



ISO 26000 y su aplicación en las empresas

Mr. Hans Kröder

Representative ISO 26000 SSRO Stakeholder Group

Member of Post Publication Organization ISO 26000



Hans Kröder, The Netherlands



Roles within ISO 26000:

2005 – present: Core member Dutch Mirror Committee

2005 – 2007: International Expert Task Group
Implementation

2007 – present: International representative stakeholder
group SSRO

2007 – 2010: Expert in International Drafting Task
Force (IDTF)

2011 – 2015: Expert in Post Publication Organization

2007 – present: Registered Presenter ISO Geneva



unique ISO 26000 partner





What is the role of an international standard on Social Responsibility?

- Creating a better world?
- Saving the future of our children?
- Earning more money?





The way we see social responsibility

From ...

- An add-on
- Compliance driven
- Value protection
- Boring – Risk mgt.
- A future issue
- About environment (green)
- Philanthropy, moral
- Obstacle
- Guilt

To ...

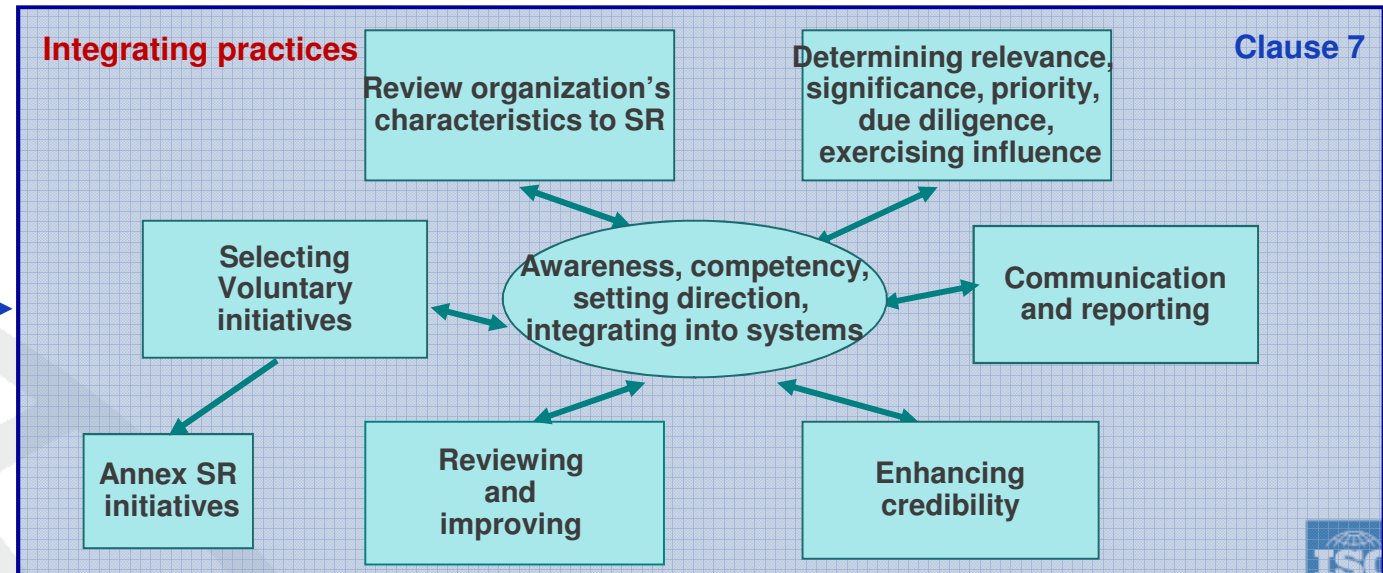
- Core to strategy
- Innovation focused
- Value creation
- Exiting – Opportunity mgt.
- A current concern
- About society (red, green, blue)
- Core business + values!
- Challenge, opportunity
- Inspiration

ISO 26000 – Framework (essentials)

Clause 4

Seven SR principles

1. Accountability
2. Transparency
3. Ethical behaviour
4. Respect for stakeholder interests
5. Respect for rule of law
6. Respect for international norms of behaviour
7. Respect for human rights



ISO 26000 – Framework (essentials)

Clause 4

Seven SR principles

1. Accountability
2. Transparency

Ethical focus

Why

3. Rule of law
4. Respect for international norms of behaviour
5. Respect for human rights

Recognizing SR (value chain and sphere of influence)

Process focus

How

Clause 5

Seven SR Core Subjects

Human Rights

Labour Practices

Consumer Affairs

Community involvement and development

Content focus

What

Related actions and expectations

Clause 6

Integrating practices

Review organization's character

Determining relevance, significance, priority, due diligence, assessing influence

Clause 7

Annex SR initiatives

Reviewing and improving

Enhancing credibility

Process focus

How

20 Implementations, some results

SR Policy:

- “ISO 26000 has resulted into better and more complete SR policy”
- “White spots” have become clear

Priority setting:

- “This is the first time that SR priorities are well balanced”
- “We have now better arguments for our priorities”

Implementation:

- “Implementation of SR has become more concrete”
- “We know better what to communicate with our stakeholders”

Result: example



1.250 employees
Office furniture

CEO
Mr. De Bruin

“ISO 26000 has improved the structure of our SR policies and our SR priorities

It is a strong advantage that ISO 26000 connects very well to ISO 14001 and GRI

Result: example

PWN. Puur water en natuur.



600 employees
Water purification and
management of nature (Government)
Vice General Manager
Mr. Veel

“ISO 26000 has brought us quick results in defining our priorities. Normally these discussions take a lot of time.

ISO 26000 has helped to improve our internal and external communication on SR”

Result: example



180 employees
Water pumps (Industry)

CEO
Mr. Schuurings



NIJHUIS

“Our organization culture and work is very practical (no nonsense).

ISO 26000 has helped us a lot, because it contains many practical actions for integrating SR”



ISO 26000 is not only happening in the developed countries





- ✓ Emerging markets move forward on SR and ISO 26000
- ✓ Developing countries strongly support ISO 26000 (69 out of 99)



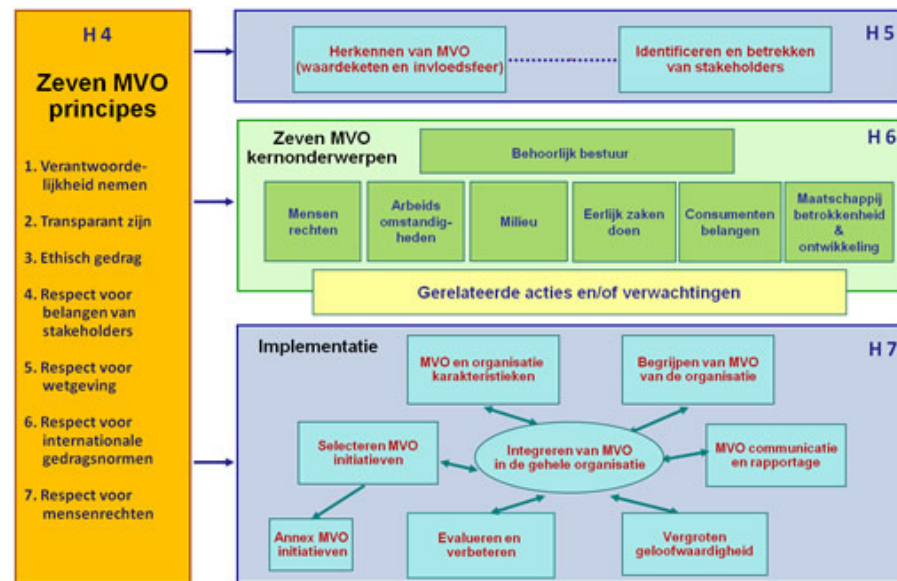


Government Netherlands

- ✓ all Public Private Partnerships must use ISO 26000
- ✓ Sustainable procurement as requirement (45 product groups with sustainable criteria)



Please ask your questions





Thank you !

**Muchas gracias
por su atención**



The implementation of SR
*Handbook with tools and best
practices examples*

**International expert and SSRO
Representative in Post Publication
Organization ISO 26000**

Mr. Hans Kröder
+31.30 – 657 9191
h.kroder@learn2improve.nl

Learn²improve
your planet