

Use of ISO26000 by Different Stakeholders in Japan

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Prepared by an informal group of former ISO/SR Mirror Committee members of Japan

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Listed are some examples of use of ISO26000 by different stakeholders in Japan. Please note that this is not a complete list.

Japanese Industrial Standards Committee / Japan Standards Association

Japan officially adopted ISO26000 as a national standard JISZ26000 in March 2012. A committee was set up with core members of the former ISO/SR mirror committee to finalize a draft of this national standard. The JISZ26000 includes a commentary by Mr. Kenichi Kumagai, a member of IDTF, Mr. Masao Seki, Japan Industry expert and Mr. Tadashi Saito, Keidanren (Japan Business Federation), Expert of BIAC to the OECD.

INDUSTRY

■KEIDANREN (Japan Business Federation) Charter of Corporate Behavior

KEIDANREN revised its Charter of Corporate Behavior and its implementation guide in order to encourage member corporations by incorporating core elements of ISO26000 to further promote CSR on their own effort in September 2010. The Charter is included in the Annex JA of JISZ26000.

In addition to the introductory briefing session of ISO26000 in February 2011, KEIDANREN held a series of workshops for member companies in March 2011 and May 2011, both of which focused more on the sharing good practices of ISO26000 already in use.

Charter of Corporate Behavior

KEIDANREN (Japan Business Federation)

September 14, 2010

FORWARD

KEIDANREN (Japan Business Federation) has always made efforts to build vibrant and affluent society that is self-regulated and led by the private sector. To realize such society, corporations and individuals alike should demonstrate lofty ethical values, recognize that their social responsibility goes beyond merely compliance with laws and regulations, and actively participate in solving various relevant issues. To steadfastly and firmly encourage member corporations to voluntarily undertake these tasks, *KEIDANREN* established its Charter of Corporate Behavior in 1991 and compiled the Implementation Guidance in 1996. The Charter and the Guidance have subsequently been revised several times to reflect changes in economic and social conditions.

In recent years, the idea that all organizations should realize and discharge their social responsibility for sustainable development of society, a concept demonstrated by ISO 26000 (International Standard: Guidance on social responsibility), has spread around the world. In particular, while the presence of corporations is indispensable for the economic development of society in terms of their capacity to generate income and employment, corporations should realize the great impacts they have on society as well as the

environment and take the initiative to discharge their Corporate Social Responsibility (CSR).

Specifically, corporations should seek dialogue with a wide range of their stakeholders, including shareholders, investors, consumers, business counterparts, employees and the local community, and earn their trust by responding to their expectations, such as continuing to pursue greater efforts to ensure consumer safety and promoting eco-friendly activities. Corporations should discharge their social responsibility not only within their corporate groups, but they should also promote socially responsible behavior within their supply chain. Furthermore, in response to the growing public interest on human rights and poverty, it becomes important for corporations to tackle these issues from a global perspective.

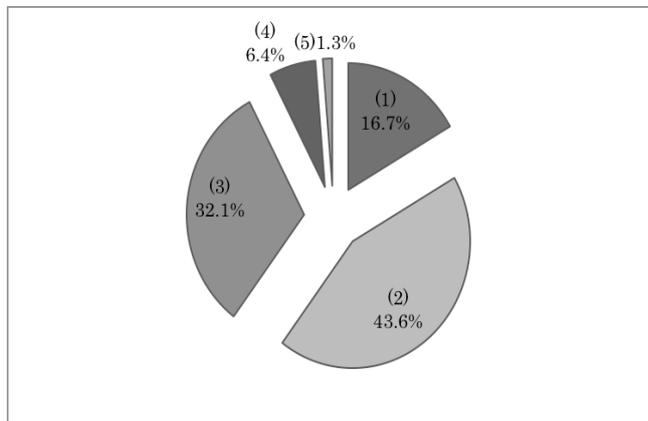
In view of the recent changes surrounding the concept of corporate social responsibility, *KEIDANREN* has revised its Charter of Corporate Behavior in order to encourage member corporations to further promote CSR on their own effort. Member corporations should continue to contribute toward social development by creating quality goods and services, while taking the ethical aspects of their activities into full account. Member corporations should once again realize the intimate relationship that exists in the development of a corporation and society, and conduct business activities from a comprehensive perspective of their economic, environmental and social aspects, so that these activities will lead to sustainable development of society. Member corporations, therefore, pledge to comply with the spirit of the Charter of Corporate Behavior as laid down below and implement the Charter on their own initiative.

* English translation of its full text is freely available in Keidanren's web site:

<http://www.keidanren.or.jp/en/policy/csr/tebiki6.pdf>

■ Current use of corporations

- (1) Actively adopt ISO26000 into their CSR activities in an entire organization... 16.7%
- (2) Collect information on ISO26000... 43.6%
- (3) Take interest in the Standard but have not collected enough information on it... 32.1%
- (4) Are not interested in ISO26000... 6.4%
- (5) Other... 1.3%



Source: "The result of the survey with regard to ISO26000" by Cetus & General Press 2011 October

■ ■ Examples of some companies' use of ISO26000

	Category of Business	Use of ISO26000
Company A	Electric	Began to incorporate ISO26000 into the company's management in 2011.
Company B	Food	Researched based on ISO26000 and examines concerning the use of the standard.
Company C	Pharmaceutical	Used seven core subjects as a framework for promoting CSR and stressed an importance of "Due diligence" and "Stakeholder engagement" since 2011. Identified and Disclosed human rights issues in the value chain of the company in view of due diligence.
Company D	Chemical	Respect ISO26000 and plans to use PDCA cycle based on it.
Company E	Financial	In order to identify and promote significant CSR issues, used ISO26000 as a self-assessment tool to accurate the strength and weakness of the company.

Reference: Excerpts from NKSJ-RM Report, "ISO26000 no gaiyo to jissen oyobi riyou joukyou" or 'An overview of ISO26000 and the implementation and use of the Standard.'

■ Small and medium enterprises

ISO/SR Mirror Committee and Japan Standard Association developed and published a supplement tool to ISO26000 for small and medium-sized companies. The tool consists of an overview of the Standard, a commentary and examples of ISO26000 use by some SMEs.

LABOUR

Labour unions have been monitoring social responsibility of companies and suggesting SR to the management while promoting "Union Social Responsibility" or USR among union members by dissemination of the concept, consultation, awareness raising, promotion of women participation and so on. Unions have also been engaged with the following activities with reference to ISO26000:

- Participation in and supporting voluntary activities
- Implementation of RENGO ECOLIFE 21*
- Promotion of Social Responsibility Investment (of Workers' Capital)

- Participation in ITUC's (International Trade Union Confederation) World Day for Decent Work

*RENGO Eco-Life 21 is a movement developed by RENGU for promoting environment-friendly lifestyle to 670 million union members as well as their family members. The detailed information is available at http://www.ituc-csi.org/IMG/pdf/RENGO_2.pdf

■ Japanese Trade Union Confederation (RENGU)

RENGU had participated in development of ISO26000 in a close relationship with ITUC from the beginning.

RENGU published "Guidelines for the Responsible Investment of Workers' Capital" in January 2011. The Guidelines are included in the Annex JA of JISZ26000. RENGU has been promoting the Guidelines to affiliated unions through symposium and by dispatching lecturers to study meetings voluntarily organized by unions.

RENGU “Guidelines for the Responsible Investment of Workers' Capital”

INTRODUCTION

Workers’ capital refers to funds which have been contributed by workers and/or on their behalf, the most representative form of which is for example a pension fund.

Considering that workers (their trade unions) have through the management of workers’ capital such as pension funds a substantial influence on companies and society, they as owners of workers’ capital shall recognize their social and environmental responsibility to exclude investment contributing to anti-social corporate conduct and to establish a fair market.

RENGU Guidelines on Responsible Investment of Workers’ Capital, in the light of the responsibility and authority inherent in the owners of workers’ capital, constitute a course for industrial federations of trade unions and company-based trade unions to practice responsible investment of pension funds and other workers’ capital.

RENGU will request that the bodies managing the reserves of the public pension schemes, including the Government Pension Investment Fund (GPIF) - the world’s largest pension fund-engage in responsible investment.

* English translation of its full text is freely available in Keidanren's web site:

http://www.jtuc-rengo.or.jp/kurashi/sekinin_toushi/data/20101216_workers_capital_en.pdf

■■ Examples of use of ISO26000 by some affiliates of RENGU

Seiho Roren	Seiho Roren made item points centered on the
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<p>(National Federation of Life Insurance Workers' Unions)</p>	<p>seven core subjects of ISO26000 and urge their member unions to prioritize the issues and deal with them.</p> <p>Seiho Roren also compiled and published good practices of CSR activities at workplace. This resulted in heightening morale of the workplace, raising a retention rate and receiving a favorable reputation from customers.</p>
<p>UI Zensen The Japanese Federation of Textile, Chemical, Food, Commercial, Service and General Workers' Unions</p>	<p>UI Zensen established CSR guidelines (Guidelines on how to address the issue of corporate social responsibility). UI Zensen requests information disclosure of the following as they believe that transparency is a key principle to implementation of the concept of ISO26000:</p> <ul style="list-style-type: none"> ● Human rights ● Employment ● Labour-Management relations ● Wages ● Working Hours ● Health and Safety at Work ● Health (including Mental health) ● Employment of the disabled and senior citizens ● Support for Human Resource and career development ● Support for Family-Friendly Work-life Balance ● Women ● Philanthropy
<p>Toppan Trade Union</p>	<p>Toppan trade union participated in creation of Toppan's CSR report in 2012. The company's CSR policy and activities were drastically reviewed based on the seven core subjects of ISO26000 in their report. Concrete goals of each core subject were set, based on which the performance was checked and assessed. It was clearly stated that the Trade Union's participation in the report as a key stakeholder</p>

	and stressed that workers and management dealt together with the issue of work-life balance and mental health in the report.
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NGO (NON-GOVERNMENTAL & NONPROFIT ORGANIZATIONS)

■NGO Network for SR Initiatives Japan (NN-Net)

Several nonprofit organizations gathered together and established NGO Network for SR Initiatives Japan with an aim to actively participating in development of ISO26000. Currently, a total of 36 social and environmental organizations and nonprofit networks/intermediary organizations throughout the country are members of the Network. NN-Net has been making ISO26000 widely known among Japanese NGOs and society through publication of a booklet on social responsibility (2010) and a commentary of ISO26000 (2011) and organization of seminars and workshops on ISO26000. NN-Net organized a two-day bi-annual forum on social responsibility with multi-stakeholders in 2008 and 2012.

NN-Net also promotes stakeholder engagement and multi-stakeholder process in dealing with social and environmental challenges in communities, in particular. As an NGO stakeholder, NN-Net actively participates in Multi-Stakeholder Forum on Social Responsibility for a Sustainable Future set up by the Cabinet Office of Japan in 2009, together with representatives from the business sector, consumers groups, labour unions, the financial sector and government. KEIDANREN and RENGO are also active members of this Forum.

*Multi-Stakeholder Forum on Social Responsibility for a Sustainable Future
(<http://sustainability.go.jp/forum/english/index.html>)

■■Examples of use of ISO26000 by some NN-Net members outside Tokyo

Okayama NPO Center	Okayama NPO Center organized a series of seminars on ISO26000 for staff of nonprofit organization and social welfare corporations (2010 May – 2011 February). The objectives of the seminars are to promote the understanding the Standard and improve social responsibility of nonprofit organizations. In one seminar, the participants reviewed their organization and management based on the seven core subject of ISO26000. After the series, they went back to their own
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	organizations and shared the findings from the seminars.
Social Responsibility Platform	Social Responsibility Platform is organizing a series of ISO26000 seminars for CSR managers in corporations. The seminars include a case study of good practices of ISO26000 use of companies.
Partnership Support Center	Partnership Support Center (PSC) facilitated a stakeholder dialogue for some SMEs. PSC analyzed requests and views raised from stakeholders in view of ISO26000, based on which PSC suggested a management plan to the SMEs. Through this engagement, both SMEs and stakeholders became quite confident about promotion of ISO26000 among SMEs.

MULTI-STAKEHOLDER INITIATIVES

■ CSR Review Forum

CSR Review Forum (CRF) is a private, non-profit organization made up of more than 10 private organizations (NGOs, consumer groups, labour organizations) and individuals that are working on the frontlines to resolve social issues, and act as an advocate for sustainable development. CSR offers companies an opportunity to evaluate and get feedback on their CSR activities. To his end, CRF provides a platform for engagement between companies and an alliance of NGOs, consumer groups and labour organizations. Their review is based on the seven principles and seven core subjects of ISO26000. The results of the review are provided in the form of a “Stakeholders Opinion Paper. “

■■ A case of NEC

The NEC Group implemented a Stakeholder Review on ISO26000 approach by CRF in 2011 and 2012 consecutively. In 2012, the review focused on the progress of initiatives to tackle issues identified in the fiscal 2011 review, while also broadly examining the Group following the seven core subjects of the Standard.

The results of the Review are available in NEC’s website at

http://www.nec.com/en/global/csr/report2012/stakeholder/iso_review.html