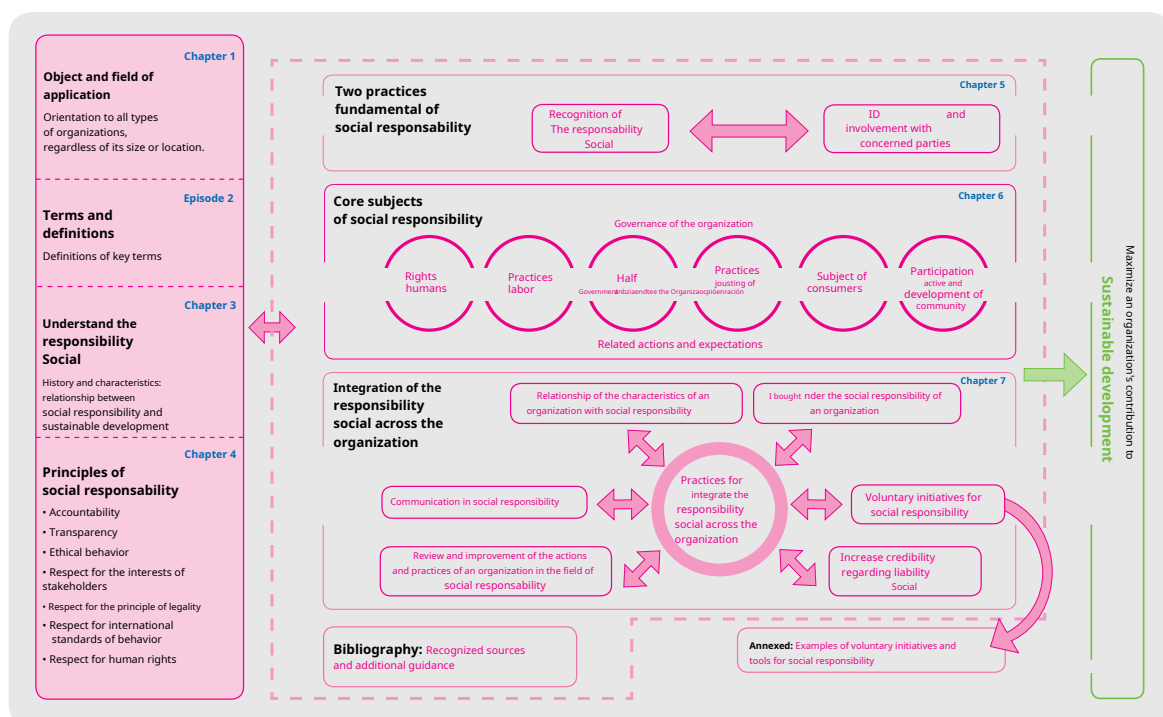


Core subjects and issues	Addressed in the pulled apart
Core subject: Consumer affairs	6.7
Issue 1: Fair marketing practices, objective and unbiased information, and fair hiring practices	6.7.3
Issue 2: Protection of consumer health and safety Issue 3:	6.7.4
Sustainable consumption	6.7.5
Issue 4: Customer service, support and resolution of complaints and disputes	6.7.6
Issue 5: Protection and privacy of consumer data Issue 6:	6.7.7
Access to essential services	6.7.8
Issue 7: Education and awareness	6.7.9
Core subject: Active participation and community development	6.8
Issue 1: Active participation of the community	6.8.3
Issue 2: Education and culture	6.8.4
Issue 3: Job creation and skills development Issue 4:	6.8.5
Development and access to technology	6.8.6
Issue 5: Generation of wealth and income	6.8.7
Issue 6: Health	6.8.8
Issue 7: Social investment	6.8.9



Schematic view of ISO 26000

The following figure presents an overview of ISO 26000 and is intended to help organizations in understanding the relationships between the different chapters of the standard.



How can an organization apply ISO 26000?

After taking into account the characteristics of social responsibility and its relationship with sustainable development (Chapter 3), the organization is recommended to review the principles of social responsibility described in Chapter

4. When putting social responsibility into practice, organizations should respect and address these principles, together with the specific principles of each core subject (Chapter 6).

Before analyzing the core subjects and issues of social responsibility, as well as each of the actions and expectations (Chapter 6), the organization should consider two fundamental practices in the field of social responsibility: the recognition of its social responsibility within its sphere of influence and identification and engagement with its stakeholders (Chapter 5).

Once the principles have been understood and the core subjects and relevant and significant issues of social responsibility have been identified, an organization should attempt to integrate social responsibility into all its decisions and activities, employing the guidance provided in Chapter 7.

This implies practices such as: making social responsibility an essential part of its policies, its organizational culture and its strategies and operations; generate internal competencies in matters of social responsibility; develop internal and external communication related to social responsibility; and periodically review these actions and practices related to social responsibility.

Further guidance on the core subjects and practices of integrating social responsibility can be obtained from recognized sources (Bibliography) and various voluntary initiatives and tools (some global examples of these are in Annex A).

In addressing and implementing social responsibility, the primary goal of an organization is to maximize its contribution to sustainable development.

Where to get ISO 26000 and other resources

- ISO 26000 can be purchased from ISO member national standards bodies which are listed with all contact details on the ISO website at www.iso.org/isomembers. It also can buy from the ISO Webstore on the ISO website at www.iso.org
- ISO members are contact points for more information on ISO 26000. Some of them may offer training or information sessions on the standard.
- The accompanying brochure, ISO 26000 project overview, It is available free of charge from ISO member national standards bodies and from the ISO Central Secretariat sales@iso.org
- On the ISO website www.iso.org see the home page and click on the "Management and Leadership Standards" section. This brochure and that of ISO 26000 project overview can be obtained free of charge as HTML and PDF files in this section at www.iso.org/sr
- Magazine ISO Focus + www.iso.org/isofocus+



Produced in Spanish with ISO authorization by:



International organization of
standardization

ISO Central Secretariat
1, chemin de la Voie-Creuse
Postal Code 56
CH - 1211 Geneva 20
Switzerland
www.iso.org
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