

ISO 26000
Guidance on Social Responsibility
ISO 26000 社会责任指南

Correct use of ISO 26000
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正确使用 ISO 26000
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What is a “guidance”?

“指南”是什么？

- **Guidance is an offer:**

ISO 26000 offers recommendations, advice, proposals, and orientation

指南是一个方案：

ISO 26000 提供建议,意见,提案和方向.

- **Guidance versus guideline:**

- “guidance” is something from which to select what can be successfully applied

- “guideline” would be something one needs to apply as a whole

“指南”相对于“准则”：

- “指南”是指可以从中选取能成功地应用的部分

- “准则”是指必须作为一个整体全部应用

- ISO 26000 deliberately is **not a “guideline”**

ISO 26000 故意地不要成为一个“准则”

The ISO 26000 scope says: ISO 26000明确说明其范围:

“This International Standard is not a management system standard. It is not intended or appropriate for certification purposes or regulatory or contractual use.

“该国际标准不是一个管理体系标准, 无意且不适合用于认证目的或者作为监管及合同用途.

Any offer to certify, or claims to be certified, to ISO 26000 would be a **misrepresentation** of the intent and purpose and a **misuse** of this International Standard.

针对ISO 26000提供任何认证服务, 或要求得到认证, 将是对其意图和宗旨的一个**错误表达**, 以及对该国际标准的**滥用**.

As this International Standard does not contain requirements, any such certification would not be a demonstration of conformity with this International Standard.”

由于该国际标准不包含任何要求性的内容, 任何此类认证将不会被看作是对该国际标准的符合性的证明。”

What is ISO 26000?

ISO 26000是什么?

- ISO 26000 is a guidance document, without requirements one could *fulfill* or *meet*
ISO 26000是一份指导性文件, 并不要求组织对其履行或满足.
- One can *follow* a guidance but guidance cannot be "implemented"
可以遵循一个指南, 但指南无法被"贯彻执行"
- ISO 26000 is a "standard" only formally because it is published by a standards organization
ISO 26000只在形式上是一个"标准", 因其是由一个标准化组织发布的.
- Its content is guidance that *may be used* by organizations, individually
各个组织可以将其内容作为指南各自使用.
- The Guidance is nothing "standardized" (so that / as if / it would apply everywhere in the same way)
该指南没有任何"标准化"的性质(使得/好像/它会以同样的方式到处适用)

An organization's correct use internally 1/2

在组织内部的正确应用1/2



- “26k-issue-tool” Downloadable from 可从以下地址下载“26k-issue-tool”工具:
http://www.26k-stimation.com/html/user_guide_iso_26000.html#down-docs

An organization's correct use internally 2/2

在组织内部的正确应用2/2

The **Check Tool** is designed to support the **selection and prioritization process** by identifying those issues where an organization can most effectively contribute to a more favorable development of society. The few questions per issue are:

检查工具是用来支持**选择和优先化程序**，去识别那些使组织能够最有效地促进社会的更良好发展的方面事项。每个方面所关心的几个问题是：

a) Is the core subject and its issues judged <u>relevant</u> for my organization?	b) What <u>leverage</u> does my organization have on this issue?	c) What <u>kind of activities</u> can my organization undertake on this issue?	d) Have I ensured that planned activities are <u>not in conflict with applicable law</u> ?	e) What <u>impact</u> will my activities have?	f) Which <u>stakeholders</u> could I involve in this issue?
该核心主题及其议题被判定和我的组织有关吗？	我的组织对该议题有何 杠杆作用 ？	我的组织对该议题可以开展什么样的活动？	我是否已经确保计划的 活动与适用法律不冲突 吗？	我的活动将产生什么影响？	我可以促使哪些 利益相关方 参与该议题？

Selected are those issues where all six questions got positive answers; for these the ISO 26000 guidance can be usefully applied

所**选中**的议题，应当是那些对**所有六个**问题都得到了积极肯定回答的议题；ISO 26000指南可有效地应用到这些选中的议题。

Correct use externally 1/2

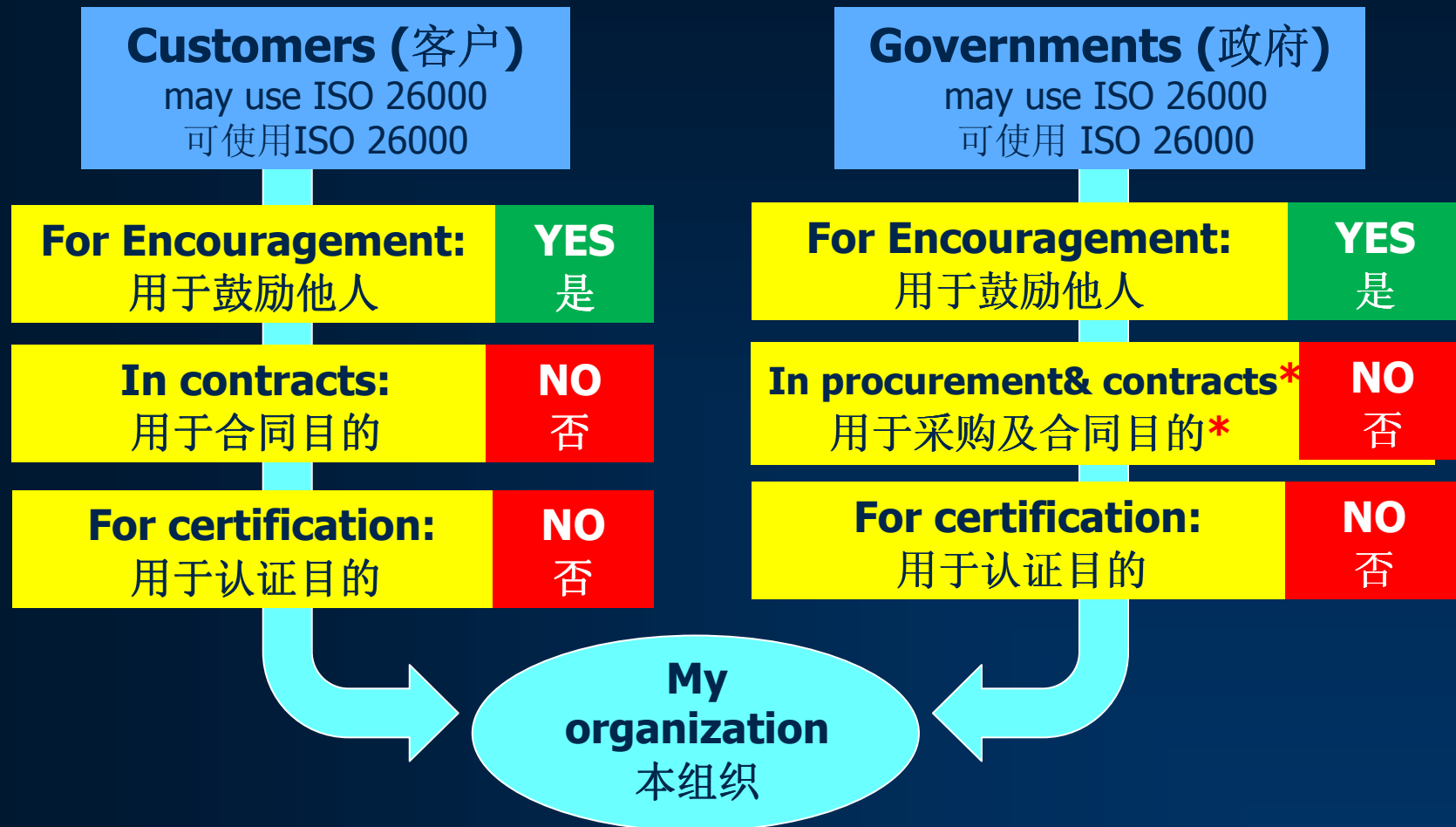
组织外部的正确应用1/2



* Using ISO 26000 in contracts or for certification would be a **misuse**
将ISO 26000用于合同或者认证目的是一个**滥用**

Correct use externally 2/2

组织外部的正确应用2/2



* According to the scope of ISO 26000 it would be a **misuse** making its application a condition in contracts (which includes public-private ones)
根据ISO 26000的范围，将ISO 26000的应用作为合同的条件是对该标准的**滥用**(包括公共-私营合同)

Communication 1/2

沟通1/2

Task Group 2 of this ISO project ("Communication") recommended to communicate about the use of ISO 26000 (see their Newsletter of 12 December 2009 at [http://www.26k-estimation.com/TG2_N089 - SR Newsletter 12 - 20091217_2 .pdf](http://www.26k-estimation.com/TG2_N089_SR_Newsletter_12_-_20091217_2.pdf))

or FAQ #9 on the ISO website at
或者ISO网站上的常见问题#9

http://isotc.iso.org/livelink/livelink/fetch/2000/2122/830949/3934883/3935096/07_gen_info/faq.html):

Communicating about ISO 26000

FAQ: How can my organization refer to its use of ISO 26000?

ISO 26000 is a voluntary International Standard providing guidance on social responsibility. Organizations of all types are encouraged to acknowledge their support and use of ISO 26000 as follows:

"Organization" recognizes ISO 26000 as a reference document that provides guidance on social responsibility, and /or

"Organization" has used ISO 26000 as a guide to integrate social responsibility into our values and practices.

有关ISO 26000沟通

常见问题: 本组织如何引用ISO 26000?

ISO 26000是一个提供社会责任指南的自愿性的国际标准, 鼓励所有类型的组织按照如下方式承认他们支持和
使用ISO 26000:

"本组织"认可将ISO 26000作为提供社会责任指南的一个参考文件, 和/或

"本组织"已经使用ISO 26000作为指导, 将社会责任融入我们的价值观和实践.

Communication 2/2

沟通2/2

A more practical master text for this communication (that may be individually adapted) is available at

用于这种沟通（可作个别修改）更实际的主文本可在如下网页上找到

http://www.26k-estimation.com/html/user_guide_iso_26000.html#down-docs :

We hereby state that our organization is well acquainted with ISO 26000, its kind and content, and how it may be used to prioritize and to work with social responsibility.

We recognize ISO 26000 as a reference document that provides guidance on social responsibility. We have used it as a guide to integrate social responsibility into our values and practices.

More details are given on <our website> and/or in <our report>. For any further information please contact the undersigned.

Date and place.....
Name and Address

Signature(s).....

我们特此声明，本组织熟悉掌握ISO 26000的种类和内容，以及如何用它去区分社会责任的优先次序和从事社会责任方面的具体工作。

我们认可ISO 26000作为提供社会责任指南的一个参考文件。我们已经使用ISO 26000 作为指导，将社会责任融入我们的价值观和实践。

详情载于<网页地址>和/或<我们的报告>。如需任何进一步的信息，请联系以下签字人。

日起 / 地点：
姓名 / 地址：

签名：

Encouragement 鼓励



Feel encouraged to **practice** a correct use of ISO 26000
感到鼓舞去**实践**ISO 26000的正确应用



Feel great when **encouraging others** to follow your good example
感到非常好地去**鼓励他人**追随你的好典型



Feel encouraged to **notify*** good and bad examples of using ISO 26000, for publication on www.26k-estimation.com
感到鼓舞去**告知***应用ISO26000方面好的以及坏的例子，将其发表在 www.26k-estimation.com

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