

IWA 26/N13

Guidance for developing a Communication Plan related to IWA26

Using ISO 26000:2010 Guidance on social responsibility
together with ISO management system standards

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1. Background

ISO (the International Organization for Standardization) is in the process of developing the future ISO IWA 26 International Workshop agreement to provide guidance on using ISO 26000 together with Management System Standards.

The purpose of this document is to help NSBs to communicate the benefits to an organization of using IWA 26, which are firstly, to improve social responsibility performance by using a structured management system approach and secondly, to improve the management system and its performance by incorporating social responsibility guidance. The value of using IWA 26 is that it enhances an organization's contribution to sustainable development through the synergies of applying social responsibility guidance with a management system approach.

Many organizations around the world have chosen one of the ISO management system standards to manage areas such as energy, environment, quality, food safety, information security, and anti-bribery. These standards have many parts in common, for example understanding the organization and its context, stakeholder engagement and continual improvements.

Consequently, there are more than 1,5 million management systems in place that are certified to one of the ISO management systems standards. In addition, there are probably five times as many organizations using ISO management system standards without being certified.

In 2012, the ISO Directives that govern all standardization work in ISO were updated with an annex called SL that describes what fundamental clauses, texts and definitions are to be included in any ISO management system standard produced hereafter. This alignment was done in order to help users of ISO management systems in any discipline to use additional management system standards in other disciplines, and to support the integration between them.

An organization's management system can be supported by different types of ISO standards, for example:

- specifications, e.g. ISO 9001 (quality) and ISO 22000 (food);
- guidance e.g. ISO 26000 (social responsibility) and ISO 19011 (auditing).

Published a few years before, ISO 26000:2010 Guidance on Social Responsibility provides practical guidance related to operationalizing social responsibility with an emphasis on identifying the shifting societal expectations and environmental threats. The standard is not a management system standard with requirements, instead it contains more than 450 recommendations. ISO

26000 offers guidance on 88 how to build an organizational culture of social responsibility and this benefits the use of management systems. One of the clauses of ISO 26000, Clause 7 Guidance on integrating social responsibility throughout the organization, is structured around the fundamentals of a management system standard and continual improvement.

IWA 26 is not intended to provide guidance on implementing a management system in general, contains no requirements, and should not be seen as a summary of ISO 26000.

Second Draft

This document provides guidance to National Standards Bodies on communicating with stakeholders and users of ISO Management System Standards and ISO 26000, focusing on:

- Awareness raising
- Increasing effective participation
- Preparing future users for implementation of IWA 26
- Communicating with decision makers
- Communicating with Media

The objective of creating a Communication Plan is to ensure the effective dissemination of a consistent and accurate message about IWA 26. The plan will help clarify objectives, target audiences, and appropriate communication strategies and tactics to deliver key messages.

There are five important elements to consider for the development of the plan; all of them are determined by the different times in the development of IWA 26 and the scope of the plan. The five of them are described here below.

3.1 Timing

The timing will be determined by the date of the publication of IWA 26

Time schedule

Pre-publication

→ Objectives:

- Disseminate information for participating organizations
- To help NSBs in the implementation of this stage of their Plans, the IWA 26 Communication Task Group will develop and make available to participating and observing NBs, after London meeting, the following deliverables:
 - an article
 - a webpage flyer
 - a ppt presentation

Publication

→ Objectives:

- Demonstrate benefits of the use of IWA 26
- To help NSBs in the implementation of this stage of their Plans, the IWA 26 Communication Task Group will develop and make available to participating and observing NBs the following deliverables:
 - an article
 - a webpage flyer
 - an executive summary
 - FAQs

Post- publication

→ Objectives:

- Promote the use of IWA 26
- To help NSBs in the implementation of this stage of their Plans, the IWA 26 Communication Task Group will annually develop a survey and, based on the results, will develop and make available to participating and observing NBs the following deliverables:
 - an article
 - a ppt presentation
 - updated FAQs

3.2 Target Audience

Major categories target audiences include, but are not limited to:

CATEGORY	DESCRIPTION
NSBs	
ISO/TCs for Management Systems Standards such as TC 176 and TC 207	
Sector specific International Standardization and regulatory bodies such as IMO(Maritime), ICAO (Aviation), FAO, CODEX, Automotive,	
Management systems and governance consultants and professionals	
Auditors of Good Governance and Management Systems	
The users of ISO 26000 and ISO Management System Standards	
Media	

3.3 Key messages

Key messages to communicate could be:

- Going beyond compliance to a Sustainable Excellence.

- From integrated management system to good organizational governance.
- Enriching your management system policies and procedures with the principles and values of Social Responsibility
- Satisfied customer and not compromising the interests of stakeholders.
- Fair operating practices and efficient operation
- Better risk and opportunity management
- Credible compliance
- Transparent disclosure
- Engaged communities
- Loyal supply chain
- Loyal customers
- Committed workforce
- Sustainable competitiveness
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3.4 Strategies

Adapt to national contexts the general deliverables provided by IWA 26 Communication team.

Outreach to SMOs

Attracting new users to ISO 26000 and ISO Management Systems Standards

3.5 Tactics (information channels and supports)

- Publication in websites
- Articles in journals and magazines
- Media interviews
- Speeches, lectures, participation in seminars

Pre - Publication				
Target Audience	Objectives	Strategy	Tactics (Info tools)	Special considerations

Publication				
Target Audience	Key Message	Strategy	Tactics (Info tools)	Special considerations

Post- Publication				
Target Audience	Key Message	Strategy	Tactics (Info tools)	Special considerations

- Filming of London workshop
- Interviews with participants
- Nominating experts who volunteer to make pre-made presentations about using ISO 26000 with Management Systems Standards, volunteers from different regions and languages.
- Addressing the coming plenaries meetings of ISO/TCs engaged in developing Management System Standards (eg TC 176 plenary, November in Indonesia)
- Identifying International, Regional and National conferences and encouraging IWA 26 and ISO 26000 experts to participate, providing them with Standard presentations or slides.

Second Draft