

Executive summary of corporate responsibility initiatives

The following list provides the web addresses at which the code, principle or standard may be found, the part and chapter in which it is discussed in this book, keywords and a brief description of the code, principle or standard.

AccountAbility 1000 Framework

www.accountability.org.uk

Part 9, 'Implementation', Chapter 24, page 374

Keywords Social accounting • Ethical accounting • Auditing • Reporting • Stakeholder engagement

AccountAbility 1000 (AA1000) is a framework that defines best practice in social and ethical auditing, accounting and reporting. Stakeholder engagement is an integral aspect of AA1000. Launched in 1999, AA1000 is designed to assist companies, stakeholders, auditors, consultants and standard-setting bodies. AA1000 can be used in two ways: as an independent tool or in conjunction with other corporate responsibility (CR) standards. AA1000 provides a roadmap for companies on key CR issues, explaining points of divergence and convergence with other major standards. The AA1000 Assurance Standard was developed by the Institute for Social and Ethical AccountAbility (AccountAbility), a professional membership organisation committed to promoting accountability as a means to achieving sustainable development.

AA1000 Assurance Standard

www.accountability.org.uk

Part 9, 'Implementation', Chapter 25, page 414

Keywords Assurance • Assurance providers • AccountAbility • Principles • Quality

The AA1000 Assurance Standard includes core assurance principles, practice and quality standards, guidelines for organisations and qualifications for assurance providers. Developed by AccountAbility, the AA1000 Assurance Standard is compatible with the Global Reporting Initiative and SIGMA. The standard is based on continuous improvement.

Business Principles for Countering Bribery

www.cepaa.org/Document%20Center/AntiBribery.htm

www.transparency.org

Part 5, 'Combating corruption', Chapter 18, page 287

Keywords Bribery • Transparency International • Social Accountability International • Multi-stakeholder • Consultation • Non-governmental organisations • Policies • Procedures • Facilitation payments

Published in December 2002, the Business Principles for Countering Bribery were developed through a multi-stakeholder dialogue, including trade unions, companies, non-governmental organisations (NGOs) and academics from many countries. The convenors of the dialogue are Transparency International and Social Accountability International (SAI). Transparency International was founded in 1993 to build coalitions to fight corruption. Companies are encouraged to apply (rather than adopt) the Business Principles by initiating their own internal process of setting policies and procedures within the company through consultation with stakeholders.

CERES Principles

www.ceres.org/our_work/principles.htm

Part 4, 'From environment to sustainability', Chapter 15, page 253

Keywords Multi-stakeholder • Environment • Sustainability • Waste • Energy conservation • Protection of whistle-blowers • Valdez Principles

Founded in 1989, the Coalition for Environmentally Responsible Economies (CERES) is a network of more than 80 environmental, investor and advocacy groups promoting sustainability. CERES is best known for the CERES Principles, a set of ten principles covering the major environmental concerns facing companies, including energy conservation, reduction and disposal of waste, and risk reduction. Companies endorsing the Principles must commit publicly to those Principles,

address issues raised by the CERES network and other stakeholders and report annually on their progress in meeting the CERES Principles.

Clean Clothes Campaign: Model Code

www.cleanclothes.org/codes/cccode.htm

Part 3, 'Labour rights, Chapter 12, page 181

Keywords Campaign • Multi-stakeholder • Garments • Europe • Non-governmental organisations • Trade unions

The Clean Clothes Campaign (CCC) is a Europe-wide voluntary network, with affiliated groups in Austria, Belgium, France, Germany, Italy, The Netherlands, Portugal, Spain, Sweden and Switzerland. The aim of the CCC is to improve working conditions in the garment and sportswear industries.

EMAS (Eco-Management and Audit Scheme)

www.europa.eu.int/comm/environment/emas/index_en.htm

Part 4, 'From environment to sustainability', page 209

Keywords European • Environmental management systems • Training • Accreditation • Verification • Environmental reports

Developed in 2001 by the European Parliament and the Council of the European Union, EMAS is a voluntary initiative that seeks to promote environmental performance by organisations. A systems-based approach, EMAS requires participating organisations to regularly produce a public report on their environmental performance. These reports are verified by an independent verifier. The goal of EMAS is continuous improvement.

EMAS includes the following management systems: policies, planning, training communication, documentation, emergency preparedness, records, audit and management review.

Ethical Trading Initiative: Base Code

www.ethicaltrade.org/pub/publications/basecode/en/content.shtml

Part 3, 'Labour rights', Chapter 11, page 176

Keywords Labour rights • Tripartite • Good practice • Development

The Ethical Trading Initiative (ETI) seeks to improve the lives of workers in global supply chains by creating a forum to identify and promote good practice in the implementation of codes of conduct. The initiative is tripartite, consisting of membership groups from three sectors: companies, NGOs and trade unions. The ETI is funded by the UK government's Department for International Development

and by its members, who pay dues. In pursuit of its aims, the ETI conducts experimental projects into aspects of code implementation, hosts seminars, events and conferences and has a research and publications programme.

Fair Labor Association: Workplace Code of Conduct

www.fairlabor.org/html/amendctr.html

Part 3, 'Labour rights', Chapter 10, page 168

Keywords Labour rights • Brands • Independent monitoring • Verification

The Fair Labor Association (FLA) is a network of companies, human rights and labour organisations, colleges and universities seeking to improve working conditions. The FLA accredits independent monitors to inspect factories. It works with companies to improve internal monitoring systems. Companies are expected to implement systems to ensure that the FLA Workplace Code of Conduct is upheld throughout their supply chains. The FLA accredits, selects, hires and pays monitors to conduct independent and external monitoring visits in 5% of participating company factories.

Global Compact

www.unglobalcompact.org → 'About the GC'

Part 1, 'Global initiatives', Chapter 4, page 72

Keywords UN Secretary-General • Environment • Human rights • Labour • UN agencies • Development • Partnerships • Learning network

The UN Global Compact is an initiative of UN Secretary-General, Kofi Annan, 'to give a human face to globalisation' (Annan 1999). Launched in July 2000, the Compact addresses environment, human rights and workers' rights. The Global Compact unites global principles with local networks. The Compact is a global, multi-stakeholder, multi-issue network with more than 40 regional and national sub-networks. As a voluntary initiative, the Global Compact convenes all key social actors: companies, labour, civil-society organisations and governments.

Global Reporting Initiative

www.globalreporting.org/guidelines/2002.asp

Part 9, 'Implementation', Chapter 26, page 425

Keywords Sustainability • Guidelines • Reporting • Social reports • Environment • Framework • Indicators • Multi-stakeholder

The Global Reporting Initiative (GRI) has pioneered sustainability reporting guidelines that serve as a framework for economic, social and environmental reporting.

The GRI's mission is 'to elevate the quality of reporting to a higher level of comparability, consistency and utility' (GRI 2002: 9). In 1997, CERES, in collaboration with the Tellus Institute, convened the GRI.

Global Sullivan Principles of Corporate Social Responsibility

www.globalsullivanprinciples.org/principles.htm

Part 1, 'Global initiatives', Chapter 3, page 68

Keywords Reverend Leon Sullivan • US companies • Environment • Supply chain • Human rights • Bribery

In 1999, Reverend Leon Sullivan launched the Global Sullivan Principles (GSP) after consultation with companies and stakeholders, with the aim of encouraging companies to 'support economic, social and political justice wherever they do business'.¹

ICC Business Charter for Sustainable Development

www.iccwbo.org/home/environment_and_energy/charter.asp

Part 4, 'From environment to sustainability', page 204

Keywords Integrated management • Education • Research • Prior assessment • Precautionary approach • Transfer of technology • Compliance • Reporting • Emergency preparedness

Launched in 1991, the International Chamber of Commerce (ICC) Business Charter was developed by business leaders. The Charter includes 16 principles which focus on how to make the environment a corporate priority. Among the key issues are: integrated management, education, research, prior assessment, precautionary approach, transfer of technology, compliance, reporting and emergency preparedness.

International Labour Organisation: Tripartite Declaration of Principles concerning Multinational Enterprises and Social Policy

www.ilo.org/public/english/standards/norm/sources/mne.htm

Part 3, 'Labour rights', Chapter 8, page 137

Keywords Labour rights • Development • Training • International Labour Organisation (ILO) • ILO conventions

Launched in 1977, the Tripartite Declaration of Principles Concerning Multinational Enterprises and Social Policy is directed towards companies, govern-

1 Quoted at www.globalsullivanprinciples.org.

ments, trade unions and employers' organisations. The Declaration refers to 28 ILO conventions and 28 recommendations negotiated within a multilateral framework.

ISO 14001

www.iso.ch/iso/en/prods-services/otherpubs/iso14000/index.html

Part 9, 'Implementation', Chapter 27, page 478

Keywords Environmental management systems • International Organisation for Standardisation (ISO) • Auditors • Certification • Standard

ISO 14001 is the key element in a family of standards for creating environmental management systems (EMSs). An EMS is 'the part of the overall management system that includes organisational structure, planning activities, responsibilities, practices, procedures, processes and resources for developing, implementing, achieving, reviewing and maintaining the environmental policy'.²

The International Organisation for Standardisation (ISO) has developed over 13,000 standards, working with standard-setting bodies in 145 countries. As with all ISO standards, companies that have successfully undergone an ISO 14001 audit by a trained auditor receive an ISO 14001 certificate. Elements of the ISO series—particularly ISO 14001—can also be used internally, without external auditors.

Johnson & Johnson Credo

www.jnj.com/our_company/our_credo

Part 7, 'Company codes of conduct', Chapter 21, page 341

Keywords Customers • Employees • Communities • Environment • Compensation • Stockholders • Suppliers • Distributors

Written in 1943, the Johnson & Johnson Credo contains the key values of the company, including equal opportunity, environmental protection and quality.

The Credo defines the company's stakeholders, including doctors, nurses, patients, mothers, fathers and other customers, as well as employees, communities, stockholders, suppliers and distributors. The Credo has been translated into 36 languages.

2 ISO definitions are available at www.iso14000.com/Implementation/definitions.htm.

Marine Stewardship Council's Principles and Criteria for Sustainable Fishing

www.msc.org/assets/docs/fishery%20certification?MSCprinciples&criteria.doc

Part 8, 'Framework, sectoral and regional agreements', Chapter 23, Section 23.6.3, page 363

Keywords Fisheries • Certification • Logo • Unilever • Sustainable harvesting

Founded in 1997 by Unilever, the Marine Stewardship Council (MSC) became an independent organisation in 1999. The MSC is a multi-stakeholder organisation that promotes environmentally responsible stewardship of the world's most renewable food source. The MSC accredits certifiers to ensure that fish are harvested in a sustainable manner. Facilities that pass the audit receive the MSC certificate and can use the MSC product label on their products.

The Natural Step Principles

www.naturalstep.org/learn/principles.php

Part 4, 'From environment to sustainability', Chapter 16, page 259

Keywords Sustainability • Environment • Human needs • Systems • Redesign • Sweden • Thermodynamics • Vision • Assessment

The Natural Step Principles were developed by scientists and are based on the laws of thermodynamics.³ The Principles focus on systems, requiring the organisations working with The Natural Step to redefine their relationship to the environment. The Natural Step provides companies with tools for visioning and assessment and with a framework for action.

Norms on the Responsibilities of Transnational Corporations and Other Business Enterprises with Regard to Human Rights

www1.umn.edu/humanrts/links/commentary-Aug2003.html

Part 2, 'Human rights', Chapter 7, page 106

Keywords Human rights • Labour rights • Environment • Development • Anti-bribery • Corruption • Consumer protection

The Norms are very comprehensive, integrating human rights, labour rights, environment, development, anti-bribery issues and consumer protection. The Norms have been developed by the UN Working Group on the Working Methods and Activities of Transnational Corporations, which is part of the Sub-Commission on the Promotion and Protection of Human Rights of the UN Commission on Human Rights. The Sub-Commission adopted the Norms on 13 August 2003, but they still

3 For more on the history of The Natural Step, see Robèrt 2002.

The OECD Guidelines for Multinational Enterprises are among the most comprehensive of corporate responsibility (CR) tools, addressing a range of issues unparalleled in any single CR instrument. The Guidelines address science, technology and taxation—issues that are not common denominators among CR tools. Given their comprehensive nature, the Guidelines are useful in setting a context for companies on CR. In a sense, they provide for companies a map of the CR issues they may encounter.

OECD Principles of Corporate Governance

www.oecd.org/document/62/0,2340,en_2649_34795_1912830_1_1_1_1,00.html

Part 6, 'Corporate governance', Chapter 19, page 324

Keywords Shareholders • Stakeholders • Disclosure • Transparency • Board of directors • Corporate governance

Endorsed in 1999 by the OECD, the Principles of Corporate Governance represent the first initiative by an intergovernmental organisation to develop guiding principles in the field of corporate governance. The OECD Principles are directed to a wide audience, including governments, companies, investors and business groups.

Responsible Care®

www.icca-chem.org/section02a.html

Part 8, 'Framework, sectoral and regional agreements', Chapter 23, Section 23.6.2, page 362

Keywords Chemical industry • Policy • Employee involvement • Experience sharing • Safety • Product stewardship • Resource conservation • Stakeholder engagement • Management systems • Self-assessment

The chemical industry's voluntary initiative, Responsible Care, was first conceived in Canada in 1985 to address public concern about the manufacture, distribution and use of chemicals. Since 1992, when Agenda 21 was adopted, the number of national chemical industry associations embracing the initiative has grown from 6 to 47. Under Responsible Care, the worldwide chemical industry is committed to continual improvement in all aspects of health, safety and environmental performance and to open communication about its activities and achievements.

Rio Declaration on Environment and Development

www.un.org/documents/ga/conf151/aconf15126-1annex1.htm

Part 4, 'From environment to sustainability', Chapter 14, page 245

Keywords Sustainable development • Poverty • Sovereignty • Technology transfer • Compensation • Precautionary principle • Environmental impact assessment • Women • Youth • Indigenous peoples

In 1992 the Earth Summit (UN Conference on Environment and Development [UNCED]) was held in Rio de Janeiro, where heads of state adopted the Rio Declaration. The Rio Principles enshrined in the declaration define the right of people to development and gives signatories the responsibility to safeguard the environment for future generations.

Shell Business Principles

www.shell.com → **About Shell** → **How We Work** → **Business Principles**

Part 7, 'Company codes of conduct', Chapter 20, page 334

Keywords Economic principles • Business integrity • Political activities • Health, safety and environment • Community • Competition • Stakeholders

First published in 1976, but since amended, Shell's Business Principles cover a very wide range of issues, including economic principles, business integrity, political activities, health, safety, environment, community and competition. One of the most significant aspects of the Principles is the section on 'responsibilities', in which Shell identifies its five key stakeholders: shareholders, customers, employees, those with whom they do business and society.

SIGMA: 'Sustainability: Integrated Guidelines for Management'

www.projectsigma.com/guidelines/SIGMAguidelines.pdf

Part 9, 'Implementation', Chapter 28, page 497

Keywords Sustainability • Guidelines • Management • Integration • Core functions

The 'Sustainability: Integrated Guidelines for Management' (SIGMA) project sets out a framework for companies seeking to become more sustainable. Launched in 1999, the SIGMA project is a partnership between Forum for the Future, Accountability and the British Standards Institution (BSI). The SIGMA project contains a set of principles, a framework for mainstreaming sustainability into the core functions of a company, and a toolkit.

Social Accountability 8000

www.sa-intl.org/SA8000/SA8000.htm

Part 3, 'Labour rights', Chapter 9, page 155

Keywords Labour rights • Accreditation • Certification • Management systems • Multi-sectoral • Multi-stakeholder

Social Accountability 8000 (SA8000) is a global and verifiable standard designed to make workplaces more humane. The standard combines key elements of the International Labour Organisation (ILO) conventions with the management systems of

ISO. SA8000 is a certification standard developed, overseen and updated through multi-stakeholder dialogue with trade unions, companies, NGOs and academics.

Universal Declaration of Human Rights

www.un.org/Overview/rights.html

Part 2, 'Human rights', Chapter 5, page 85

Keywords United Nations • Human rights • Foundation standard • Slavery • Freedom of opinion • Freedom of expression

The Universal Declaration of Human Rights (UDHR) is one of the most significant documents ever drafted. It enshrines the concept of human rights broadly, to include not only political rights but also social and economic rights. Universally accepted, the UDHR has formed the basis of many constitutions around the world. Moreover, the UDHR is cited in many of the corporate responsibility codes and principles contained in this book as a foundation standard. Adopted by the UN General Assembly in 1948, the UDHR was unanimously adopted by the then 48 member states of the United Nations.

Voluntary Principles on Security and Human Rights

www.state.gov/www/global/human_rights/001220_fsdrl_principles.html

Part 2, 'Human rights', Chapter 6, page 95

Keywords Governments • Extractive sector • Private security forces • Non-governmental organisations • Human rights

The Voluntary Principles on Security and Human Rights represent an unprecedented step in the field of corporate responsibility. Convened by the US and UK governments, a consensus was reached by NGOs, companies and a trade union on principles in the difficult area of human rights and security in the extractive sector (i.e. in the mining and petroleum sector). The agreement sets an important precedent for other sectoral discussions. First released in December 2000, the agreement is noteworthy because it was convened by governments and included key stakeholders.

References

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