

**Fleet Challenge Ontario**

**‘Responsible Competitiveness’  
Through Ethical and  
Socially Responsible Behaviour**

**An Introduction to  
ISO/DIS 26000 Social Responsibility: 2010**  
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## Presentation Objective

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- To provide the fleet managers with and understanding of how a process for ethical and socially responsible behaviour can contribute to competitiveness
- To introduce the soon to be released international best practice standard for corporate social responsibility, ISO 26000, and relate it to your green fleet:
  - *Policy, outreach, awareness, change management, BMPs, advanced vehicle technologies and alternate fuels*

# 1. Responsible Competitiveness

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- When deployed strategically, CSR can enhance innovation, productivity and competitiveness and attract investors
- Investors increasingly receptive to sustainability because boardroom commitment helps build a framework for robust corporate governance that has proven to be a legitimate framework for exploiting new opportunities for innovation and productivity while identifying and managing costs and risks

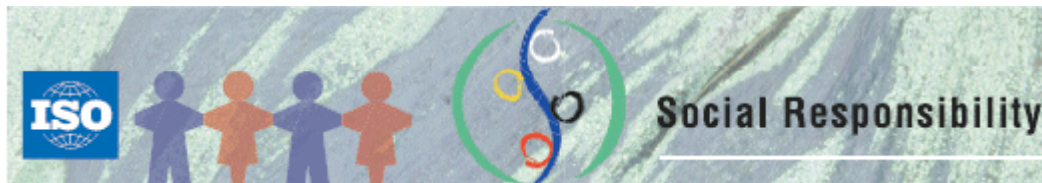
## 2. Why a Standard on Ethical Behaviour?

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- Who is not ethical?
- Timeless and and universal?
- ‘Do to others what you want them to do to you and do not do to others what you would not want them to do to you’

## 2. Why ISO 26000 SR?

1. Since 2004, 435 CSR experts from 91 countries have been developing practical guidance related to:
  - Operationalizing Social Responsibility
  - Identifying and engaging with stakeholders, and
  - Enhancing credibility of reports and claims about SR
2. Emphasize performance and improvement
3. Be consistent with international SR treaties and conventions and existing ISO standards
4. Leverage trust with ISO, ILO, OECD and UNGC



“Dumb-down  
SR”

# **Social Responsibility: Fleet Policy**

(ISO/DIS 26000 cl. 2)

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‘Accepting responsibility for the **impacts** of decisions and activities on society and the environment, through transparent and **ethical** behaviour that:

- is consistent with sustainable development and the welfare of society
- takes into account the expectations of stakeholders
- is in compliance with applicable law and consistent with international norms of behaviour and
- is integrated throughout the organization’

# Implementing ISO 26000: Steps

(ISO/DIS 26000 cl. 7 + Brazil, Canada, India)

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- 1. Make the business case for SR**
- 2. Understand the relationship of your organization's characteristics to social responsibility**
- 3. Understand your organizations social responsibility**
4. Identify practices for integrating social responsibility throughout your organization
5. Communicate on social responsibility
6. Enhance credibility regarding social responsibility
7. Review and improve your organization's actions and practices related to social responsibility
8. Adopt voluntary initiatives on social responsibility

## **Phase 1: Make the Business Case for SR**

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- Goldman Sachs, June 2007 study of energy, mining, steel, food, beverages and media sectors found that **leaders in implementing environmental, social and governance policies** designed to create sustained competitive advantage had **outperformed the overall stock market by 25%** since August 2005
- Within their own sectors, 72 per cent of these leading companies outperformed their peers over the same period

## **Phase 2: Understand your Commitment to SR**

(ISO/DIS 26000 cl. 4)

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### **Principles of SR:**

1. Accountability
2. Transparency
3. Ethical behaviour
4. Respect for stakeholder interests
5. Respect for the rule of law
6. Respect for international norms of behaviour
7. Respect for human rights

## ISO 26000 and Responsible Competitiveness

# Phase 3: Identify Your Organization's SR

(cl 7.3 & 6)

Identify the impact and issues your decisions and activities have on these **core subjects**

Include your sphere of influence



## *ISO 26000 and Responsible Competitiveness*

# **Phase 3: Identify Your Organization's SR**

## **The Environment: Measure and Reduce GHG Emissions**

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1. Carbon emissions must fall at least 25 per cent below 1990 levels by 2020 to prevent catastrophic impacts says the UN Intergovernmental Panel on Climate Change (top climate scientists from 140 nations)
2. Without urgent, aggressive steps to stop greenhouse gas emissions, climate change will cause devastating heat waves, floods, starvation and disease. (UNIPCC)
3. Governments taking steps to reduce GHG emissions through emissions trading, voluntary programs, carbon or energy taxes, and regulations on energy efficiency and emissions

## 4. Next Steps

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- Do nothing or
- Get a copy of ISO/DIS 26000 SR - **it is free**
- Form the 'Green Fleet Group' and implement SR
- “MY COMPANY” has used ISO 26000 as a guide to integrate social responsibility into our values and practices