
ISO 26000: Guidance on Social Responsibility



ISO 26000 Overview

- Provides guidance on the underlying principles of social responsibility.
- Emphasizes the importance of results and improvements in performance on social responsibility.
- Intended to be useful to all types of organizations in the private, public and nonprofit sectors.

ISO 26000

- ISO 26000: Guidance on SR
 - ASQ administrator of Technical Advisory Group
 - Voluntary guideline
 - 75 Countries Involved
- Seven Subjects in Standard
- Released in December 2010
- Purchase ISO 26000:

<http://asq.org/quality-press/display-item/index.html?item=T866&xvl=76101896>

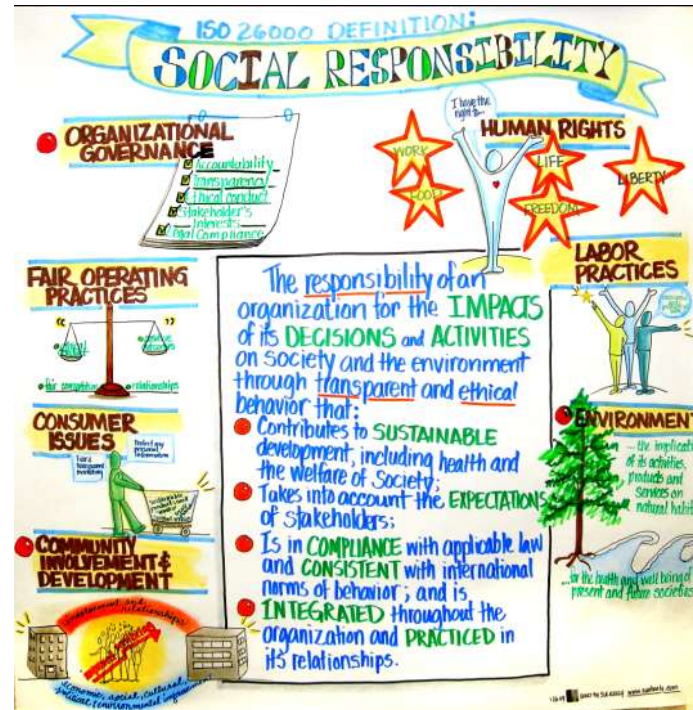


ISO 26000 Definition of SR

- The responsibility of an organization for the impacts and decisions and activities on society and the environment through transparent and ethical behavior that:
 - Contributes to sustainable development, including health and welfare of society;
 - Takes into account the expectation of stakeholders;
 - Is in compliance with applicable law and consistent with international norms of behavior; and is
 - Integrated throughout the organization and practiced in its relationships.

Seven Core SR Issues

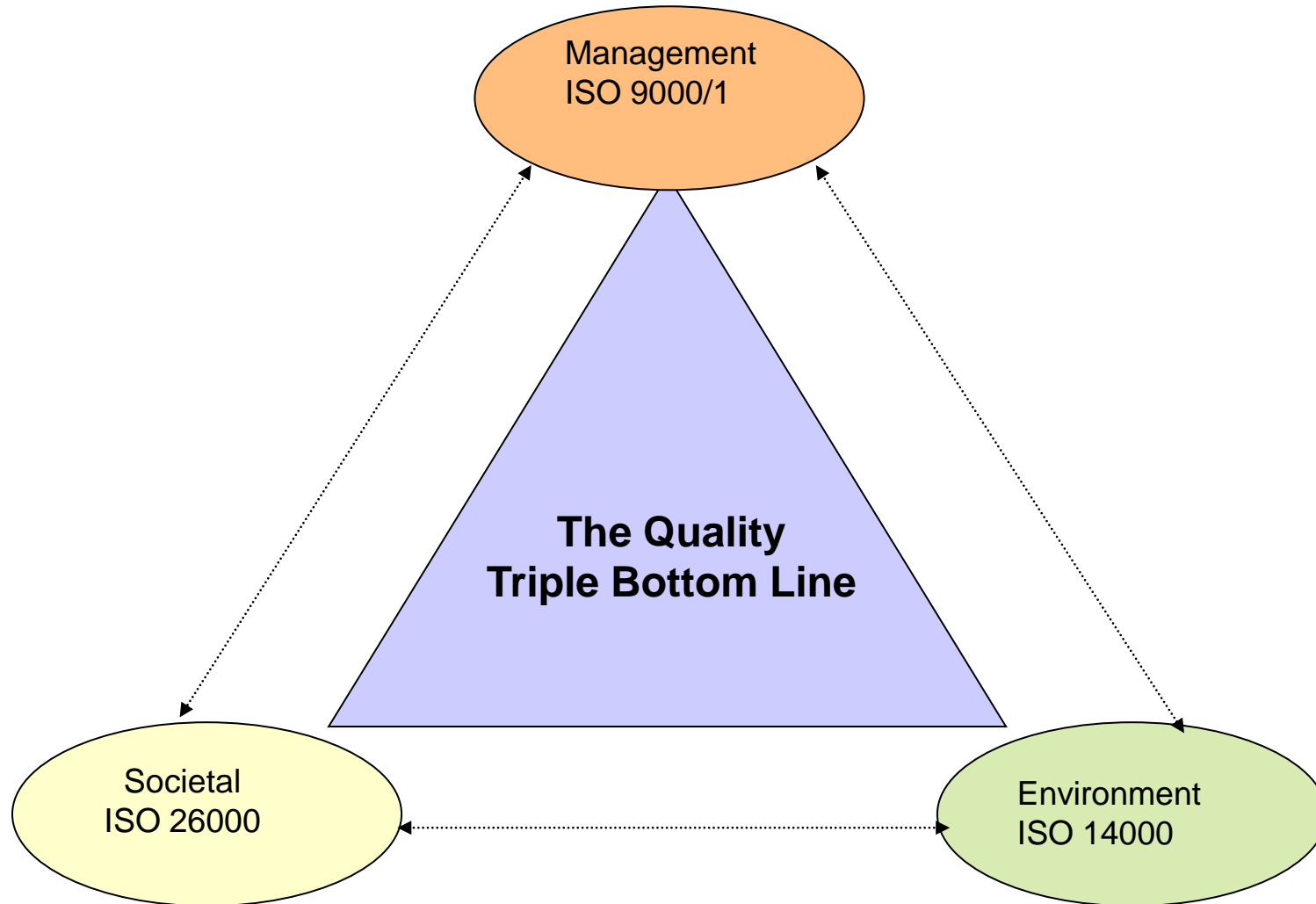
- Organizational Governance
- Community Involvement & Development
- Environment
- Consumer Issues
- Labor Practices
- Human Rights



The Connection Between Quality and Social Responsibility



Quality Triple Bottom Line



2008 ASQ Futures Study

1. Globalization
- 2. Social Responsibility**
3. New Dimensions for Quality
4. Aging Population
5. Healthcare
- 6. Environmental Concern**
7. 21st Century Technology

2009 SR Think Tank

- The ASQ SR Think Tank was designed to engage thought leaders and organizations in a strategic dialogue about SR and the role of quality.
- The outcomes of the Think Tank:
 - Research
 - Measures
 - Partners



ASQ SOCIAL RESPONSIBILITY
THINK TANK

November 16 – 17, 2009
Discovery World • Milwaukee, WI



ASQ/Manpower Research and Whitepaper

- Survey carried out by ASQ for Manpower
- Purpose
 - Identifying who in the organizations are the stakeholders
 - who are currently knowledgeable about the standard
 - and what changes organizations will see as a result of the standard
- Whitepaper due to be released early 2011
- Featured session at the 2011 Pathways to Social Responsibility Conference- June 16-17, 2011, San Francisco, CA



IBM Research

- ASQ and IBM have teamed up to develop a survey to discern how companies organize and operate social responsibility (SR) programs.
- What makes a company's SR efforts successful?
- For more information, visit: <http://thesro.org/what-makes-a-companys-sr-efforts-successful/>
- Featured session at the 2011 Pathways to Social Responsibility Conference- June 16-17, 2011, San Francisco, CA



ASQ's Socially Responsible Efforts

- The SRO* (Socially Responsible Organization),
 - The SRO* (www.TheSRO.org), is a free online community which helps the world understand how quality impacts the bottom line.



JOIN THE SRO* COMMUNITY



ASQ's Socially Responsible Efforts

- 2011 Pathways to Social Responsibility Conference
 - June 16-17, 2011 San Francisco Marriott Marquis- San Francisco, CA

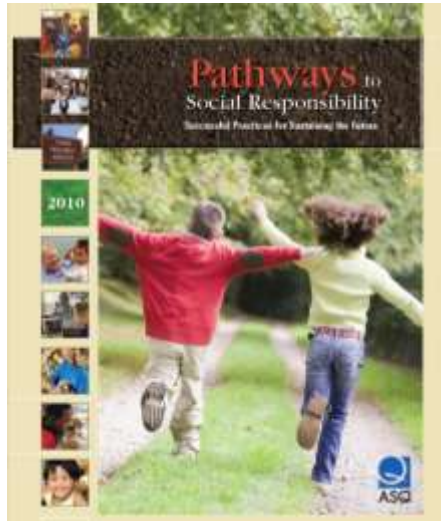
<http://asq.org/conferences/social-responsibility/index.html>



ASQ's Socially Responsible Efforts

- Pathways to Social Responsibility- ASQ Monograph
 - Collection of best practices from which other organizations can learn and come to understand the meaning and application of social responsibility.

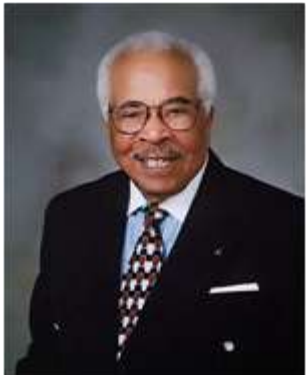
<http://thesro.org/share-your-sro-story/>



ASQ's Socially Responsible Efforts

The Spencer Hutchens Jr. Medal

- Recognizes the achievements of an individual who demonstrates outstanding leadership as an individual, business leader, and cause advocate for social responsibility, primarily focusing on the marketplace, environment, workplace and community.
- The medal seeks to showcase how the individual's impactful results have led to societal change.



<http://asq.org/about-asq/awards/hutchens.html>



ASQ's Socially Responsible Efforts

SR Executive Roundtables

- Designed to convene local business executives to discuss strategic and emerging business issues and opportunities related to social responsibility and sustainability.

Measuring the Value of Social Responsibility

- Presenter: Daniel Aronson, Strategy and Change Communications, IBM Business Consulting Services, NY, NY

Shareholder Value or Social Responsibility? How Corporations Find the AND

- Presenter: William Marquardt, President and CEO, Marble Leadership Group, Chicago, IL

Getting Real About Corporate Social Responsibility: Does Your Organization Walk its CSR Talk?

- Presenter: Jill Morin, Executive Officer, Kahler Slater, Milwaukee, WI



ASQ's Socially Responsible Efforts

Three books on ISO 26000 are expected to be published in 2011:

- *26000 in Practice: A User Guide*, by Michelle Bernhart and Sonny Maher, now available
- *ISO 26000 The Sustainable Business Practices Handbook: Managing for Social and Environmental Responsibility in a Global Economy*. By Joe Jacobsen, expected to be published in mid Feb 2011
- *Executive Guide for 26000*, Quality Management Division, TBD



ASQ's Socially Responsible Efforts

Webinars

- Michelle Bernhart and Sonny Maher
 - ISO 26000 In Practice <http://tinyurl.com/4c98mk5>
- Bill Marquard
 - Shareholder Value or Social Responsibility? How Corporations Find the AND <http://tinyurl.com/2ddv5gf>
- Jill Morin
 - Getting Real About Corporate Social Responsibility: Does Your Organization Walk its CSR Talk? <http://tinyurl.com/28leqz6>



ASQ's Socially Responsible Efforts

Hot Topics In Quality

http://asq.org/social_responsibility/index.html



The screenshot displays the ASQ Knowledge Center website. At the top, there is a navigation bar with links for 'Shopping Cart', 'Quality Progress', 'Log In', 'Register', and 'Join ASQ'. The main header features the ASQ logo and the text 'The Global Voice of Quality'. Below the header, the 'Hot Topics In Quality' section is highlighted in purple. The primary focus is on 'Social Responsibility', with a sub-section for 'ISO 26000: Guidance on Social Responsibility' noted as 'Now Available'. A featured article titled 'Living Responsibly—A Quality Role Model' includes a portrait of Spencer Hutchens Jr. and discusses his career focus on social responsibility. Other articles include 'Shareholder Value OR Social Responsibility: Getting to the AND' and 'Pathways to Social Responsibility'. A sidebar on the left offers a search function and navigation links for 'Knowledge Center', 'Areas of Use', and 'You Need...'. A right sidebar promotes 'Get Automatic Updates' via RSS feeds and lists 'More Resources' and 'Conferences'.

Shopping Cart | Quality Progress | Log In | Register | Join ASQ

ASQ
The Global Voice of Quality

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 Find

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- Hot Topics In Quality
- Tools & Resources
- Standards Central

Areas of Use

- Education (K-16)
- Government
- Healthcare
- Manufacturing
- Service

You Need...

- Membership
- Certification
- Training
- Books & Standards
- Magazines & Journals
- Committees & Networking
- Conferences & Events
- ASQ Store
- Careers in Quality

KNOWLEDGE CENTER
Hot Topics In Quality

Social Responsibility

ISO 26000: Guidance on Social Responsibility
Now Available
ISO 26000, the new International Standard providing guidance on social responsibility for all types of organizations, is now available. Learn more about ISO 26000 in [Standards Central](#).

Living Responsibly—A Quality Role Model
The life of Spencer Hutchens Jr. (1922-2010) and the concepts that shaped his career center on social responsibility.

Read two articles by Gregory H. Watson paying tribute to Hutchens:
- [Living Responsibly—A Quality Role Model](#)
- [Understanding Quality as a Social Responsibility](#)
Also see a summary of [Hutchens' professional biography](#).

Shareholder Value OR Social Responsibility: Getting to the AND

Learn how you can leverage your experience in measurement, quality, and process design to elevate social responsibility issues and earn a seat at the strategy table in your organization. This [webcast by Bill Harquast](#) includes case study examples from companies like Wal-Mart, Dannon, and Motorola.

Pathways to Social Responsibility
Read about organizations merging quality and social responsibility to make a difference. The next issue of [References to Social Responsibility](#).

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Subscribe to the Knowledge Center RSS Feeds

More Resources

- The McGraw-Hill
- Articles and publications on Social Responsibility
- ASQ's [Sardines:Quality](#) Blog
- ASQ's [Energy and Environmental Division](#)
- More information on [Environmental Management and Sustainability](#)

Training

- [Seeking Sustainable Success - An Organizational Opportunity](#)
- [ISO 14001:2004 Requirements from A to Z](#)
- [Identifying Environmental \(ISO 14001\) Aspects and Impacts](#)

Conferences

- ASQ's [3rd Annual Sardines:Quality Conference](#) (conference archive)

[Agile, Web-Based BI Tools](#)
Are agile BI tools right for you? See what a leading BI product...



For More Information

To learn more about ASQ's SR Initiatives or if you have any questions, please contact us at:

sro@asq.org

www.theSRO.org

