



ISO 26000 SGN “Go to Meeting” Conference Call

Wednesday 9 October, 2019 13:00 – 15:00  
Central European Summer Time (GMT + 1)

**1. Opening of the meeting** - Chair Martin Neureiter formally opened the meeting at 13:12.

NOTE: The informal discussion which preceded the formal meeting focused on difficulties of achieving actual real improvements that the world most desperately needs. Points made:

- “There are a lot of things happening, a lot of things not happening, a lot of stupid decisions”; for example, the EU support for bio-fuels derived from burning wood from cutting down old-growth forests in the US and Canada.
- A narrow focus on a single issue, without considering impact in other areas, does more damage in the longer run.
- One problem is that it is much easier and more obvious and more popular to go for the “quick fix”.
- Responsible decision-making needs to consider impacts across the range of issues and stakeholders (the whole point of ISO 26000). The analogy of a human body’s spinal cord – invisible but vital to coordinating all thought and movement - is appropriate.
- The most fundamentally important things are often not obvious, because so much is inter-twined. How can we communicate this key idea about INTEGRATED analysis of a situation before policy and action decisions, to a larger audience? Can we simplify the message of ISO 26000?
- To act on the principles of social responsibility, people need to be “touched in the heart” by this moral philosophy. ISO 26000 as a standard provides a structure from which its users can proceed, but they need the motivation first. Hans Kröder will provide a slide by Jonathan Hanks that sums up these ideas. (Slide is attached to these Minutes).

**1. Attendance**

Martin Neureiter, Chair

Adriano Ferrara (from UNI, hosting in the absence of Elena Mocchio)

Yoshiteru Horie

Dwight Justice

Hans Kröder

Ken-ichi Kumagai

Xinyuan Lu

Pierre Mazeau  
Adriana Rosenfeld  
Carolyn Schmidt  
Staffan Söderberg  
Noerman Suharman  
Susanna Vahtila  
Gefei Yin  
Kernaghan Webb  
Zhao Weiwei

Absent with prior notification:

Kim Christiansen  
Ornella Cilona  
Jose-Luis Fernandez-Fernandez  
Elena Mocchio  
Felicia Monye  
Johanna Jigmo-Linde

**3. Approval of Minutes from last meeting**, 2 July 2019 - APPROVED.

**4. Report on SGN membership and balance**

Carolyn Schmidt, Secretary, reported that there are 68 SGN members as of the date of this meeting. Balance is calculated along three dimensions: stakeholder group, gender, and region.

***Stakeholder group balance***

Academic/Research	14	(21%)
National Standards Body (NSB)	14	(21%)
NGO (Non-Governmental Org.)	13	(19%)
Industry	10	(15%)
Labour	7	(10%)
Consumer	5	( 7%)
Government	3	( 4%)
Other	2	( 2%)

***Gender balance*** 36 Male – 32 Female (53% male)

BUT this overall equity is not reflected in all stakeholder groups:

Government	100% male	0% female
Academic/Research	78% male	22% female
Labour	71% male	29% female

NGO	46% male	54% female
Consumer	40% male	60% female
NSB	28% male	72% female

### ***Regional balance***

<b>Europe</b>	<b>45%</b>	(30 total: Sweden 7, UK and Italy 3 each; Denmark, France, Finland, Germany, Austria, Netherlands, Spain 2 each; Switzerland, Russia, Ireland 1 each)
<b>Asia</b>	<b>23%</b>	(15 total: China and Japan 4 each; India and Malaysia 2 each, Indonesia, Singapore, South Korea 1 each)
<b>Latin America</b>	<b>17%</b>	(11 total: Brazil & Argentina 3 each; Mexico and Panama 2 each; Costa Rica 1)
<b>Middle East</b>	<b>4%</b>	(3 total: Bahrain, Israel, Saudi Arabia 1 each)
<b>North America</b>	<b>3%</b>	(1 US, 1 Canada)
<b>Africa</b>	<b>3%</b>	(2 total: Nigeria and South Africa 1 each)
<b>Oceania / Pacific</b>	<b>1%</b>	1 (Australia)
<b>Indigenous peoples</b>	<b>0</b>	

NOTE: Following up on a question that arose during the meeting, here is the regional break-down within each stakeholder group:

Consumer:	Asia 60%, Africa 20%, Europe 20%
Government:	Europe 33%, Latin America 33%, Middle East 33%
Industry:	Asia 40%, Europe 40%, Latin America 20%
Labour:	Europe 43%, Asia 29%, Latin America 14%, Oceania 14%
NGO:	Asia 31%, Europe 31%, Latin Amer 23%, Middle East 8%, N. Amer 8%
Acad./Research:	Europe 64%, Asia 21%, Middle East 8%, North America 8%
NSB:	Europe 64%, Latin America 21%, Asia 8%, Middle East 8%

**DISCUSSION AND COMMENTS:** Diversity is especially important in the field of global social responsibility, both for fair representation of all stakeholders' interests, and to ensure a robust variety of problem-solving approaches. For the SGN to reach our potential, we need to expand our numbers and to achieve better balance, especially among regions and stakeholder groups.

## **Actions:**

1. Kernaghan Webb proposed that each SGN member adopt a “buddy” approach, and seek to personally involve and invite one new member before the next meeting. Ideally when possible, we each should work with someone whose involvement would bring a new perspective to the SGN. This suggestion was approved.
2. We will re-visit the issue of balance at our next quarterly meeting.
3. Hans Kröder stated the importance of using social media to increase the SGN’s visibility.
4. Hans Kröder pointed out that the SGN Ambassadors are so far an under-utilized group.
5. Our SGN leadership must ensure that people have a reason to participate, and that these reasons are clearly explained to a broad audience. Organizing events around the upcoming 10<sup>th</sup> anniversary of ISO 26000 could be a valuable opportunity to do this.
6. Kernaghan Webb encourages the SGN to consider organizing webinars that are open to the public, for example on topics such as how to reach the U.N. Sustainable Development Goals by using ISO 26000.

## **Old Business**

### **5. Building links with ISO: ISO Geneva plus ISO member bodies.**

- Martin Neureiter reported that next week he has a phone call scheduled with Jose Alcorta, Head of Standards Development at ISO, who was involved with all the stages of developing ISO 26000.
- Carolyn Schmidt reported that Martin’s letter to ISO Central Secretariat and National Standards Bodies (5 Sept 2019) was e-mailed to everyone on the PPO-NIN mailing list, as well as to all SGN Members, with the encouragement to distribute it widely and to encourage more NSBs to become involved with ISO 26000 activities. Gefei Yin arranged for the letter to be translated into Chinese, and sent to former ISO 26000 experts in China.
- Adriano Ferrara reported that UNI, the Italian National Standards Body, is working to get the European Committee for Standardization (CEN) to adopt ISO 26000 (as EN ISO 26000). Elena Mocchio commented in advance of the meeting that this is an important further step to make ISO 26000 more relevant at the European level.
- It would be an important step for the ISO Central Secretariat to formally back the Stakeholders Global Network. Martin Neureiter has been exploring possibilities of the Austrian NSB taking a role. Carolyn Schmidt noted that, as the NSBs of Brazil and Sweden had taken this role toward the PPO (ISO 26000 Post-Publication

Stakeholder Advisory Group), this role could be taken by other NSBs as we move forward.

## **6. Best practices collections - goals and updates**

This project involves gathering real-life examples of how ISO 26000 has been used with good results. The goal is to create presentations (slide shows? videos? web-site postings? etc.) showing these examples, to raise the profile and encourage practical use of ISO 26000.

Summary of the discussion:

- Dwight Justice proposed that this project be titled “Good Practices” (not “best practices”), because “best” implies that this is the highest bar, and could be limiting. This was approved. From now forward, this project will be framed as collecting and publicizing “Good Practices”.
- Staffan Söderberg pointed out that we need to consider our resources when deciding how to pursue this project, and not over-commit.
- Consensus was that we need to organize and frame these examples, to make this useful, and not simply a “collection”. Potential users need to see the actual application of ISO 26000 at work. And exactly how the SR actions benefitted the user.
- How to organize these examples? Suggestions include:
  - Answer the question, “How did ISO 26000 help the user?”
  - Answer a certain set of questions, the same questions for each example
  - Create a “template” so that each example is organized in the same way
  - Give a quotation from ISO 26000, then show what the company did that directly arises from and connects to that quotation
  - Show a strong relationship of actions to very specific parts of ISO 26000, such as the Expectations
  - Take a problem-solving approach – for each example, show how each user was guided by ISO 26000 to cope effectively with their specific problem.
- Staffan Söderberg emphasized that the good practice collection needs quality control, to ensure that each example is valid and not just a show for public relations.
- Xinyuan Lu recommended that we get information about this project out through social media, both to get references for good practice examples, and then to provide a resource list.

- Gefei Yin defined four goals for this project:
  1. Collect real applied cases
  2. Encourage those who are providing true good examples
  3. Promote changes in organizational thinking and actions
  4. Promote ISO 26000 as a valuable tool that can be applied

These goals were met with general approval.

***Actions:***

1. A task group (Adriana Rosenfeld, Carolyn Schmidt, Ken-ichi Kumagai) will take the first steps to organize material. Martin Neureiter and Hans Kröder each has his own collection, and they will provide their examples to this task group, as a start.
2. The task group’s report of progress will be on the agenda of the next SGN quarterly meeting.

**7....10th Anniversary Events in 2020**

***7 a. GLOBAL Event- Beijing and Indonesia venues - any others? Updates; criteria for decisions; timeline for decision***

Noerman Suharman proposed September 8, in Indonesia, combined with the annual Indonesian CSR awards. This proposal has the support of the CFCD (Corporate Forum for Community Development).

Gefei Yin proposed November 30, in Beijing, combined with the 30<sup>th</sup> annual International CSR Reporting conference, run by Golden Bee. This proposal has the support of the Chinese NSB.

Discussion brought out the points that Indonesia has already hosted two international events with the PPO / SGN for ISO 26000; China has not yet hosted such an international event. Members voiced support for the notion of one global event, not two. Noerman Suharman said that under these circumstances it seems fair to have this 2020 global event in China. In response to a question about capacity for hosting a “Sustainable Event”, Gefei Yin informed us that the Golden Bee partner venues in Beijing, such as hotels, are already using ISO 21021, the event sustainability management system standard.

Conclusion: SGN officers will make a definite decision by 31 October, and by November will begin specific planning. NOTE: All SGN members will be informed promptly of this decision.

***7 b) REGIONAL and LOCAL - update list of planned or proposed events***

The existing list of planned or proposed events (no commitments yet):

- **Argentina** - national event organized by IRAM -Argentina's NSB - and National Mirror Committee (Adriana Rosenberg)
- **Japan** –event organized by and for Japanese organizations (businesses, NGOs, etc.) (Yoshiteru Horie)
- **Kuala Lumpur** – (for 30-some people) premises are available at MEF - Malaysian Employers Federation – (Michael Chaim)
- **Toronto, Canada** – event organized for a variety of stakeholders (60-some people) (March 2020, Ryerson University Institute for the Study of CSR, Kernaghan Webb and Carolyn Schmidt)

New since the last quarterly SGN meeting:

- **Mexico** – event organized by Éthica y Estrategia (Karla Guerrero)
- **Madrid, Spain** – event organized by the Chair of Economic and Business Ethics, Faculty of Economic and Business Administration (ICADE), Universidad Pontificia Comillas, (José-Luis Fernández- Fernández)

***Suggestion to organize SGN side-event at UN annual Forum on Business and Human Rights, Geneva, Switzerland, 3<sup>rd</sup> week in November, 2020***

Dwight Justice recommended that the SGN consider hosting a side-event at the 2020 Forum. Side-events provide visibility and opportunity for reaching a global audience of businesses involved in human rights issues. This could be a significant activity for the SGN. Proposals for side-events are due in late spring. Martin Neureiter and Hans Kröder will contact Dante Pesce, the Chair of the UN Working Group on Business and Human Rights, to follow up on this idea.

Ken-ichi Kumagai supports this idea, and would also like to involve Dante Pesce in meetings in Japan.

***7 c) Sustainable Events - how to apply these guidelines***

Detailed discussion of this issue was postponed until the next SGN quarterly meeting.

***7 d) What do event organizers want from SGN? (excluding funding): materials? promotion? participation by officers and members? etc.***

Detailed discussion of this issue was also postponed until the next SGN quarterly meeting.

**New Business**

***8...Funding: How to raise some funding for SGN (and perhaps also for the global Anniversary event)?***

Dwight Justice and Ornella Cionna will be attending a meeting of the European Trade Union Confederation next week. They are members of the ETUC committee on standardization. They have requested time to speak about the work of the SGN with ISO 26000. This is a European-level event; Dwight requested materials from Martin that could be printed out for distribution at the event.

**9. Stakeholder ambassadors: What are ideas for activities and promotion?  
Discussion of action plans for different stakeholder groups.**

Hans Kroder had requested this item to be placed on the Agenda. We are missing valuable opportunities by not better engaging the Ambassadors.

***Action:***

Carolyn Schmidt will contact each Ambassador, requesting that they submit a one-page action plan for engaging their stakeholder group in 2020. This will be an agenda item at the next SGN quarterly conference.

**10. Reports and announcements of SGN-related activities**

Staffan Söderberg reports that the website he manages, [iso26000.info](https://iso26000.info), is receiving 1500 visitors per month, significant activity. The section on the Stakeholders Global Network, <https://iso26000.info/sgn/> includes the posting of meeting minutes.

**11. Set next meeting date and time –January 2020**

The next SGN conference call “Go to Meeting” will be ***Wednesday 15 January, 13:00 Central European Time***. (Hosted by Elena Mocchio, UNI-Italy, in Milan). The Agenda will go out to all members two weeks in advance.

Meeting adjourned 14:55.

Submitted by Carolyn Schmidt, Secretary.