

**ISO 26000 PPO SAG**

Social Responsibility

Handled by, phone

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ISO 26000 Communication protocol

Organizations that want to communicate about how they use the ISO 26000 standard should be careful in their choice of wording. It is for example, made clear in the text of ISO 26000 that the guidance standard is not intended to be used for certification. This protocol has been developed by the ISO 26000 Post Publication Organization based on experiences so far, and it is intended to give guidance on appropriate wordings as well as wordings to avoid in communication regarding use of ISO 26000.

Appropriate wordings
Using the ISO 26000 standard to integrate / implement social responsibility / socially responsible behaviour into the organization
Applying the ISO 26000 standard to integrate / implement social responsibility / socially responsible behaviour into the organization
Recognizing ISO 26000 as a reference document that provides guidance
Based on ISO 26000
Follow the guidance provided by ISO 26000
Inspired by ISO 26000
Inappropriate wording
...certified according to ISO 26000
...verified according to ISO 26000
...in accordance with ISO 26000
...conformance with ISO 26000
...compliance with ISO 26000
...assessed against ISO 26000
...meets the requirements of ISO 26000

NOTE:

Although the expression “to implement a standard” is widely used and often understood as meaning “to use a standard”, the PPO understands that, from an English language point of view, it can be misleading when used in the context of a standard containing only guidance. Thus, even though the expression is not specified as being inappropriate in this document, it is nevertheless recommended that other expressions are used instead, if possible.



Example of good communication about using the ISO standard:

Organization X:

We have **used/applied** ISO 26000 as a **guide/framework/basis** to **integrate/implement** social responsibility into our values and practices.

Organization Y:

We recognize ISO 26000 as a reference document that provides guidance for integration/implementation of social responsibility / socially responsible behaviour.