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RESPONSABILIDADE SOCIAL

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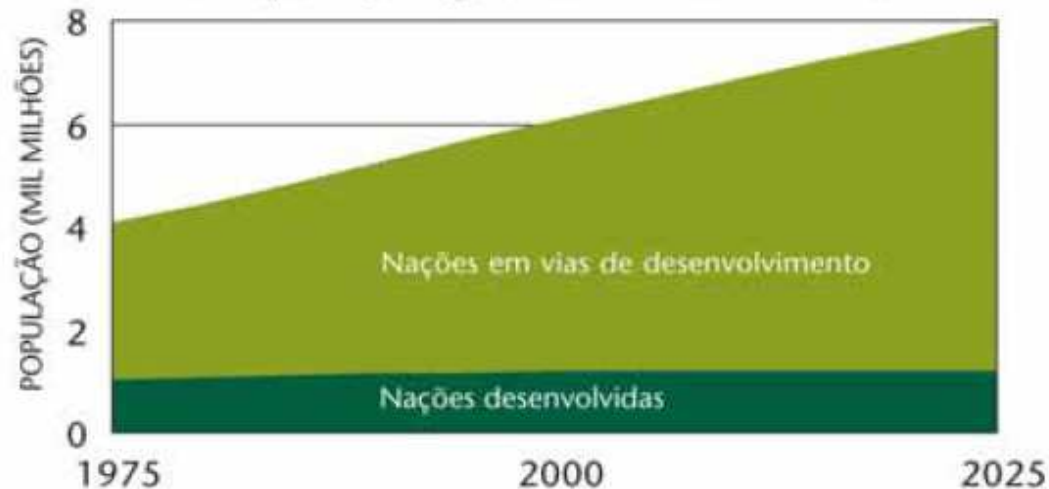
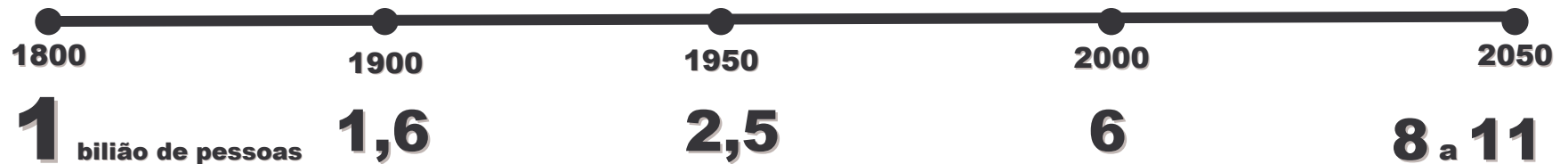
Responsabilidade Social: Porquê certificar?

Lisboa, 18 de Maio 2006

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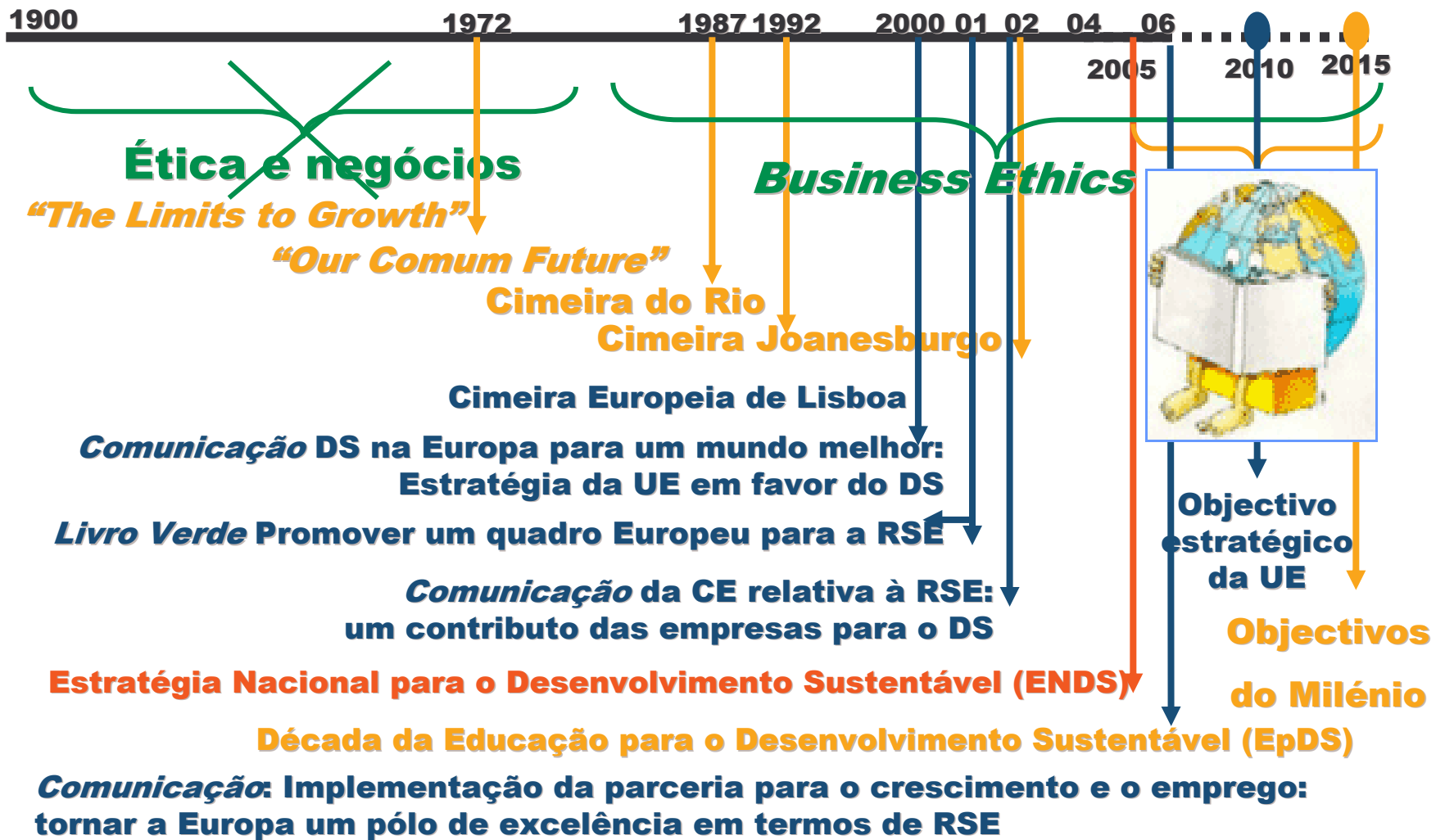
Quantos Somos?



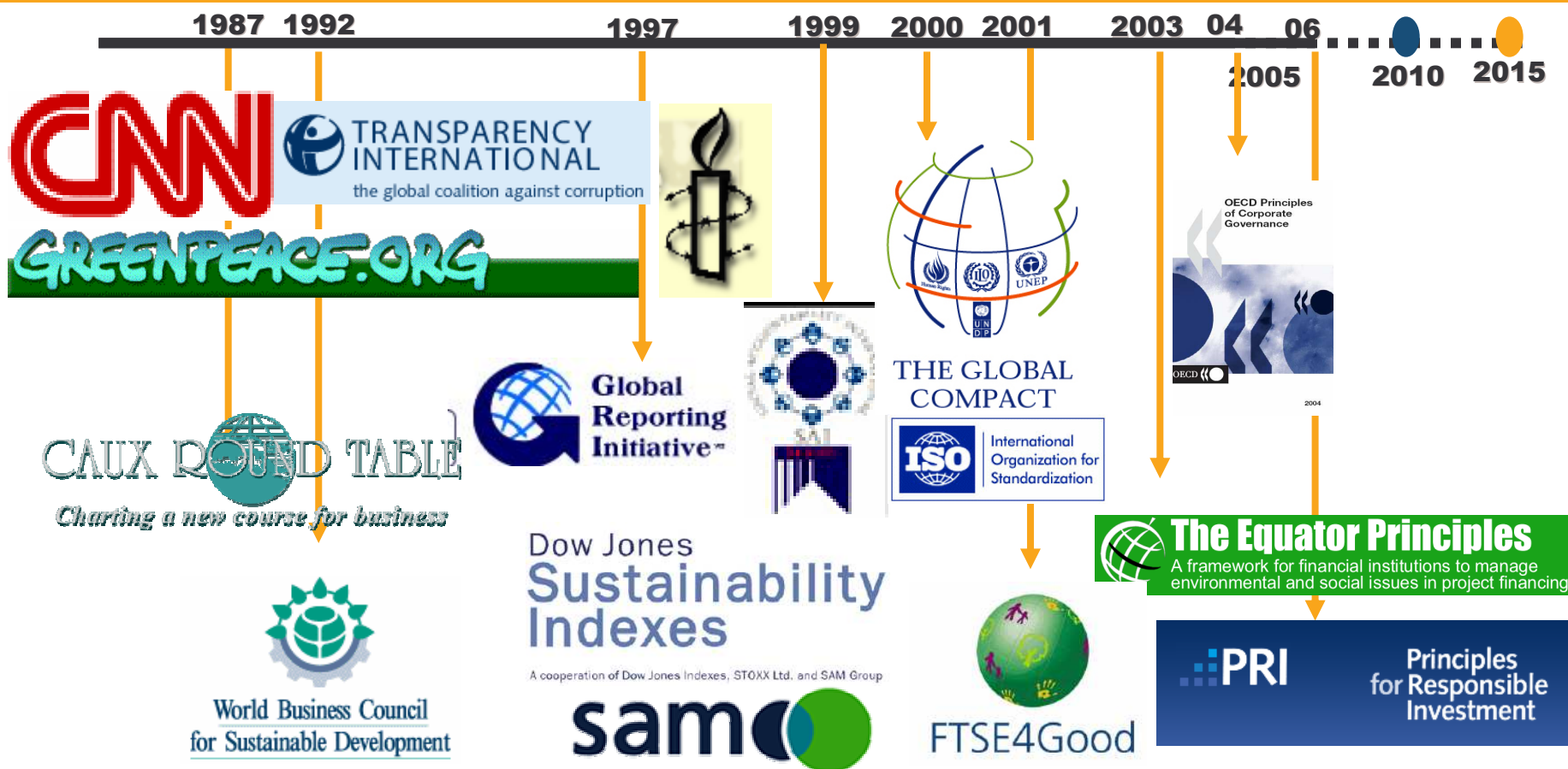
Fonte: United Nations Population Division, 2000

- Todos os anos a população aumenta 90 milhões de pessoas
- Em 2025, dois em cada três cidadãos viverão em grandes cidades, muitas das quais grandes metrópoles com mais de 10 milhões de habitantes...
- ...mais de metade serão adolescentes

A resposta da sociedade



A resposta das organizações

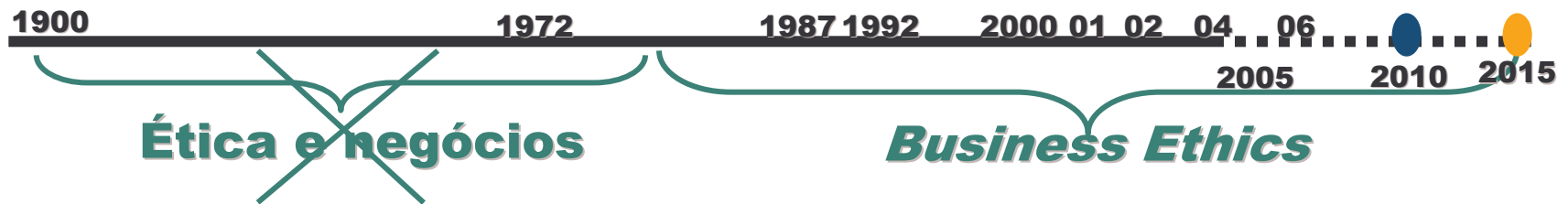


Identificar os valores da organização e colocá-los em prática, integrando-os na estratégia do negócio, ajuda a reduzir o risco, protege e fortalece a identidade e imagem da organização, representando deste modo uma vantagem competitiva.

A resposta das organizações portuguesas



de 1900 a 2006 ... 2015



A ética não é uma imposição externa, mas ...
condição de equilíbrio ou estabilidade do sistema sócio-
económico

A par da revalorização da ética, é necessário estudar,
remodelar e melhorar os mecanismos tecno-económicos do
mercado.

O sistema económico é uma rede de pessoas e organizações
que não dispõem de plena informação e as suas actuações
podem gerar externalidades negativas.

Interdependência entre Sistemas



Múltiplas Abordagens

As abordagens mais estimulantes da RSE são as que:

- a situação no debate gerado pela intersecção entre as actuações (positivas e negativas) das empresas transnacionais,
- a emergência de uma sociedade civil e uma opinião pública globais e
- a redefinição do papel do Estado e suas inter-relações.

Isto leva a que a RSE já não se refira só às relações entre empresa e sociedade, mas que se coloque como uma maneira de repensar o papel da empresa na sociedade, também no âmbito da governação e da sustentabilidade

Síntese de diferentes abordagens

- Instrumentais
- Políticas
- Integrativas
- Éticas

**Garriga, E. & D. Melé. 2004. 'Corporate Social Responsibility Theories: Mapping the Territory'
Journal of Business Ethics, 53:1-2, 51-71**

Síntese de diferentes abordagens - instrumentais

- As teorias **instrumentais** encaram a RSE como um meio para melhorar o desempenho económico e financeiro da empresa.
- A pergunta a que procuram responder é a seguinte:
- ***quais são as actuações socialmente responsáveis que podem tornar as empresas mais competitivas e bem sucedidas?***
- Muitas concepções vigentes em Portugal sobre a matéria são deste teor. Nesses casos, a adopção de práticas socialmente responsáveis (incluindo as filantrópicas) é justificada com base no seu contributo para os lucros e o poder competitivo da empresa. O efeito “perverso” é o de que, por exemplo, muitas acções eticamente correctas deixam de ser praticadas quando os gestores consideram que elas não confluem para tais resultados económicos.

Síntese de diferentes abordagens - políticas

- As teorias **políticas** focalizam-se nas interacções e nas ligações estabelecidas entre as empresas e a sociedade.
- Interessam-se pelo poder e pela posição que as empresas assumem na sociedade, e procuram identificar a responsabilidade daí decorrente para as organizações.
- *como devem as empresas gerir o enorme poder que têm na sociedade e, até, na vida política?*

Síntese de diferentes abordagens - integrativas

- As teorias **integrativas** atendem ao modo como as empresas integram as exigências sociais nos seus processos decisórios e orientações.
- Argumentam que a existência, a continuidade e o crescimento das organizações depende da sociedade.
- *como podemos integrar as várias solicitações da comunidade nas nossas decisões e acções?*

Síntese de diferentes abordagens - éticas

- As teorias éticas preocupam-se em identificar os princípios de actuação ética que as empresas devem observar, sejam eles os direitos humanos, os interesses legítimos dos *stakeholders* ou o desenvolvimento sustentável das sociedades.
- *que princípios e normativos éticos as empresas devem seguir?*

Ou

- *o que é correcto que façam para o bem da sociedade?*

Síntese de diferentes abordagens

Tipos de teorias	Pergunta subjacente	Diferentes abordagens (ou subtipos)	Breve caracterização
Instrum- tais	Que actividades sociais a empresa deve levar a cabo para melhor alcançar as suas finalidades económicas e financeiras?	Maximização do valor para o accionista	As empresas podem/devem investir em actividades sociais (incluindo as filantrópicas), desde que contribuam para aumentar os lucros. Actividades sociais que não cumprem esse critério não são legítimas.
		Estratégias para a vantagem competitiva	As empresas podem/devem levar a cabo actividades de responsabilidade social desde que, desse modo, melhorem o contexto competitivo em que se inserem. Um exemplo paradigmático é o investimento e o fomento das competências profissionais dos membros da comunidade circundante.
		Marketing de causas	A empresa pode/deve apoiar causas eventos que melhorem a sua imagem e reputação e que, por essa via, permitem maior actividade aquisitiva dos clientes.

Síntese de diferentes abordagens

Tipos de teorias	Pergunta subjacente	Diferentes abordagens	Breve caracterização
Políticas	Como podem as empresas usar responsabilmente o poder de que dispõem na sociedade e na arena política?	Constitucionalismo empresarial	As empresas detêm poder considerável na sociedade e capacidade para influenciar o equilíbrio de mercado. Por conseguinte, cabe-lhes actuar responsabilmente na gestão desse poder.
		Teoria do contrato social integrativo	Entre as empresas e a sociedade existe um contrato social implícito, que as empresas devem observar.
		Cidadania empresarial	As empresas têm deveres de cidadania perante a sociedade de que fazem parte. As transnacionais têm mesmo deveres de cidadania global.

Síntese de diferentes abordagens

Tipos de teorias	Pergunta subjacente	Diferentes abordagens	Breve caracterização
Integrativas	Como podem as empresas integrar as solicitações sociais no seu processo decisório e nas suas orientações?	Gestão de assuntos sociais	As empresas devem atender, avaliar e responder aos sinais e expectativas de desempenho social que a envolvente lhes endereça.
		Responsabilidade pública	As empresas têm responsabilidades nos assuntos públicos, incluindo a participação na formação das políticas.
		Gestão dos <i>stakeholders</i>	Uma gestão apropriada requer que a empresa faça gestão equilibrada dos interesses dos vários <i>stakeholders</i> , e não apenas dos relativos aos accionistas/proprietários.
		Desempenho social da empresa	As empresas socialmente responsáveis são as que cumprem responsabilidades económicas, legais, éticas e discricionárias (e.g., filantropia “desinteressada”).

Síntese de diferentes abordagens

Tipos de teorias	Pergunta subjacente	Diferentes abordagens	Breve caracterização
Éticas	Que princípios éticos as empresas devem seguir? O que é correcto que façam para o bem da sociedade?	Teoria normativa dos <i>stakeholders</i>	Os <i>stakeholders</i> têm interesses legítimos na acção da empresa. Esses interesses valem <i>per se</i> , pelo que a empresa deve responder-lhes, independentemente de daí provirem ou não efeitos positivos para os accionistas/proprietários. Entre os princípios que devem nortear as relações com os <i>stakeholders</i> , encontram-se a justiça, o benefício mútuo e a cooperação.
		Direitos universais	Independentemente de outras considerações, as empresas devem obedecer aos direitos humanos universais, respeitando, acima de tudo, a dignidade das pessoas.
		Desenvolvimento o sustentável	As empresas devem procurar o desenvolvimento sustentável da sociedade, acautelando os direitos das gerações futuras. Para tal, cabe-lhes atender a aspectos económicos, sociais e ambientais.
		O bem comum	Como membros da sociedade, as empresas devem contribuir para o bem comum e o progresso da comunidade.

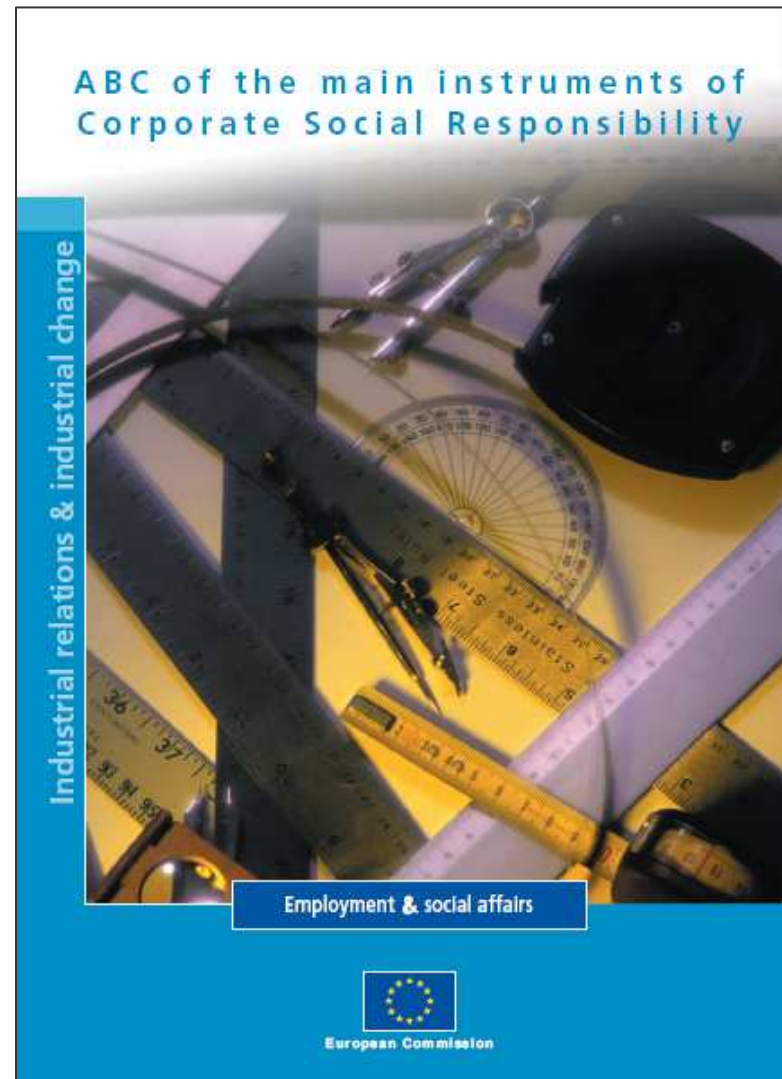
Responsabilidade Social: Porquê certificar?

Certificar o quê?

This report provides simple, background information on the main instruments of corporate social responsibility (CSR), namely:

- codes of conduct,
- labels,
- management standards,
- sustainability reporting,
- socially responsible investment (SRI).

Helena Gonçalves



Introduction

- The **five** thematic papers have been regrouped under three main headings:
 - 1. **Socially responsible management**, which includes instruments setting out standards of performance and management issues used by companies to embed CSR values into their strategy and operations and drive performance improvement (codes of conduct, management standards, sustainability reporting);
 - 2. **Socially responsible consumption**, which describes market-based instruments (labels), mainly addressed to consumers, certifying that the production and trading processes of a specific product have respected a given set of criteria;
 - 3. **Socially responsible investment**, illustrating the various approaches, products and instruments offered to responsible investors (social, green and ethical funds, pension funds, sustainability indexes, screening, shareholder engagement).

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Socially responsible management

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Socially responsible investment.

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Codes of conduct

There are various codes, including:

- ‘company codes’ adopted unilaterally by companies;
- ‘trade association’ or ‘sector-specific codes’ adopted by a group of companies in a particular industry (e.g. the toy sector);
- international and European codes negotiated by the ‘social partners’ (e.g. European codes in the sector of trade, textiles, wood and sugar, and framework agreements negotiated between multinational companies and international labour organisations);
- ‘multi-stakeholder codes’ adopted as a result of joint initiatives by companies, trade unions and NGOs (e.g. the Ethical Trading Initiative base code);
- ‘model codes’ developed by trade unions, NGOs or other organisations, that serve as a benchmark of reference for the development of a company code (e.g. the ICFTU basic code, Amnesty International human rights principles for companies);
- ‘inter-governmental codes’ negotiated within international organisations (e.g. OECD ‘Guidelines for multinational enterprises’, the ILO ‘Tripartite declaration of principles concerning multinational enterprises and social policy’).

1.3. Key issues

Some may see the rapid development of codes as a dangerous trend towards a 'privatisation' of social rights. Clearly, codes can only complement and not replace national and international legislation or social dialogue and collective bargaining.

Some key questions underpinning the value and effectiveness of a code

What is the coverage of the code? Does it make reference to international fundamental rights? How far down the supply chain does the code apply? Is it effectively implemented and communicated to workers? How is it monitored and verified? Does it include provisions for complaint mechanisms, corrective and compensation measures?

- Credibility and transparency
- Monitoring and verification
- Legal force and corrective measures
- Buyer-retailer relationship: the supply chain management

1.5. Relevant initiatives

Intergovernmental principles and codes of conduct

- ILO 'Tripartite declaration of principles concerning multinational enterprises and social policy'
- ILO 'Declaration on fundamental principles and rights at work'
- OECD 'Guidelines for multinational enterprises' (MNEs)
- UN 'Draft guidelines for companies'

Multistakeholder codes of conduct

- Ethical Trading Initiative
- Voluntary principles on security and human rights for the extractive sector

Model codes of conduct (e.g. developed by NGOs, trade unions and other organisations)

- Amnesty International human rights principles for companies
- ICFTU 'Basic code of labour practice'
- UN global compact

Management standards

- There are a number of different management standards and frameworks (e.g. quality, environmental, health and safety, workplace standards) that enable an organisation to embed social and environmental considerations and stakeholder participation into business decision-making and operations.

Key issues

- Management standards are voluntary and their success ultimately depends on the level of acceptance by the market. The authority of the standard body that sets them and the process through which they are developed (e.g. involving consultations with a wide range of interested parties) are also very important to determine their credibility.
- When certification against a management standard is used as a communication tool, there is a need to make sure that the process through which the standard has been awarded is transparent and independent.
- It is worth underlining that the adoption by companies of CSR management techniques and systems per se is no guarantee of good performance. A great challenge ahead is how to define and measure good business performance in this area.
- Also, the adoption of management standards does not remove the organisation's responsibility to fulfil its legal obligations. On the other side, they can be useful tools supporting the implementation of legislation.

CSR standardisation?

While the development of management tools is seen as an essential step to enable companies to translate their broad CSR commitments into concrete actions and ensure the quality of how they are managed, the debate over *CSR standardisation* is controversial. Some underline the danger of reducing complex CSR issues to a tick-boxing exercise and believe that each company needs to develop its own approach to CSR, while others recognise the benefits of globally accepted benchmarks in facilitating comparability and transparency of CSR practices and achieving consistency in the understanding of how these issues may be managed. For the latter, this would help to make meaningful assessments about a firm's corporate responsibility practices.

2.5. Relevant initiatives

The standards described in this section do not address the full range of CSR issues, but provide companies with useful frameworks that can be expanded to address the operationalisation of CSR commitments and objectives.

Workplace standards

- Social Accountability (SA 8000) (on labour conditions)
- ILO-OSH 2001 — ILO 'Guidelines on occupational safety and health management'
- OHSAS 18001 (occupational health and safety zone)

Quality management standards and other frameworks

- ISO 9000
- EFQM (European Foundation for Quality Management) model for business excellence
- AA(AccountAbility)1000 — A stakeholder engagement framework
- ISO CR MSS (ISO corporate responsibility management system standards)

Environmental management standards

- EMAS (Eco-management and audit scheme)
- ISO 14000

National initiatives

- AFNOR SD 21 00 — Guidelines on sustainable development — France
- AENOR PNE 165001 (draft ethical financial instruments) and PNE 165010 (draft ethical management systems standards) — Spain
- The SIGMA project (sustainability integrated guidelines for management) — UK
- Investors in people — UK
- The Q-Res project (Management Framework for ethical and Social Responsibility of Corporations) — Italy

Sectoral initiatives

- FORGE — 'Guidelines on environmental management and reporting for the financial services sector' — UK
- FORGE — 'Guidance on corporate social responsibility management and reporting for the financial services sector' — UK

NB: The development of ISO CSR standards is far from being consensual. If from one side, some see the benefits of using a practical, internationally standardised approach to CSR implementation, which would offer the prospect of meaningful, verifiable and measurable claims by firms about progress towards CSR objectives, many question the added value of such a standard, for different reasons. There is a fear that substantial costs of development, certification and implementation of ISO CR MSSs will far outweigh any added value to a firm. Moreover, because they are designed to be used by firms of all shapes and sizes around the world, global ISO CSR standards risk being either meaningless or too complex to manage. Some see the ISO as offering little opportunities for effective trade union participation and would rather leave the task to the ILO, which is the only competent body to develop international norms on labour relations through a tripartite process. Some others fear that because they are process standards, ISO management standards do not provide any guarantees that particular levels of behaviour will be met and will thus give a false assurance of CSR to a firm's stakeholders. For instance, companies with poor social responsibility track records could hide behind the ISO standard, neglecting to comply with all fundamental workers' rights. Others believe that self-declaration may diminish the acceptability of the ISO CR MSSs option because of the decreased control over the claims made. On the other side, third-party certification is rather costly and firms that cannot afford it (mainly from developing countries) may be put at a competitive disadvantage.

In June 2004, following the ISO Conference on Social Responsibility, the ISO Technical Management Board (TMB) agreed that ISO could add value by developing a guideline standard on Social Responsibility (SR), to be named ISO 26000. It also set up a Working Group on Social Responsibility (WG SR) to carry out the work, which was launched in Brazil on 28 October 2004.

Helei

Reporting

- The recent increase in corporate sustainability reporting — covering the economic, environmental and social performance of an organisation — is linked to the demand for greater accountability and transparency of companies: key stakeholders not only expect businesses to take account of their social and environmental impact, but also want to be informed on how they are performing in these areas.
- Sustainability reporting has undergone a rapid evolution: corporate reporting on environmental and health and safety performance has been developing since the late 1970s, as a complement to the traditional annual report. More recently, with the growing recognition of the need to address the ‘triple bottom line’ of sustainable development, social and ethical considerations have been added to environmental issues.

3.2. Drivers and benefits

In today's globalised knowledge economy, communication and transparency are essential for companies. Among the main drivers that push companies to report are shareholder and stakeholder pressure, legal compliance, competitive advantage and public relations.

The investor community: a powerful driver for transparency

The financial community is a key driver for enhanced transparency and more effective reporting of companies. An increasing number of investors — both private and institutional — are demanding more accurate information on companies' environmental and social performance to guide their investment decisions, as they believe that good performance in these areas can affect the overall performance.

A great challenge ahead is how to bridge the gap between companies' reporting practices and the information requested in rating agencies' questionnaires to evaluate the companies' performance.

Social and environmental reporting is both a *communication tool*, addressed to the internal and external stakeholders of the company, and a *management tool*, enabling the company to have a more systematic approach to sustainable development, measuring progress and defining the strategy and targets for improvement.

Helena Gonçalves

Key issues

- Flexibility v comparability: which reporting format?
- Materiality
- The role and challenges of non-financial indicators
- Impact of reporting.

As the number of sustainability reports increase, there is growing concern about their value for both companies and their stakeholders. Some of the important questions that arise are listed below:

- Is reporting a means or an end? To whom is it addressed? Who are the key audiences that engage with the reports' content?
 - Does reporting really contribute to drive change and improve practices, or is it merely focused on increasing scores?
 - What is the impact of reporting on business behaviour, decisions, performance, and engagement with stakeholders? Does it result in more systemic approach to sustainability and enhanced accountability?
- Verification or assurance'
 - Voluntary v mandatory reporting

'Assurance is an evaluation method that uses a specified set of principles and standards to assess the quality of an organisation's reports, and the organisation's underlying systems, processes and competencies that underpin its performance. Assurance includes the communication of the results of this evaluation to provide credibility to the subject matter for its users.'

AccountAbility

Lessons learned from financial auditing standards

National and international financial audit standards: A number of verification statements published in corporate social and environmental reports make reference to principles or guidelines provided by financial accounting and auditing organisations. For example, the Auditing Practices Board (APB), based in the UK, publishes statements of auditing standards with which financial auditors are required to comply in the conduct of audits. Separately, the APB has drafted 'The auditor's code' which outlines nine fundamental general principles that should form the basis of audit practice. This code, which includes the principles of accountability, objectivity, rigour and providing value, does not in itself form part of the auditing standards. However, as a more general document, it can have easier application to non-financial verification.

At international level, the **International Federation of Accountants** (IFAC) an organisation of national professional accountancy organisations that represent qualified public accountants, publishes international standards on auditing, in addition to international auditing practice statements. Both of these may be used for guidance on the general principles of auditing and the process of verification.

3.5. Relevant initiatives

National public initiatives

- France
- Denmark
- Netherlands
- Sweden
- UK

Multistakeholder initiatives

- Global Reporting Initiative
- Governance
- Guidelines, technical protocols and sector supplements
- 2002 GRI reporting guidelines
 - Reporting principles
 - Report content
 - Performance indicators
 - Assurance
- AA1000s (AccountAbility assurance standard)

Others

- CDJES 'Bilan sociétal'
- BITC corporate impact reporting initiative

Socially responsible consumption Labels

- Consumers are increasingly interested in the ways goods are produced and marketed and in the ways services are marketed. As a consequence, a growing number of social, fair-trade and environmental labels have originated from individual manufacturers (self-declared labels), industrial sectors, NGOs, multistakeholder organisations and public authorities.
- Labels are market-based instruments which seek to promote a more equitable and sustainable development from the demand side, influencing the purchasing decisions of consumers, retailers, manufactures, traders and others. They are symbols displayed on the packaging of goods, on shelving or on shop windows at the retail site, certifying that the production and marketing processes have respected a specific set of criteria. Current criteria are developed on a product-by-product basis to enable the specific characteristics of production systems and trading patterns to be taken into account.
- Labels may cover a single issue, such as child labour or forest conservation, or more issues, such as employment conditions, fair-trade, community development, protection of natural ecosystems. Some labels apply only to specific sectors such as hand-knotted rugs, soccer balls or cut flowers.

Fair trade and ethical trade

Fair trade refers to fair trading operations aiming at supporting marginalised producers in developing countries by improving their market access, guaranteeing fair prices and stability of revenues, and providing direct and advanced payments. It mainly applies to the agriculture and handicraft sectors, where small-scale producers are often living in isolated rural areas and do not produce a sufficient quantity to export directly. As fair trade has distinctive developmental objectives, a percentage of profits is usually channelled back into local development causes.

Fair-trade products are made available to consumers through alternative trading organisations (such as Oxfam) which identify and source products directly from small producers and cooperatives, and import and market them in specialised outlets such as World Shops.

Another marketing route is through fair-trade labelling initiatives and certification. In this case, goods are labelled by specialised fair-trade certification agencies to testify that their production chains respect fair-trade principles. The importers and traders can be normal commercial companies, and the distribution channels can be conventional retail outlets. Examples of fair-trade labels used within the EU are *Max Havelaar*, *Transfair*, the *Fairtrade Mark* and *Rättvisemarkt*. In some cases, supermarkets' own brand products have qualified for fair-trade labels.

Ethical trade (also referred to as *ethical sourcing*) refers to activities (e.g. compliance with codes of conduct, supply chain management) by companies aiming to enhance their ethical, environmental and social responsibilities and promote human rights and decent working conditions in their global supply chains.

Ethical trade covers issues such as labour rights (of both direct employees and suppliers' workforce), respect of local communities and rights of indigenous people, use of security forces, avoidance of bribery and corruption, and environmental protection. Some of the most concerned sectors are consumer manufactured goods and the extractive sector.

Ethical trade relies on instruments such as codes of conduct and the *monitoring, auditing, and/or certification* of codes' compliance by suppliers or manufacturing facilities. This can be done by the company alone, by specialised consultants or third-party bodies⁽⁷⁾. Many social labels promoting ethical trade focus on the ban of child labour (e.g. *Rugmark* for the rug industry in the Indian subcontinent, the Brazilian *Abring* label, *Baden* for the football stitching industry in China). The recently adopted *Belgian Social Label* is granted to products in whose production chains the core ILO conventions are respected (see below).

Certification process

Despite some differences between the certification systems of the various labels, certification procedures usually include the following steps:

- producers who commit to comply with the label's criteria apply for certification;
- an initial assessment and preliminary visit is made to check conformance with the criteria and identify areas that need improving;
- the actual audit takes place, which includes a site visit of the factory or farm, revision of records and files (e.g. terms and conditions of employment, payroll records, health and safety records) and interviews with workers;
- the certification body assesses that the applicant meets the label's criteria, issues a contract granting a licence to use the label and includes the applicant in national or international registers of certified bodies;
- the contract is usually granted for a limited period (e.g. three years) and foresees periodic monitoring and review processes.

Key issues

- Accurate, accessible and transparent information
- Convergence vs multiplication of schemes
- Monitoring and verification
- Funding
- Adverse effects

4.5. Relevant initiatives

Fair-trade organisations and labels

- FLO International (Fair-trade Labelling Organisations)
- IFAT (International Federation for Alternative Trade)
- EFTA (European Fair Trade Association)
- NEWS! (Network of European World Shops)
- FINE

Social labels

- Belgium Social Label
- Rugmark label
- Flower Label Program

Environmental labels

- EU eco-label
- Forest Stewardship Council
- Pan-European Forestry Certification (PEFC)

Socially responsible investment

- In recent years, socially responsible investment (SRI) has experienced a strong surge in popularity among mainstream investors. SRI combines investors' financial objectives with their concerns about social, environmental and ethical issues.
- There are basically two types of SRI markets, linked to different types of socially responsible investors: consumer or retail SRI, which refers to individuals' investments (e.g. personal pensions) made according to their personal values and institutional SRI, which refers to investments made within an SRI framework (e.g. using the methods described below) by institutions such as pension funds, foundations, banks, and asset management and insurance companies.
- The two main approaches for institutional investors to follow their social and environmental values are by screening the companies to invest in or through shareholder engagement (12).

Screening

- Screening regards the inclusion or exclusion of stocks and shares in investment portfolios based on ethical social or environmental grounds. There are two main approaches to select (screen) a company to invest in either through negative criteria (ethical screening), i.e. excluding companies with certain types of product such as armament, nuclear, pornography industries, or through positive criteria, i.e. selecting companies on the basis of the evaluation (rating) of their social and environmental performance.
- The process of screening and rating requires extensive research and is usually performed by a specialised research group (13), SRI departments of banks, asset management companies and other financial institutions.
- Non-financial analysts carry out the research and evaluation of the ethical, social and environmental performance of companies using different criteria, methodologies and metrics. When investment decisions are made social and environmental criteria are usually weighed together with financial performance.

Shareholder activism or engagement

- Social responsible investors can use their role as shareholders to advocate social and environmental concerns and seek to influence a company's behaviour through dialogue with the company management, filing shareholder resolutions at annual meetings or, as a last resort, divestment.
- There are various SRI products and instruments, some of which are listed below.

Green, social and ethical funds

- Green, social and ethical funds are mutual funds using ethical, social and environmental screens for portfolio selection. More and more of such funds are available to individual investors in the European SRI retail market.

Pension funds

- An increasing number of pension funds invest part of their money according to socially responsible criteria. Several Member States (Belgium, Germany, France, Sweden and the UK) have adopted disclosure regulations requiring pension funds to state whether and how they take account of social, environmental and ethical criteria in their investment decisions. Although such legislation does not oblige pension fund trustees to adopt SRI policies, it increases their transparency on the issue.

Sustainability indices

- Recently, a number of ethical investment and sustainability indices have been introduced, such as the **Dow Jones Sustainability Index**, the **FTSE4 Good**, the **Domini 400 Social Index** and the **Ethibel Sustainability Index**. These indices are designed to reflect and benchmark the performance of socially responsible equities, that is investments in companies which are striving to become more sustainable. Indices can play a useful role in understanding the relationship between SRI funds and financial performance and thus facilitate the up-take of SRI.
- Some social indices are based on exclusion criteria (e.g. they don't include tobacco, alcohol, weapons, nuclear power industries) while others also look at the overall performance of a company on CSR.

Listing process

- When companies want to raise capital on the stock exchange through public offerings of shares and bonds (initial public offering – IPO, or subsequent listing), they have to produce documents such as listing prospectuses to provide investors with adequate information to assess the company they want to invest in.
- This disclosure is essential for a fair and efficient functioning of financial markets and is governed by extensive regulation, to ensure listing documents contain all information needed by investors to identify the overall risks associated with a business, including social and environmental aspects. Listing rules are set at European and national level. The prospectus directive adopted in July 2003 sets a framework for standardising what information should be disclosed when companies seek a listing, but makes no specific reference to social and environmental disclosure. On the other hand, national regulators can ask for additional information from individual companies if necessary for investor protection.

- Conditions to promote SRI
- Transparency and accountability
- Dialogue between companies and investors

5.5. Relevant initiatives

Retail and pension fund investment decisions and disclosure

- Transparency guidelines for sustainable investment funds
- UK's pensions disclosure regulation
- Comité intersyndical de l'épargne salariale — France

Rating agencies and screening research

- Voluntary quality standard for SRI research (CSRR-QS 1.0)

Dialogue between companies and financial analysts/investors

- 'Disclosure guidelines', ABI (Association of British Insurers)
- Charter of Reciprocal Commitment for Sustainability Analysis Organisations and Companies

Responsabilidade Social: Porquê certificar?

ISO SR 26000

ISO/TMB/WG SR

Maio 2001 a Jun. 2002

Set. 2002 a Abr. 2004

Jun. 2004

COPOLCO

WORKSHOP PROGRAMME

Corporate social responsibility

concepts and solutions

10 June 2002
Port-of-Spain –Trinidad

Hosted by the
Trinidad and Tobago – Bureau of Standards

Copolco Report

SAG

STOCKHOLM CONFERENCE

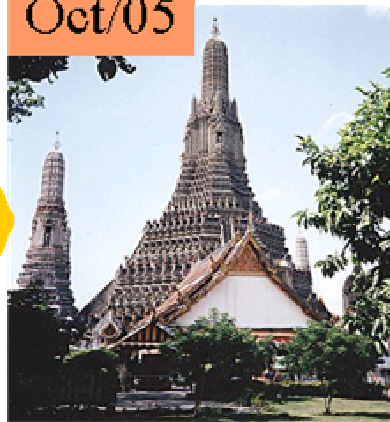


SAG Report

Mar/05



Oct/05

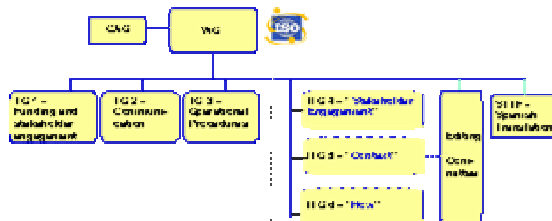


May/06



NEW WORK ITEM PROPOSAL		
Date of presentation 2004-10-14	Reference	status
Proposer ISO/TC22	ISO/TC22	N 26000
Technical ISO/TC22		

Proposed (to be completed by the proposer):
 Title of proposal: In the case of an amendment, indicate in a new part of an existing document, show the reference number and current title.
 English title: Draft Guidance on social responsibility
 Impact: The European direction's goal is responsible social activities
 Scope of proposed project:



Helena Gonçalves Secretary General Secretary General

ISO Guidance Standard on Social Responsibility - ISO 26000

Design Specification

The attached document forms the part of the Design Specification.

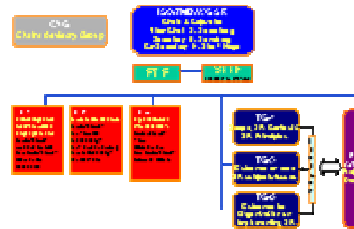
6. Introduction

The introduction should give information or commentary about the content of a guidance standard and the reasons prompting its preparation. The introduction should be the property of the guidance standard in subsequent issues.

1. Scope

The scope shall define the subject of the guidance standard, its coverage and the limits of its applicability.

1



2

Single Task Group

Draft Project plan: ISO 26000	Subcommittee	Responsible	Responsible Committee	Start	End
ISO/TC22	Approved Draft	ISO/TC22	TC22/SC1	1 Oct 2004	1 Dec 2004
Developing the Introduction, Scope	Working Group	WG1	WG1	1 March 2005	31 Dec 2005
Developing the Core Text	Working Group	WG2	WG2	1 March 2005	31 Dec 2005
Developing Draft Design Specifications	Working Group	WG3	WG3	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG4	WG4	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG5	WG5	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG6	WG6	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG7	WG7	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG8	WG8	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG9	WG9	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG10	WG10	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG11	WG11	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG12	WG12	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG13	WG13	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG14	WG14	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG15	WG15	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG16	WG16	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG17	WG17	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG18	WG18	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG19	WG19	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG20	WG20	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG21	WG21	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG22	WG22	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG23	WG23	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG24	WG24	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG25	WG25	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG26	WG26	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG27	WG27	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG28	WG28	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG29	WG29	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG30	WG30	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG31	WG31	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG32	WG32	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG33	WG33	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG34	WG34	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG35	WG35	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG36	WG36	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG37	WG37	1 March 2005	31 Dec 2005
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Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG39	WG39	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG40	WG40	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG41	WG41	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG42	WG42	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG43	WG43	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG44	WG44	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG45	WG45	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG46	WG46	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG47	WG47	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG48	WG48	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG49	WG49	1 March 2005	31 Dec 2005
Consolidating on Issues Paper and Draft Design Specifications	Working Group	WG50	WG50	1 March 2005	31 Dec 2005

3

1st Working Draft



Cronograma

Project stage	Milestones	Project time
Preparatory stage	Registration of approved new work item	2005 1st Q
Committee stage	Registration of Committee Draft	2006 2nd Q
Enquiry stage	Registration of draft International Standard	2006 3rd Q
Approval stage	Registration of final draft International Standard	2007 3rd Q
Publication stage	Publication of International Standard	2008 1st Q

WEBSITE - www.iso.org/wgsr

Responsabilidade Social: Porquê certificar?

Certificar em Portugal?

•CT 164 Responsabilidade Social

•CT 165 de Ética Empresarial

- Empresas
- Organizações Laborais,
- Organizações Não Governamentais,
- Organizações de Consumidores,
- Organizações Governamentais
- Serviços, Suporte, Investigação e Outros.

norma certificável em Portugal

VANTAGENS

- Reconhecimento por parte externa
- Credibilidade
- Imparcialidade
- Comparabilidade
- Uniformização
- Transparência
- Reputação e imagem
- Competitividade
- Factor de diferenciação
- Oportunidade de negócio - (para a empresa, certificadores, consultores e formadores)

DESVANTAGENS

- Tempo/Custos iniciais e de manutenção
- Limitação aos requisitos
- Exibição do certificado sem integração na gestão da organização
- Complexo a nível de evidências objectivas - processo de auditoria complicado
- Certificação polémica em alguns temas
- Dificuldade de reconhecimento no mercado internacional

Responsabilidade Social: Porquê certificar?

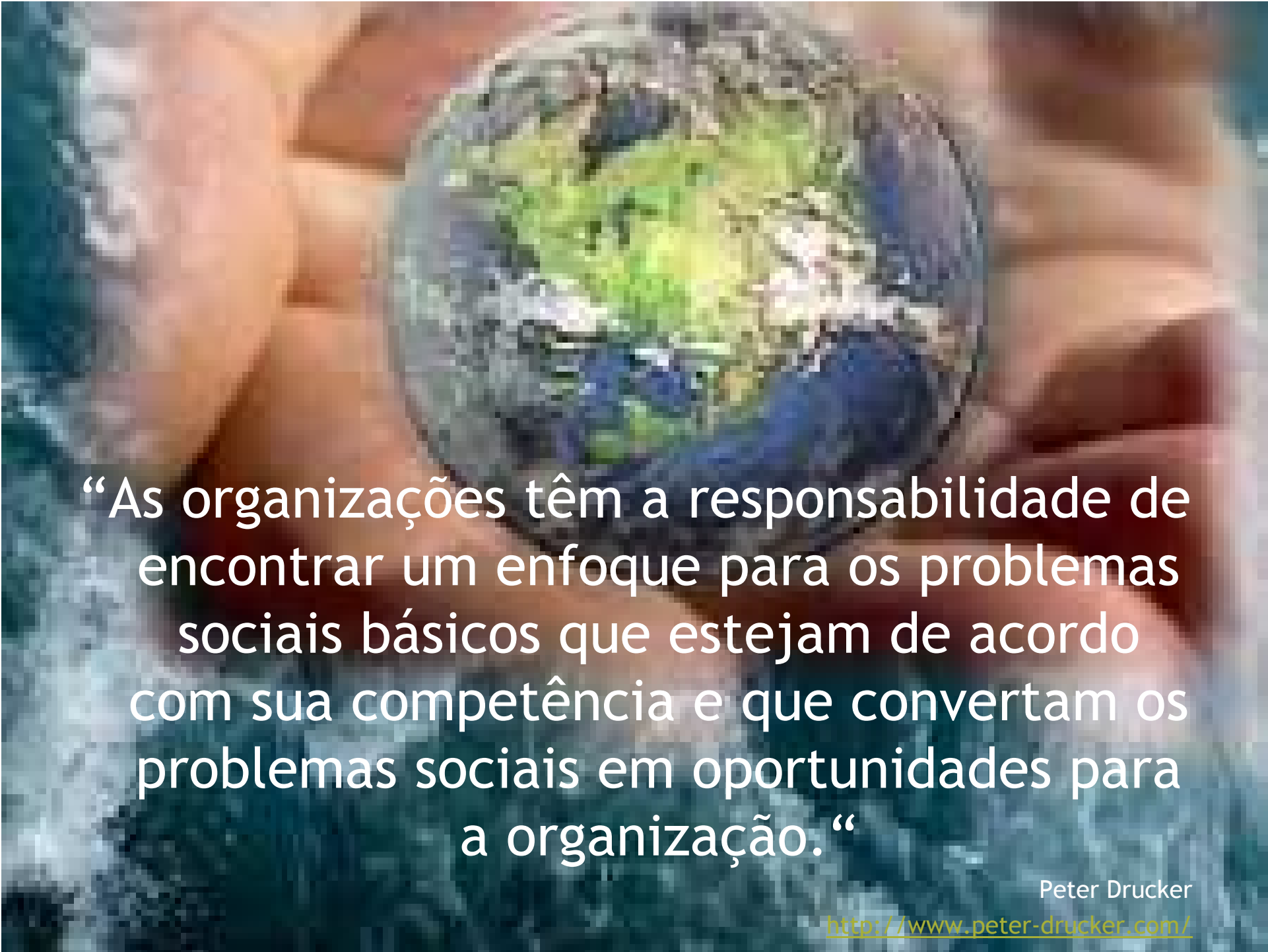
Oportunidades...

Primeiro vieram os “yuppies” - “young urban professionals”;
depois os “dinkies” - “double income no kids”;
agora conheça os “lohas” - um anacrónimo para “lifestyles of health
and sustainability”.

Os “lohas” compram café que obedece às regras do comércio justo e produtos orgânicos, frequentam mercados de produtores e aderem à medicina complementar, colocam as suas poupanças em fundos de investimento socialmente responsáveis e passam as suas férias como eco-turistas. Estão interessados na saúde, no ambiente, na justiça social, no desenvolvimento pessoal e num modo de vida sustentável.

[...] Juntos, os “lohas” norte-americanos representam 227 mil milhões de dólares, uma “imensa” oportunidade de negócio.

“Guilt is no solution”, Financial Times, 16th Octobre 2003



“As organizações têm a responsabilidade de encontrar um enfoque para os problemas sociais básicos que estejam de acordo com sua competência e que convertam os problemas sociais em oportunidades para a organização.”

Peter Drucker

<http://www.peter-drucker.com/>