



CSR in der öffentlichen Kommunikation:

CSR standardisierbar?
Chancen von ISO 26.000

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Corporate Social Responsibility (CSR)

Definition

- **Definitions CSR**
- ISO 26000 –
Scope of the Standard
- Time Schedule
- Stakeholder
- Membership Balance
- Organizational
Structure
- Design Specification
- Empirical study
- Public vs. market
driven regulation

“68. Corporate social responsibility is a widely used concept to describe specific decision-making policies of the business community that are:

- linked to ethical values;
- in fully compliance with existing legal requirements;
- and show respect for people and the priorities of local communities,
- including environmental protecting .

This social responsibility to a range of stakeholders, notably consumers, employees and their representatives, investors and shareholders, is assessed in terms of meeting a growing range of standards.”

(UN Economic and Social Council)

ISO 26000 - Scope of the Standard (I)

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The scope of the working group is to develop an international standard that should:

- be a guidance document;
- be applicable to all types of organizations;
- in every country of the world;

and which is:

- not a management system standard (MMS);
- not intended for certification purposes.

ISO 26000 - Scope of the Standard (II)

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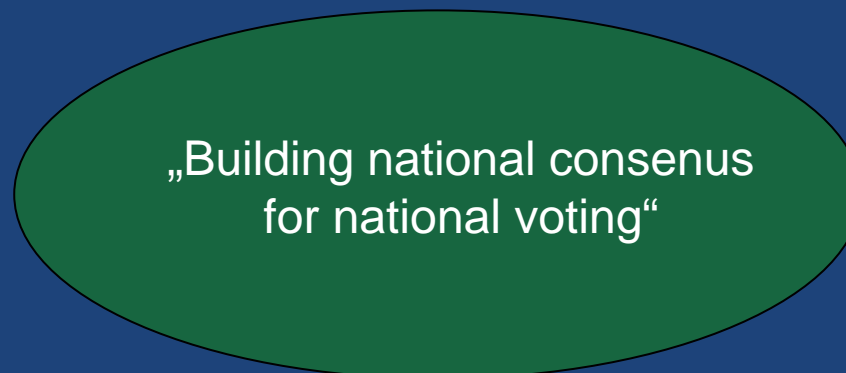
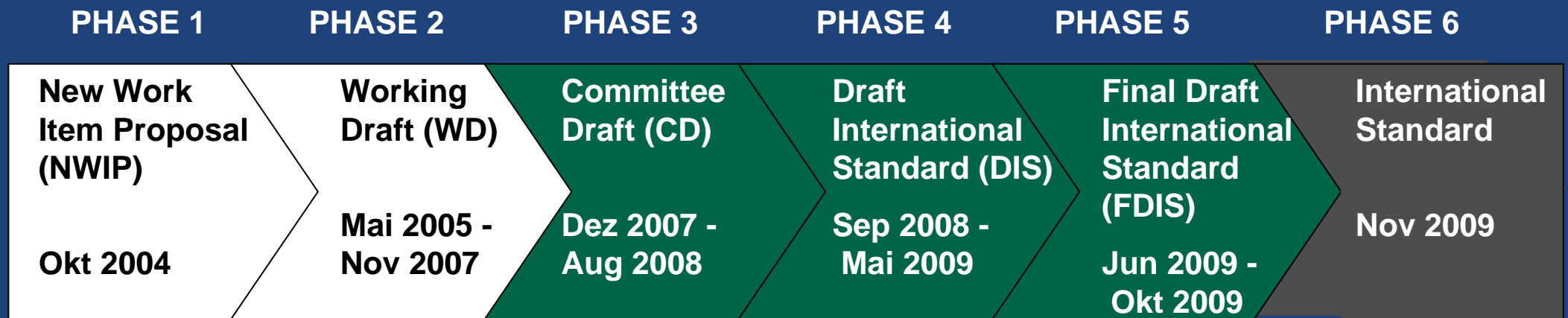
- assist organizations in addressing their social responsibilities while respecting cultural, societal, environmental and legal differences and economic development conditions;
- provide practical guidance related to
 - operationalizing social responsibility,
 - identifying and engaging with stakeholders, and
 - enhancing credibility of reports and claims made about social responsibility;
- emphasize performance results and improvement;

ISO 26000 - Scope of the Standard (III)

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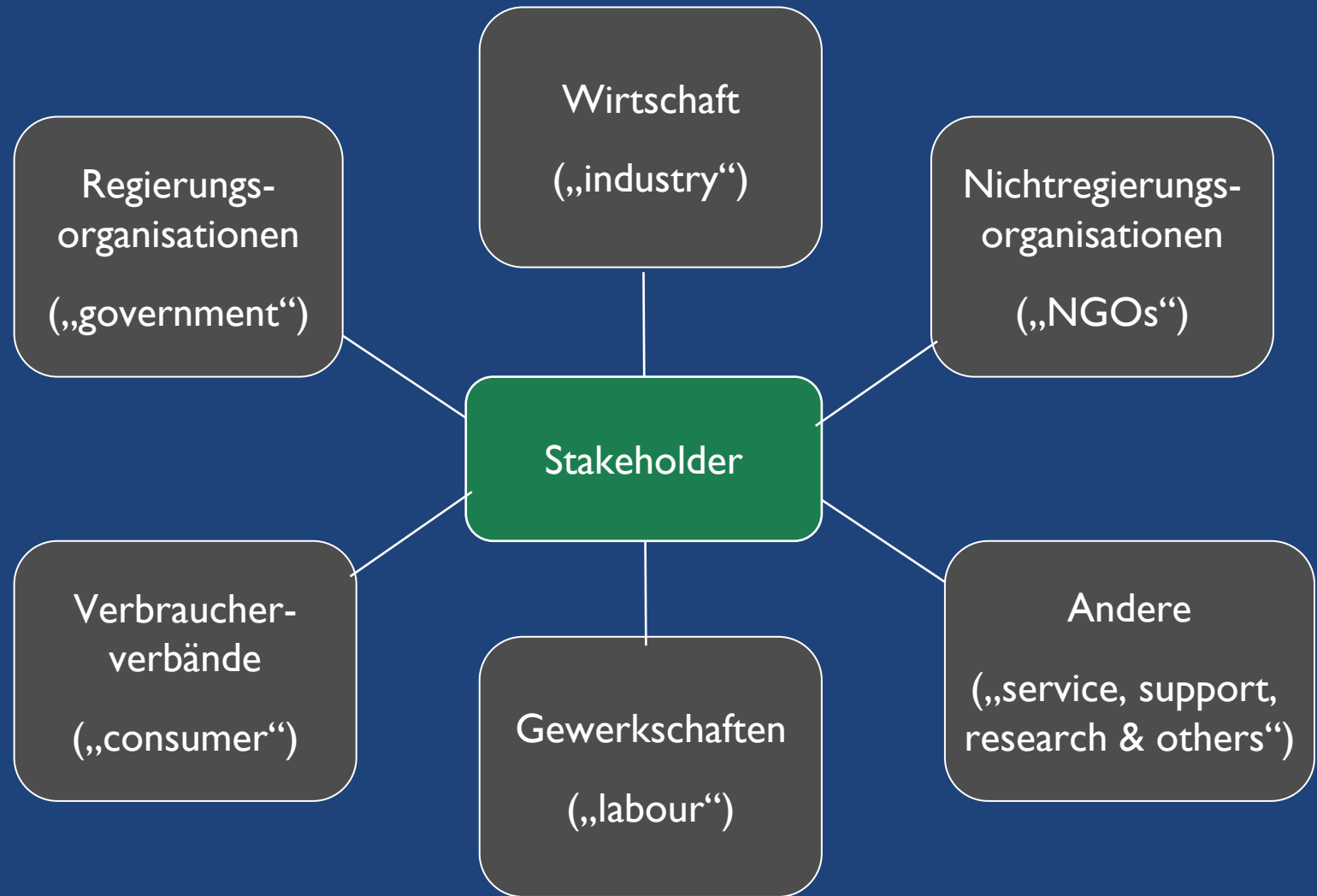
- increase confidence and satisfaction in organizations among their customers and other stakeholders;
- be consistent with and not in conflict with existing documents, international treaties and conventions and existing ISO standards;
- not be intended to reduce governments' authority to address the social responsibility of organizations;
- promote common terminology in the social responsibility fields;
- broaden awareness of social responsibility.

ISO 26000 – Time Schedule



ISO 26000 - Stakeholder

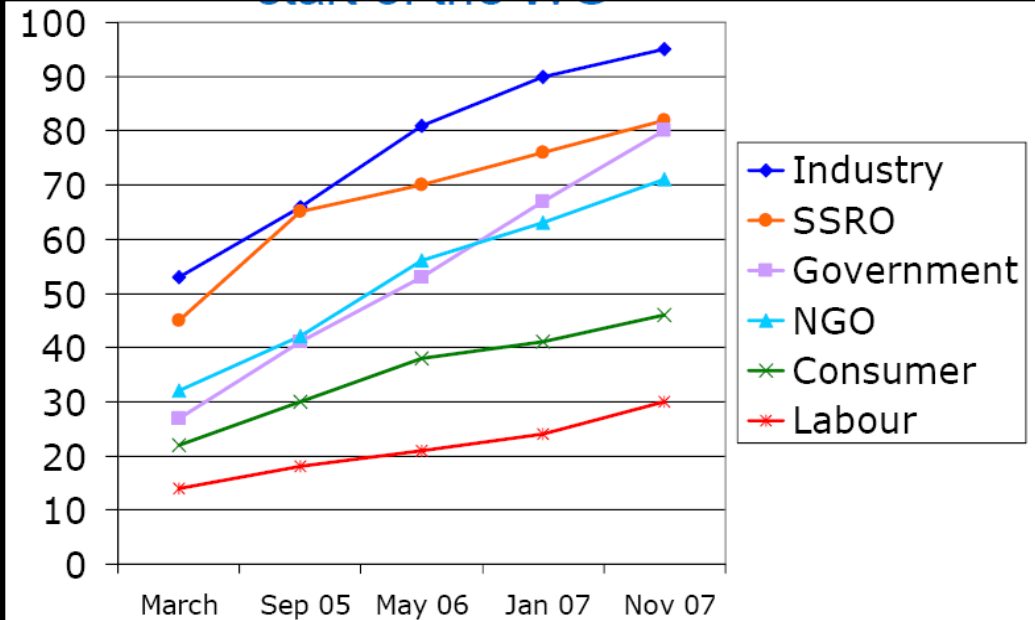
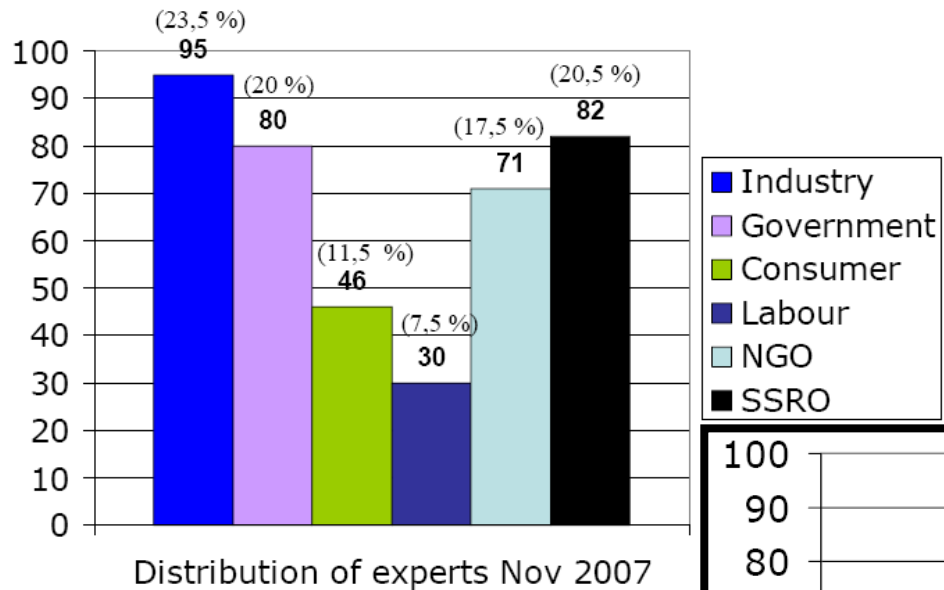
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ISO 26000 - Membership Balance (I)

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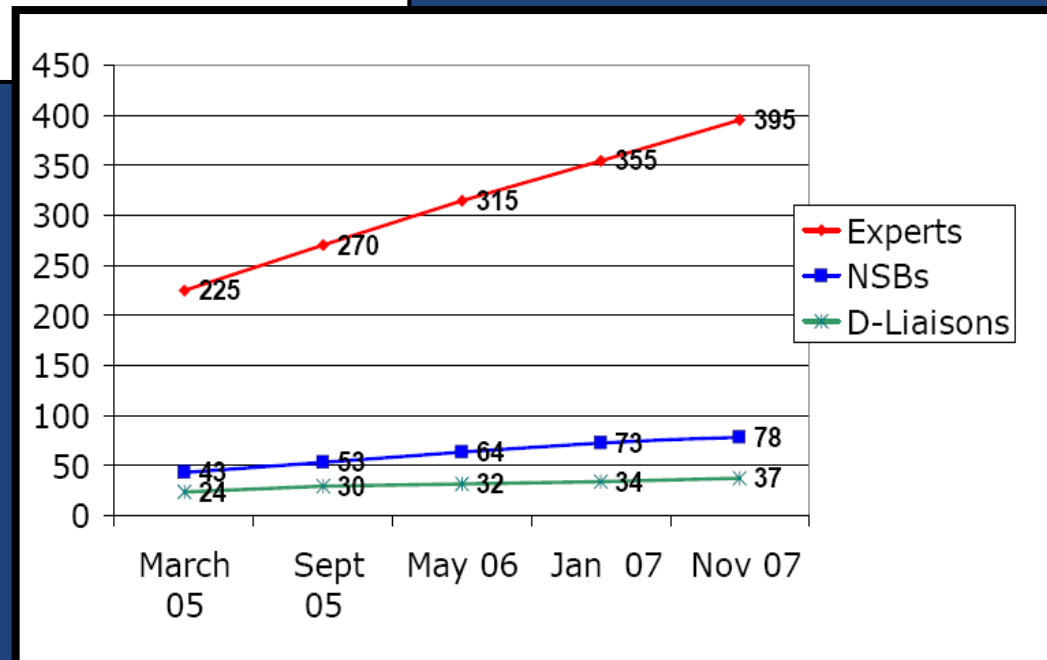
Secretary Report - WG membership (Vienna)



ISO 26000 - Membership Balance (II)

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- Number of nominated experts: 395
(355 in Jan 2007)
- Number of nominated observers: 132
(77 in Jan 2007)
- Countries represented: 78
(73 in Jan 2007)
- Participating Liaison organizations: 37 (+ 2)
(34 in Jan 2007)
- Participants registered for the 5th meeting
(including observers): **~ 390**
(275 in Sydney, Jan 2007)



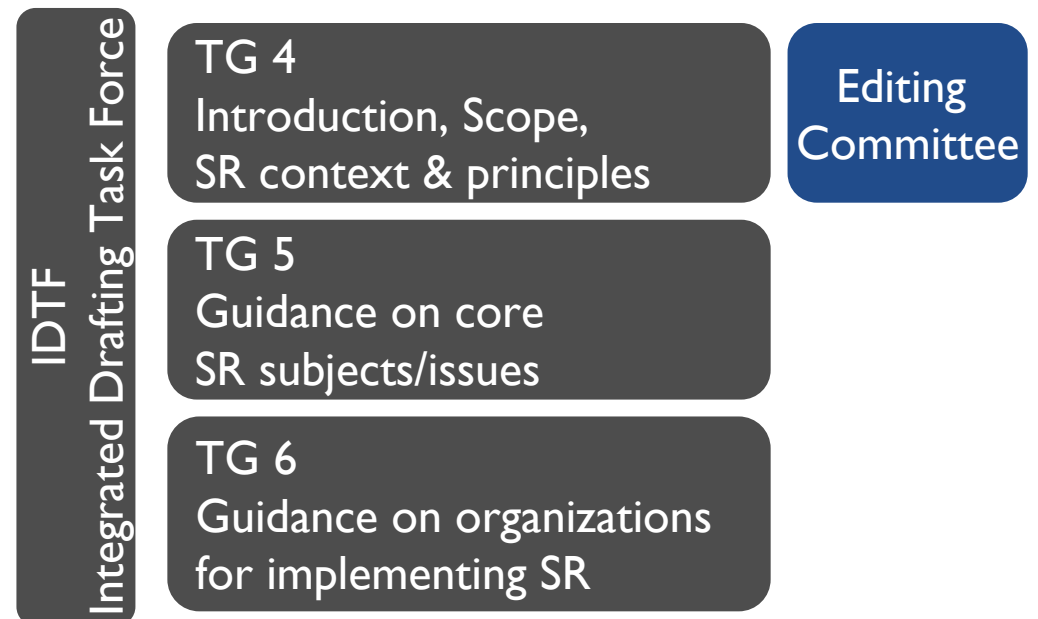
ISO 26000 – Organizational Structure



Strategic Task Groups:



Standard Setting Task Groups:



ISO 26000 - Design Specification (I)

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0 Introduction

The introduction should give information on the content of the guidance standard and the objectives promoting its preparation.

1 Scope

This section will define the subject of the guidance standard, its coverage and the limits of its applicability.

2 Normative references

This section is for a list of documents, if any, which must be read in conjunction with the guidance standard.

3 Terms and definitions

This section will identify terms used in the guidance standard that require definitions and provide such definitions.

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4 The SR context in which all organizations operate

This section will provide the historical and contemporary contexts for SR. The section will also address questions arising out of the nature of the concept of SR. Relevant stakeholder issues should be addressed in this section.

5 SR principles relevant to organizations

This section will identify a set of SR principles drawn from a variety of sources and provide guidance on these principles. Relevant stakeholder issues should be addressed in this section.

6 Guidance on core SR subjects/issues

This section will provide separate guidance on a range of core subjects/issues and relate them to organizations. Relevant stakeholder issues should be addressed in this section.

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7 Guidance for organizations on implementing SR

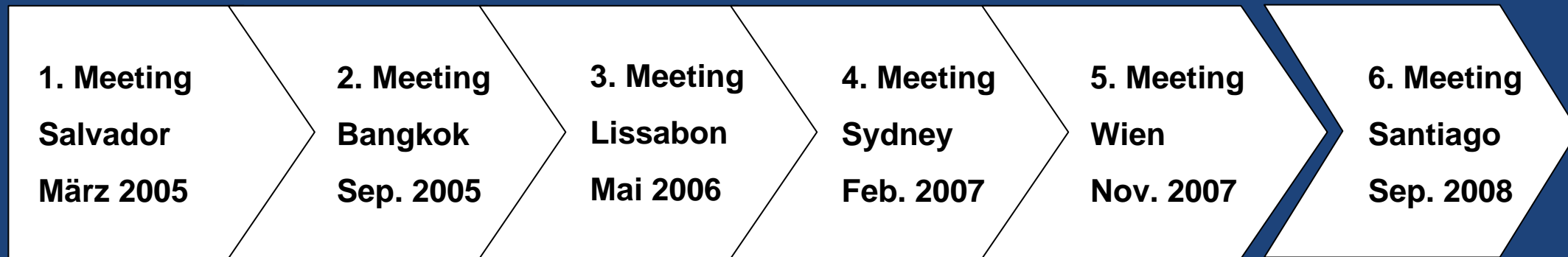
This section will provide practical guidance on implementing and integrating SR in the organization, including, for example, on policies, practices, approaches, issue identification, performance assessment, reporting and communication. Relevant stakeholder issues should be addressed in this section.

8 Guidance annexes

This section will identify a set of SR principles drawn from a variety of sources and provide guidance on these principles. Relevant stakeholder issues should be addressed in this section.

9 Bibliography

ISO 26000 – Empirische Untersuchungen



1. Empirische Untersuchung
(Schriftliche Befragung)

N = 260
n = 107 (Rücklaufquote 41%)

2. Empirische Untersuchung
(Online-Befragung)

N = 437
n = 106 (Rücklaufquote 24%)

ISO 26000 – I. Empirische Untersuchung

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Kriterien des Multi-Stakeholder Dialogs:

- **Effektivität:**
 - Output-Realisierung
 - Superiore Eigenschaften gegenüber durch andere Verfahren generierbaren Output
 - Nachhaltig Praxis
- **Effizienz:**
 - Generiert nicht prohibitive Transaktionskosten
 - Mobilisierung notwendiger Ressourcen
 - Kooperation
- **Verfahrenslegitimität:**
 - Legitimität durch faire Beteiligung
 - Superiore Form der Legitimität
 - Konsens über Legitimität

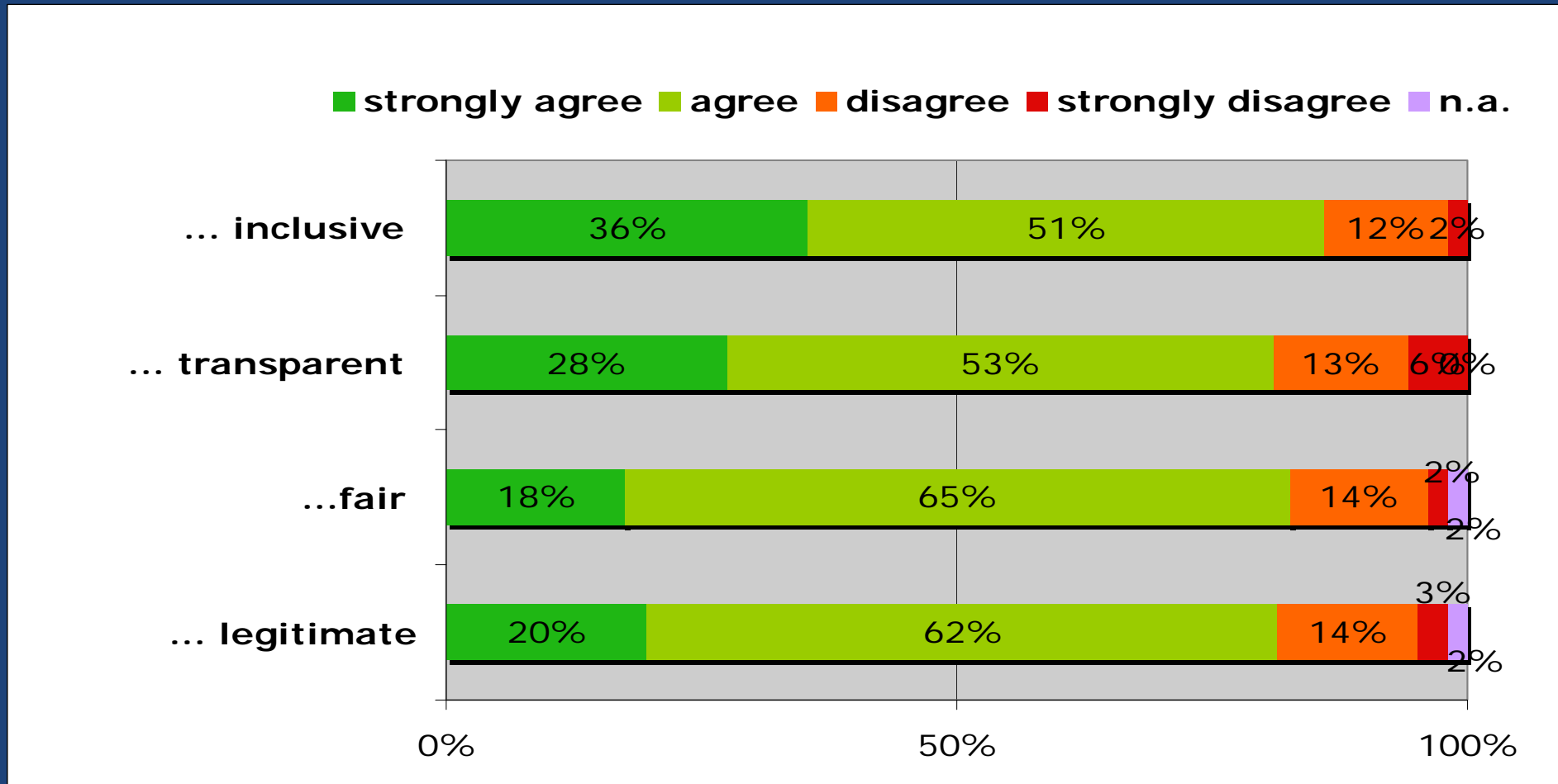
ISO 26000 - Ausgewählte Ergebnisse

„Generally speaking, what are the three most important basic requirements for the success of a stakeholder dialogue?“ (Mehrfachnennung möglich)



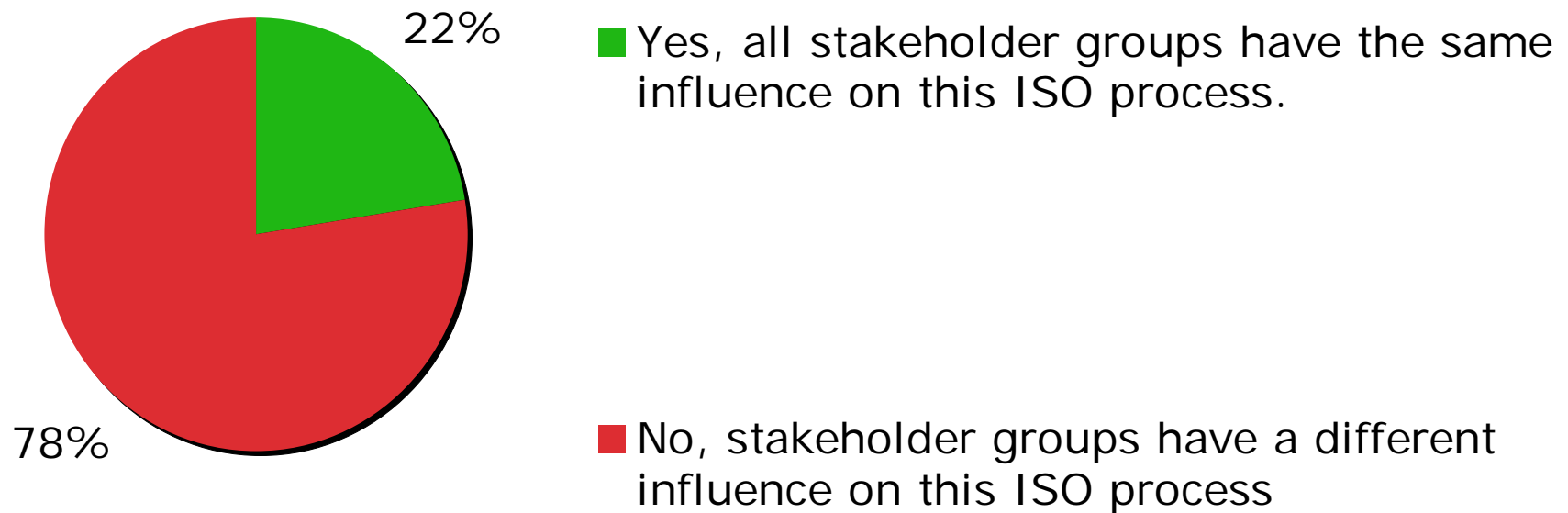
ISO 26000 - Ausgewählte Ergebnisse Verfahrenslegitimität (I)

„In your opinion, this ISO process is...“



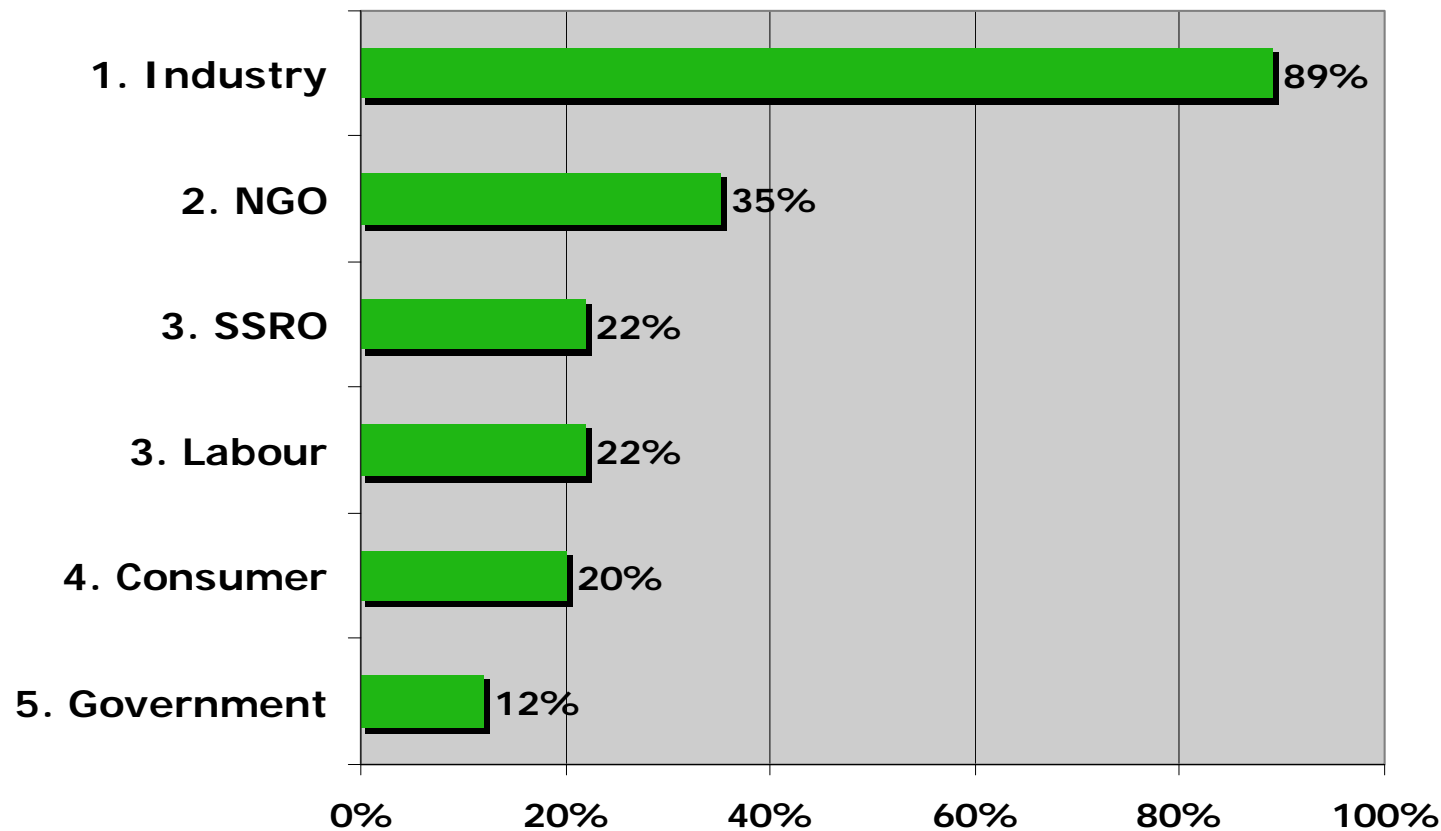
ISO 26000 - Ausgewählte Ergebnisse Verfahrenslegitimität (II)

„Do you think that all stakeholder groups have the same influence on this ISO process on SR?“



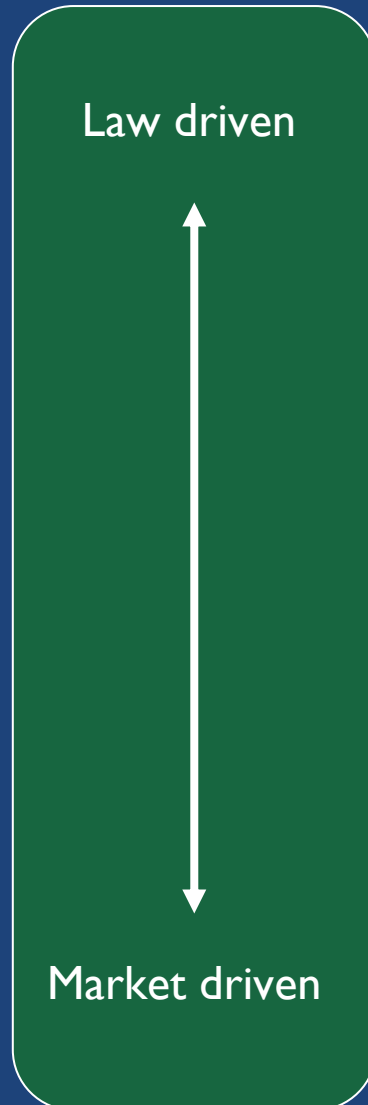
ISO 26000 - Ausgewählte Ergebnisse Verfahrenslegitimität (III)

„If no: In your opinion, which stakeholder group(s) have a high influence on this ISO-Process?“ (Mehrfachnennung möglich)



Public vs. market driven regulation

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Legal:

- US Sentencing Guidelines (rev. May 10th, 2004),
- Sarbanes-Oxley Act of 2002 (Sec. 103, Sec. 404, Sec. 406),
- DCGK – Nachhaltigkeit der Unternehmensführung,
- OECD Guidelines – Corruption, ...

Soft Law:

- ILO
- UN Global Compact
- ISO 26000?

Capital Market:

- NYSE's Listed Company Manual
- Dow Jones Sustainability Index,
- FTSE (London),
- ISO 26000?

Quellen

Information on ISO/TMB/WG on Social Responsibility: <http://www.iso.org/sr>

Information on Working Documents of the Working Group: <http://www.iso.org/wgsr>

Information on ISO: <http://www.iso.org>

Commission for Social Development der UN (2002): National and international cooperation for social development. In: United Nations Economic and Social Council: E/CN.5/2003/5, S. 17.

Wieland (2007): Idealistische, ideale und reale Diskurse. Governanceformen des Diskurses. In: J. Wieland (Hrsg.): Governanceethik und Diskursethik – ein zwangloser Diskurs. Marburg: Metropolis.

Schmiedeknecht/Wieland (2007): ISO 26000 as a Network Discourse. An empirical study. In: Wieland, J. (Hrsg.) (2007): Governanceethik und Diskursethik – ein zwangloser Diskurs, Marburg: Metropolis.

Schmiedeknecht (2008): ISO 26000. Reflecting the Process of a Multi-stakeholder Dialogue - An empirical study. KIEM Working Paper No. 29.

Wieland (2008): CSR und Globalisierung. Über die gesellschaftliche Verantwortung von Unternehmen. In: L. Heidbrink/A. Hirsch (Hrsg.): Verantwortung in der Marktwirtschaft. Frankfurt am Main: Campus Verlag.