ISO 26000 SGN Conference Call "Go to Meeting" Thurs. 24 January 2019

The meeting opened at 10:00 Central European Time

1. Welcome from the Vice-Chair – Hans Kröder, in the absence of Chair Martin Neureiter

2. Attendance: (in alphabetical order by family name)

Aron Belinky
Anne Gadegaard
Divya Kirti Gupta, SGN Ambassador, Education/Research
Annette Kleinfeld, SGN Ambassador, Education/Research
Hans Kröder, SGN Vice Chair
Ken-ichi Kumagai
Lu Xinhuan
Elena Mocchio, host; SGN Ambassador NSB
Adriana Rosenfeld
Carolyn Schmidt, SGN Secretary
Staffan Söderberg, SGN Ambassador, Web
Daniel Steinholtz
Noerman Suharman, SGN Vice Chair
Thomas Thomas
Susanna Vahtila
Kernaghan Webb
Gefei Yin, SGN Secretary
Zhao Weiwei

Participation through comments sent in advance by e-mail:

Tina Bohlin
Ken-ichi Kumagai
Martin Neureiter
Luis Trama
Lisanne Zoet

3. Minutes (report) of Bali meeting -- review/comment - attachment "Agenda item 3)

Hans Kröder summarized the motivation for the Bali meeting and briefly reviewed the outcome. There were no particular questions about any of the points in the report of the Bali meeting, or about the structure of the SGN leadership or membership. Ken-ichi Kumagai noted that the Labour group is in the final process of selecting its Ambassador.

4. "Vision, Mission, Goals" document - review/comment - attachment "Agenda item 4"

Members took this opportunity to emphasize these points:

- Consider Global Balance: Ken-ichi Kumagai noted the importance of Gender balance, as well as regional and stakeholder group balance
- We need to build bridges between ISO 26000 and current initiatives
- On the issue of the uptake of ISO 26000: we as SGN do not have the mechanism to track formal sales and adoption numbers There is much informal use of ISO 26000 that is not captured by any statistics. Kernaghan Webb pointed out that if we focus on the counting of ISO 26000 standards sold we would be missing the bigger picture of its actual use and value.
- The SGN has a mission to promote ISO 26000; Kernaghan Webb noted that we can emphasize its unique qualities such as the multi-stakeholder creation and world consensus behind it. Also, ISO 26000 provides the foundation for other SR standards; this is part of ISO 26000's broad appeal.
- On the other hand, we also need to show how ISO 26000 is being, and can be, used in real life to the advantage of the users, as well as the larger society. Adriana Rosenfeld wrote (chat box),*"In Argentina, the orderly construction of the concept of social responsibility provided by ISO 26000, legitimizes the norm as a conceptual basis. That is why it represents the framework that guides national public organizations and several local governments in the design of policies. The private sector recognizes in Argentina the ISO 26000 as the organizer of actions that contribute to the currently valid SDGs in particular and to sustainable development in general."* Anne Gadegaard wrote *"In Novo Nordisk, we have benefitted from a number of BluePrints of what we do, focusing on the value generated for us and society, highlighting challenges. These are always a good foundation for communication, side-events etc. So maybe what we need is a comms/advocacy-plan, linking to where people are?"*

5. Membership - report by Secretary Carolyn Schmidt –attachment "Agenda item 5"

There are 59 members of the SGN so far. Gender balance is fine (31 men, 28 women). Regional balance needs improvement (the most from Europe and Asia, quite a number from Latin America, only two from MENA, only one from Africa). Stakeholder group balance also needs improvement: NGO, Education-Research and NIN the largest, Industry and Labour in between, Consumer and Government very few.

6. "Balance" among stakeholder groups and among world regions - role of Ambassadors – discussion of concerns and ideas.

Hans Kröder made the point that we need to search for active members in each category, those who will contribute to the group. Consumer and Government, in addition to having the fewest members, also lack Ambassadors. Staffan has contacts in MENA. The SGN leadership needs to pay attention to identify active Ambassadors from each group, and to improve the balance. Hans suggested "Young Ambassadors" from each stakeholder group, as a way to incorporate new younger people and to give them a platform and a voice. This got strong support.

7. Old Business - Question of follow-up on inappropriate claims of certification to ISO 26000 – see attachment "Agenda item 7"

We agreed that SGN leadership needs to follow up on reports of these claims. Ken-ichi Kumagai made the point that it is a question of integrity.

8. New Business – Discussion of SR MSS proposal from Gefei Yin (proposal was e-mailed to membership in advance) - see attachment "Agenda item 8"

There was a thoughtful discussion of the proposal, from a variety of viewpoints. It was agreed that the SGN will not involve itself in any MSS project originating from any particular nation. An ISO MSS for SR would need to come through ISO itself, and would need the multi-stakeholder process similar to the WGSR in order to be legitimate.

Individual SGN members, in their individual professional capacities (just not linked in any way with SGN) are welcome to participate in exploring the ideas with Gefei Yin on this issue. GoldenBee is organizing an annual international CSR forum in Beijing, scheduled for June 12-13 2019, in which ISO 26000 and related standards will be discussed. For more information contact Gefei Yin.

9. New Business - Decision on SGN logo (from 5 selections to be e-mailed to membership in advance) -see attachment "Agenda item 9", plus two "Logo choice" documents with explanations. Option 1 was chosen. Kernaghan Webb suggested the inclusion of the words "social responsibility" somewhere to flag it for anyone who does not recognize ISO 26000. Noerman and the SGN leadership will explore this possibility.

ISO 26000
SGN
STAKEHOLDERS GLOBAL NETWORK

10. New Business - announcement of regional meetings, proposal of new linkage documents or other activities, etc.

Specific new activities and ways to promote ISO 26000:

10th Anniversary of ISO 26000 is coming up (2020) – (WGSR Copenhagen May 2010; Official launch was in Geneva 1st November 2010). Aron Belinky suggested that we develop activities around this event, and that planning should start very soon. This could be an opportunity to

involve organizations that had funded the creation of ISO 26000, to involve ISO directly, and to raise the profile of ISO in global and regional forums. Some participants said our focus should be first on the global organizing aspect; others said that we should emphasize regional activities.

(1) Carolyn will get out a request to all members to think of activities in their regional areas, and to let SGN leadership know of their ideas and plans.

(2) Perhaps a SGN committee could explore and make recommendations of ways we can use the 10th anniversary. When a working group on this topic is organized, several members expressed interest in joining.

(3) We need to stay in close contact with Staffan Söderberg as the "Web Ambassador" to keep the http://iso26000.info website as a highly useful communication channel. Staffan will post these Minutes on https://iso26000.info/sgn/, He is awaiting news about ISO 26000 activities in different countries, to post so that this information reaches a global audience.

11. Other New Business

1. ISO 26000 Free of charge – from Ken-ichi Kumagai. Aron Belinky said Brazil provides ISO 26000 for free, due to a Brazilian government decision. Staffan Söderberg told that it is offered through the website https://iso26000.info/ for free, but that there have not been many requests. It was suggested that this could be something the SGN advocates to ISO leadership, in honor of the 10th anniversary.

2. Criteria for the local stakeholder network– from Ken-ichi Kumagai. We agreed that creating local stakeholder networks for SGN in different countries is a good idea. The meeting did not take up the question of specific criteria due to lack of time. Carolyn will follow up with Ken-ichi on this.

12. Set next conference call "go to meeting" date (April 2019)

Elena Mocchio suggested the first half of April. Adriana Rosenfeld said Thursdays are good.

For time slots – can we survey all members to find out what time slots are OK? For this one, our starting times ranged from 4 am (Toronto) to 18:00 (6 pm) in Tokyo.

Meeting adjourned 11:50 C.E.T.

Minutes submitted by Carolyn Schmidt, 1 February 2019.

Staffan Söderberg, Hans Kröder, Ken-ichi Kumagai and Gefei Yin contributed corrections and additions.