



sr mena

Benefits in applying ISO 26000

*Selected case studies
as a result of the
SR MENA Project*

ISO 26000
SOCIAL RESPONSIBILITY



Acknowledgement

ISO sincerely thanks and appreciates Sida's generous contribution to ISO's activities in developing countries.

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INTRODUCTION

Background

Organizations around the world, and their stakeholders, are becoming increasingly aware of the need for, and benefits of, socially responsible behaviour. The objective of social responsibility is to contribute to sustainable development. An organization's commitment to the welfare of society and the environment has become a central criterion in its ability to continue operating effectively. Businesses and organizations do not exist in a vacuum. Their relationship to their social and natural environment is critical to the way they conduct their activities. With today's organizations coming under greater scrutiny by stakeholders, it is also increasingly being used as a measure of their overall performance.

ISO 26000:2010, *Guidance on social responsibility*, provides guidelines on how businesses and organizations can operate in a socially responsible way, displaying an ethical and transparent behaviour that contributes to the health and welfare of society. This encourages them to go beyond legal compliance, recognizing that compliance with the law is a fundamental duty of any organization and an essential part of their social responsibility programme. When applying ISO 26000, therefore, organizations should consider societal, environmental, legal, cultural, political and organizational diversity as well as differences in economic conditions, while being consistent with international norms of behaviour.

Since the standard provides guidance rather than requirements, it cannot be used for certification unlike other well-known ISO standards. Instead, it clarifies what social responsibility is about, helps businesses and organizations translate principles into effective actions and shares best practices relating to social responsibility, globally. It is aimed at all types of organizations regardless of their activity, size or location. For further information on the standard, please see www.iso.org/sr.

The SR MENA Project

The four-year project (2011-2014) on the uptake and use of ISO 26000 on social responsibility within the Middle East and North Africa (MENA) regions, targeted eight pilot countries – Algeria, Egypt, Iraq, Jordan, Lebanon, Morocco, Syria¹⁾ and Tunisia.

The project was funded by the Swedish International Development Cooperation Agency (Sida) and contributed to the implementation of the *ISO Action Plan for developing countries 2011-2015*. It was managed by ISO's Development and Training (DEVT) unit in close collaboration with ISO members.

The goal was to **contribute to achieving sustainable development through effective integration of social responsibility principles and practices (ISO 26000)** in the MENA region, using the national standards body (NSB) as the central pivot. This project sought to build local capacity on ISO 26000 and its application to help organizations embed social responsibility principles in their operations. It also aimed to facilitate the regional exchange of experience and good practices among the partner countries on the application of ISO 26000. To this end, training events were also set up, involving professionals from the NSB, government, industry, and consumer organizations, among others.

1 The implementation in Syria was stopped when the country's ISO membership was withdrawn in February 2014.

Results of the SR MENA Project

109 national project experts trained on ISO 26000

Through their dedicated work, most of the national project experts developed useful skills and experience on ISO 26000 and its application over the course of the project. Some of them are already engaging voluntarily – and with positive results – in other initiatives aimed at promoting a broader uptake of social responsibility.

The development of human and institutional capacity has been enhanced across the region by the active engagement and participation of NSBs, national mirror committees, pilot organizations and national project experts in most of the participating countries. In addition, in some countries effective partnerships have also been formed with relevant organizations on social responsibility issues, contributing to the potential longer-term sustainability and further development of capacity building in the future.

Over 4 600 participants at national awareness events on social responsibility

The 49 national awareness events held across the region have been successful in drawing attention to social responsibility issues, in general, and more specifically to ISO 26000. Awareness was then further enhanced through various media events and related publicity campaigns. An indicator of heightened public awareness is the increased number of requests for information relating to ISO 26000 received by several participating NSBs.

Many of the trained national project experts are consultants who will be able to integrate social responsibility advice in their consulting offer, thus further promoting awareness and the uptake of social responsibility practices through their core business activities.

91 pilot organizations applying ISO 26000

Most of the pilot organizations in almost all the countries covered by the project indicated that they had made useful progress in integrating social responsibility issues within their respective organizations. The majority produced the expected project deliverables, including, for example, detailed gap analyses, action plans, and social responsibility/sustainability strategies, and had taken steps towards external sustainability communication.

Overall, pilot organizations and national project expert teams indicated that the level of performance of the pilot organizations had gone up across almost all parameters, such as stakeholder engagement, governance, impact management, and communication.

Regional exchange mechanism created

Throughout the course of the project, various initiatives were undertaken to allow for the exchange and sharing of experience within the region. At the NSB level, annual meetings of the project's Joint Coordination Committee (JCC) were organized to review project progress and lessons learned, and to identify and agree on measures to improve the further implementation of the project. At the level of national project experts and pilot organizations, regional workshops were organized as a place to share experience and lessons learned on the application of ISO 26000. In addition, social media was used by setting up a LinkedIn discussion forum.

Beyond the direct scope of the ISO MENA Project, several national project experts in each country contributed to different regional initiatives. These included, for example, initiatives relating to regional activities of the UN Global Compact, contributions to the ISO 26000 regional project in East Africa, engaging in various academic programmes, and taking part in the social responsibility actions instigated by consumer bodies and NGOs.

Quantitative account of the results of project outputs at country level

Country	National human and institutional capacity built on ISO 26000 and its application	Improved national awareness on social responsibility	Technical support provided to pilot organizations (POs) to facilitate their application of ISO 26000	Regional exchange mechanism on social responsibility (SR) established
Algeria	16 trained national project experts Over 250 staff trained in pilot organizations	7 national awareness-raising events	16 participating POs 11 POs produced all deliverables 70 training events by national project experts for POs	2 regional events hosted 9 national project experts in other regional SR projects 1 exchange platform
Egypt	14 trained national project experts 1261 staff trained in pilot organizations	10 national awareness-raising events	13 participating POs 13 POs produced all deliverables 100 training events by national project experts for POs	5 national project experts in other regional SR projects
Iraq	15 trained national project experts 17 staff trained in pilot organizations	3 national awareness-raising events	8 participating POs 7 POs produced all deliverables 33 training events by national project experts for POs	3 project experts in other regional SR projects
Jordan	16 trained national project experts 885 staff trained in pilot organizations	8 national awareness-raising events	15 participating POs 12 POs produced all deliverables 56 training events by national project experts for POs	3 regional events hosted
Lebanon	16 trained national project experts 128 staff trained in pilot organizations	6 national awareness-raising events	13 participating POs 9 POs produced all deliverables 28 training events by national project experts for POs	4 national project experts in other regional SR projects

Country	National human and institutional capacity built on ISO 26000 and its application	Improved national awareness on social responsibility	Technical support provided to pilot organizations (POs) to facilitate their application of ISO 26000	Regional exchange mechanism on social responsibility (SR) established
Morocco	16 trained national project experts Over 2 200 staff trained in pilot organizations	8 national awareness-raising events	13 participating POs 9 POs produced all deliverables Over 39 training events by national project experts for POs	5 regional events hosted 1 national project expert in other regional SR projects 1 exchange platform
Tunisia	16 trained national project experts Over 6 400 staff trained in pilot organizations	7 national awareness-raising events	13 participating POs 13 POs produced all deliverables 28 training events by national project experts for POs	1 regional event hosted 2 national project experts in other regional SR projects 2 exchange platforms

Selected case studies

With ISO's assistance, the project was implemented at the national level as follows:

- Pilot organizations and national project experts were identified together with the NSBs
- The top management of the selected pilot organizations expressed commitment towards the application of ISO 26000
- ISO appointed international experts to build capacity of the national experts through training, refresher courses, country visits and distance mentoring
- National project experts, with the support of their international experts, assisted pilot organizations with technical advice on how to apply ISO 26000, helping to:
 - › Develop project deliverables such as gap analysis, action plans, stakeholder maps, progress reports, etc.
 - › Provide training and awareness-raising events for staff

This publication includes case studies of three pilot organizations per country that took part in the project, highlighting the benefits derived from applying ISO 26000. The organizations selected were identified based on criteria related to their progress and engagement, and in agreement with their NSB. The diversity of pilot organizations is a good indicator that ISO 26000 is applicable to all different kinds of organizations, sectors and sizes.

Following is a list of the selected organizations whose factsheets are compiled in the next chapter.

Country	Name of organization
Algeria	<ul style="list-style-type: none"> • CTPP (Organisme National de Contrôle Technique des Travaux Publics) • NCA Rouiba • SASACE (Société Algérienne de Sacs Enduits)
Egypt	<ul style="list-style-type: none"> • AUEED (Association of Upper Egypt for Education and Development) • Cairo Chamber of Commerce • Domina Coral Bay Hotel, Resort, Spa & Casino
Iraq	<ul style="list-style-type: none"> • Staff Development Center • State Company for Leather Industries • Sunni Waqf Directorate
Jordan	<ul style="list-style-type: none"> • RANGERS (The Royal Department for Environmental Protection) • The Specialty Hospital • Water Authority of Jordan
Lebanon	<ul style="list-style-type: none"> • Al-Kawthar Secondary School • Banque Libano-Française • Château Ksara
Morocco	<ul style="list-style-type: none"> • Amendis • COCHEPA • COLORADO
Tunisia	<ul style="list-style-type: none"> • Amen Bank • Les Laboratoires SAIPH • STEG (Société Tunisienne de l'Électricité et du Gaz)

To access the factsheets and the full case studies in their electronic format, please see http://www.iso.org/iso/sr_mena_project.



CTTP

(Organisme National de Contrôle
Technique des Travaux Publics)

CTTP is a division of Algeria's Ministry of Public Works and is charged with the maintenance and improvement of public infrastructures and transport routes. This includes providing technical assistance and expertise, overseeing works, research and development, and testing. The company is certified to ISO 9001 for quality management and, at the time of publication, was in the process of implementing ISO 14001 for environmental management and OHSAS 18001 for occupational health and safety.



Name: CTTP, Organisme National de Contrôle
Technique des Travaux Publics

Country: Algeria

Industry: Government

Number of employees: 604

What are the benefits of ISO 26000 for CTTP?

Key benefits to date include:

- Improved relationship with stakeholders
- Greater client satisfaction
- Increased staff engagement and motivation
- Reduced carbon emissions
- Reduced water and energy consumption and paper use

How did ISO 26000 lead to these benefits?

To meet its social and environmental objectives, CTTP established a social responsibility committee tasked with setting up staff training and awareness-raising sessions around social responsibility issues. Stakeholders were then identified and prioritized in terms of their importance for the organization and an engagement plan was rolled out, which consisted of visits, themed debates, surveys and workshops. The various dimensions of social responsibility have been incorporated into the integrated management systems.

CTTP put in place new processes, including those related to risk management. They also began to regularly evaluate client satisfaction against key targets, and introduced a statement of integrity in all contracts to help build confidence.

In addition, a number of initiatives were undertaken to improve staff working conditions and foster engagement, including a new formalized mechanism for feedback and complaints handling and regular project status updates. The collective agreement stipulating all aspects of staff rights and responsibilities was improved and remuneration programmes were revised.

Mitigating its environmental impact was another of CTTT's key priorities. As such, a number of measures were put in place for better recycling systems, water conservation and a more rational use of paper. Toxic products were also replaced by non-toxic ones, where possible, and oil and petrol consumption was reduced. Last but not least, waste oil is now recycled.

“We have learned to integrate and make our own the basic concepts of resource optimization and environmental protection, taking into consideration the needs of future generations.”





NCA Rouiba

Established in 1966, this family-run business produces a range of beverages, notably fruit juices and nectars. In 1990 they became the first company in Algeria to introduce TetraPak packaging, which helps to preserve both the nutritional value and the taste of the juice. They listed on the stock exchange in Algeria in 2011.



Name: NCA Rouiba
Country: Algeria
Industry: Food and drink
Number of employees: 500

What are the benefits of ISO 26000 for NCA Rouiba ?

Key benefits to date include:

- Improved employee engagement and motivation
- Effective waste management programme for waste sorting, recycling and recovery
- Reduction in greenhouse gas emissions
- Reduced water consumption and contamination
- Improved engagement with local community through donations, patronage and sponsorship of charitable initiatives
- Production of a sustainable development report according to GRI (Global Reporting Initiative)

How did ISO 26000 lead to these benefits ?

As a first step, Rouiba set up a project committee devoted to the implementation of the standard and fleshed out an action plan. The process helped identify more than 50 key stakeholders. This included revising and updating contracts and codes of ethics with

subcontractors and suppliers to include conditions related to occupational health and safety and environmental management. The various dimensions of social responsibility have been incorporated into the integrated management systems.

A new employee relations framework was developed in association with trade unions and worker representatives to include measures and policies that prevent discrimination and promote well-being in the workplace. A new remuneration policy was also introduced. In addition, Rouiba set up an “Observatory on Well-being and Motivation” to monitor the prevailing corporate atmosphere at a set moment in the company’s life.

Supporting country-wide efforts, Rouiba participated in a number of social responsibility initiatives at the national and international levels, such as sponsoring the Institut Algérien de Gouvernance d’Entreprise aimed at promoting socially responsible practices in Algeria, or helping to develop a code of ethics for drinks producers in Algeria through the drinks producers association APAB.

Lastly, meetings, conferences and open days were also conducted to increase awareness of the company’s initiatives and social responsibility issues.



Photo : Rouiba

“Social responsibility development is not only an internal process ; it requires the collective dynamics of organizations across the different sectors and regions and the implication of stakeholders.”



Photo : Rouiba



SASACE

 (Société Algérienne de Sacs Enduits)

SASACE is a leading manufacturer of polypropylene packaging, with a capacity to produce 45 million bags per year. Being the first to develop bags made of oxo-biodegradable polypropylene, it is committed to sustainability and has made significant advances in the research and development of this “green” technology.



Name: SASACE, Société Algérienne de Sacs Enduits

Country: Algeria

Industry: Packaging

Number of employees: 194

What are the benefits of ISO 26000 for SASACE?

Key benefits to date include:

- Their first sustainability report according to Global Reporting Initiative (GRI is under development)
- Advances in the development of biodegradable polyethylene packaging
- Enhanced relationships with staff and stakeholders
- Improved company reputation
- Greater competitive advantage
- Their support for initiatives linked to community involvement such as increasing the literacy of workers and their families and the employability of the youth

How did ISO 26000 lead to these benefits?

A permanent Steering Committee on ISO 26000 was established, which was responsible for the application of the standard and its monitoring, thereby ensuring sustained results, and for the promotion of social responsibility among the value chain and sphere of influence.

Stakeholders were ranked by importance and relevance to the organization and a number of meetings and interviews were arranged to get a better idea of their expectations and needs. The various dimensions of social responsibility have been incorporated into the integrated management systems monitored by their integrated responsible dashboard. Pursuing a two-pronged approach, SASACE initiated a platform for dialogue, both internally and externally. It connected with staff through regular satisfaction surveys and awareness campaigns to educate them around social responsibility issues. It also collaborated with the IQRAA Literacy Association to launch literacy, training and skills improvement programmes for staff and their families.

Additionally, the company stepped up communication with its stakeholders via quarterly workshops destined to get their feedback and views, promote young entrepreneurship and develop local competences. It also worked with stakeholders on the blueprint and materiality matrix for the GRI sustainability report.

SASACE has further taken part in a number of initiatives by local training and academic institutions, volunteering the time and expertise of senior management to strengthen both teaching staff and training curricula, thus enhancing the skills and employability of young graduates.

SASACE is a leader in the development of oxo-biodegradable polypropylene packaging technology, which acts as a significant contributor to the sustainability of the industry and to reducing its impact on the environment. Not only has it promoted the development and adoption of the oxo-bio concept nationwide, but it is working, in collaboration with the national standards body IANOR, towards a national standard dedicated to the technology and aims to contribute to the creation of the first national laboratory for the testing of oxo-biodegradable polymers.

Several of the company's best practices have been published by L'Observatoire sur la Responsabilité Sociétale des Entreprises (ORSE) and are available on the RSE Algeria platform (www.rse-algerie.org/fr/).



Photo : SASACE

“ISO 26000 has provided a unique opportunity for us to engage staff in a rich and unprecedented debate focusing on how each company member contributes to the embodiment and promotion of values, ethical conduct, social responsibility, human rights and principles of accountability and transparency conveyed by SASACE.”



AUEED

(Association of Upper Egypt
for Education and Development)

AUEED is an Egyptian NGO founded in 1940 by the Jesuits who strongly believed in education and learning as fundamental elements for the empowerment and development of poor communities in rural Upper Egypt. AUEED was initially registered with the Ministry of Social Affairs in 1967 and had its registration renewed with the Central Administration of the Ministry of Social Solidarity (576/2009), allowing it to become operational nationwide.



Name: AUEED, Association of Upper Egypt
for Education and Development

Country: Egypt

Industry: Non-governmental organization

Number of employees: 1300

What are the benefits of ISO 26000 for the AUEED?

Key benefits to date include:

- Reviewed strategic plan against ISO 26000
- Developed a sustainability strategy
- Reviewed and updated structure
- Improved decision-making processes
- Developing a salary scale for employees based on the needs of staff and the organization
- Improved staff and stakeholder relationships
- Improved health and safety of staff and beneficiaries
- Reduced water and energy consumption
- Greater transparency with partners

How did ISO 26000 lead to these benefits?

The AUEED has long had social responsibility at the core of its work, but ISO 26000 allowed it to identify further areas of improvement and added value.

To this end, the association set up a working group consisting of staff, board members and stakeholder representatives who consulted with a wider range of people in the schools, development centres and other institutions they work with. The group undertook a full gap analysis and review of stakeholders before developing an action plan. The NGO's strategic plan was also reviewed against the standard and then amended to include measurable actions against KPIs and targets.

AUEED established a code of conduct based on socially responsible practices and reviewed its decision-making processes, developing mechanisms for monitoring and reporting on the implementation of decisions. It also introduced two-way communication mechanisms with various stakeholders.

A number of other initiatives are also in progress such as:

- Reviewing policies and procedures against international labour standards and the UN Convention against Corruption
- Developing plans, policies and procedures for health and safety on all sites
- Developing plans to measure and reduce water and energy consumption and increase recycling

“Implementing a social responsibility programme is a continuous process for an organization, and involving stakeholders is a significant help. We recommend that other organizations include ISO 26000 in their strategic planning process and annual review as it promotes integrated thinking and capacity development and contributes to sustainable development.”



Photo : AUEED



Cairo Chamber of Commerce

The Cairo Chamber of Commerce provides a wide range of services to more than 450 000 businesses in Cairo. These include supplying various certificates related to the exercise of trade, preparing economic reports related to the general market state and its issues, improving trade exchange, settling disputes between commercial bodies and offering training sessions and educational courses.



Name: Cairo Chamber of Commerce

Country: Egypt

Industry: Semi-governmental public organization

Number of employees: 370

What are the benefits of ISO 26000 for the Cairo Chamber of Commerce?

Key benefits to date include:

- Competitive advantage
- Enhanced reputation
- A greater ability to attract and retain good staff, members and clients
- Improved staff morale and engagement
- Better relationships with stakeholders
- Improved communication to update staff and stakeholders on significant issues related to social responsibility

How did ISO 26000 lead to these benefits?

The Cairo Chamber of Commerce set up a Sustainable Business Committee, whose main role is to implement ISO 26000. The committee undertook stakeholder mapping and drew up an engagement plan that included communication via consultancy groups, the Website, information platforms and e-mails.

They reviewed the entire communication and decision-making processes to align with the standard’s guidelines and developed a governance code for the Board of Directors that covers social responsibility principles. They also established an anti-corruption mechanism to prevent potentially corrupt actions and identify any existing ones.

A training plan for staff was developed that includes technical, ethical and social skills, and the recruitment process was reviewed and updated.

The Chamber then produced an Honor Charter featuring social responsibility principles to which traders must commit, and distributed widely their own Code of Conduct. In addition, they contributed to a number of community initiatives such as:

- Providing medical glasses to the underprivileged
- Assisting homeless children
- Providing support for victims of natural disasters
- Relocating street vendors to specific markets for more responsible practices
- Offering loans to poultry shops
- Establishing poultry processing plants outside the residential zone of Cairo

They also spread the word about social responsibility through printed materials provided at their own and their partners’ events.

“An organization’s success relies on its sustainability, and ISO 26000 is a useful tool to achieving that.”



Photo : Cairo Chamber of Commerce



Domina Coral Bay

Located in Sharm El Sheikh, one of Egypt's most popular Red Sea destinations, Domina Coral Bay Hotel, Resort, Spa & Casino ranks among the largest resorts in the Middle East. It features seven different hotels with a capacity to hold up to 4 500 guests and extends right along the bay, giving direct access to the beach. Its vision is to be the most sustainable and socially responsible resort in Egypt, while not compromising on hospitality and the experiences it offers its guests.



Name: Domina Coral Bay Hotel, Resort, Spa & Casino (DCB)

Country: Egypt

Industry: Tourism

Number of employees: 1 600

What are the benefits of ISO 26000 for DCB?

Key benefits to date include:

- Improved health and safety in the workplace
- Increased focus on employee rights and on serving the community
- Reduced consumption of water and other resources
- Enhanced waste management plan
- Improved relationships with stakeholders

How did ISO 26000 lead to these benefits?

DCB set up an “ISO 26000 Team” to coordinate with international and national experts in implementing the standard and ensure the sustainability of its outcomes. The Hotel's vision, mission and policies were reviewed and modified to reflect their commitment to social responsibility and sustainability.

The team developed a stakeholder engagement plan that mapped stakeholders by their influence and interest, and established a programme of meetings, training courses, questionnaires and other forms of communication via e-mail and social media.

The Hotel also prioritized material issues based on their significance and relevance in order to identify the priorities of actions to be implemented within the ISO 26000 action plan. It then developed a plan for monitoring their social responsibility performance to ensure that these actions achieved their objectives.

The Hotel has taken a number of actions across the seven areas of the standard: organizational governance, human rights, labour practices, the environment, fair operation practices, consumer issues, and community involvement and development. These include:

- Donating leftover food to the Egyptian Food Bank
- Signing an agreement with the Egyptian Ministry of Manpower to exclude deductions for breakages from the 12% service charge and divide equally between customer-facing and non-customer-facing staff
- Participating in community service activities such as the Sharm El-Sheikh clean-up day
- Introducing power-saving key cards in all rooms
- Upgrading to water-efficient taps and toilets

In addition, other initiatives are currently in progress such as the establishment of a training laboratory and Website that offer Internet training to the domestic tourism workforce, and a health clinic to support the local community.

“Through implementing ISO 26000, we have learned that a project will not achieve its business goals successfully without embracing the standard’s seven principles and core subjects. Such a tool will guarantee success that is sustainable.”





Staff Development Center

The Staff Development Center (SDC) is an Iraqi governmental public agency offering training and consultancy services to develop human performance levels and enable people to work successfully in society with greater knowledge.

SDC was established in 1979 as a joint project between the Iraqi government, represented by the Foundation of Technical Education (FTE), and UNESCO to meet the training requirements of FTE. Local and international experts participated in designing and implementing training programmes in the fields of medicine, engineering, administration, information technology, languages, applied arts, agriculture, and education disciplines.



Name: Staff Development Center (SDC)

Country: Iraq

Industry: Governmental public agency

Number of employees: 46

What are the benefits of ISO 26000 for the SDC?

Key benefits to date include:

- Electricity bill reduced by 3%
- Reduced water consumption
- Improved internal working environment and strengthened structure of the organization
- Enhanced quality of services, which have been made more sustainable
- Improvement of human rights, gender equality and efficiency issues, and their impact on society in general
- Improved resource management

How did ISO 26000 lead to these benefits?

Using the standard, SDC mapped and prioritized stakeholders and developed a stakeholder engagement plan. This includes activities such as staff meetings and

newsletters, surveys, an annual report published and distributed to Iraqi ministries, various newsletters and brochures, Website content and a sustainability report. Staff were educated and informed about the activities and levels of authority were adjusted to be more evenly distributed throughout the organization.

A strategy was developed to establish four Technical Universities and was approved by the Prime Minister and the Ministry of Higher Education. SDC recommendations on sustainability have been considered within the structure of these universities, which includes ISO 26000-related best practices.

SDC undertook a number of other activities in alignment with the standard such as:

- Upgrading old buildings with anti-fire, heat and moisture measures, which helped reduce energy use
- Educating more than 5 200 participants (20% of total) in social responsibility
- Providing consultancy services on sustainable development for entrepreneurs in the community to develop their businesses
- Replacing all light bulbs with low-energy alternatives
- Training staff on conservative water and energy use
- Forming partnerships with NGOs to provide disadvantaged people with training on social responsibility to aid empowerment and increase skills
- Increasing the use of energy-saving equipment



Photo: SDC

“ISO 26000 has positively influenced our managerial decision making, structure, distribution of authority and identification of stakeholders and potential partnerships. Integrating ISO 26000 in our vision, mission, strategy and work plan has improved our impact and put our values into practice, which is to take care of our clients and the community.”



State Company for Leather Industries

The State Company for Leather Industries (SCLI) is an Iraqi government-owned enterprise that produces leather goods. Its vision is to be the leading sustainable manufacturer of quality leather products in Iraq, led by the driving principle that “our customers run the company through what they want and expect”.

SCLI aims to revive the national leather industry and establish agreements with international partners to develop and supply essential goods in Arab markets and around the world.



Name: State Company for Leather Industries (SCLI)

Country: Iraq

Industry: Government/manufacturing

Number of employees: 3600

What are the benefits of ISO 26000 for SCLI?

Key benefits to date include:

- Improved health and safety in the workplace
- Increased focus on employee rights, health and safety, and serving the community
- Reduced consumption of water and other resources
- Improved relationships with stakeholders

How did ISO 26000 lead to these benefits?

SCLI oriented its mission, vision, strategy and work plan towards the ISO 26000 recommendations. It conducted a full stakeholder analysis and developed an engagement plan consisting of face-to-face meetings, newsletters, exhibitions, social media and more.

The organization made a number of improvements to production processes such as renovating all three sites and increasing processing capacity with new direct injection machines. It also put in place changes to production and gave suppliers directives to help them achieve their goal of having 100% of their products made from quality rawhide. In addition, it expanded its portfolio of products to include safety boots and personal protection equipment.

Moreover, measures were implemented to reduce water use, which included renovating the water treatment system in the Zafarania province and installing a new one in the Kufa and Mosul provinces. A full review of safety procedures, signs and personal protection equipment was also carried out and a target was set to halve time lost due to accidents by 2016.

SCLI now has plans to implement ISO 14001 for environmental management and ISO 9001 for quality management.

“Through implementing ISO 26000, we have developed our vision and mission at SCLI to reflect our commitment towards the achievement of sustainable development in our country.”





Sunni Waqf Directorate

Sunni Waqf Directorate is a governmental organization offering services related to teaching, training, education, social relations and media investment. It aims to be an active and well-known education provider and cultural development institution in the community.

Its goal is to expand its services in order to raise its position in society, particularly through offering assistance to widows, orphans and the disabled. Included in its mission is the desire to spread the message of tolerance between the different facets of society through mosques and broadcast media.



Name: Sunni Waqf Directorate

Country: Iraq

Industry: Governmental organization

Number of employees: 1 000

What are the benefits of ISO 26000 for Sunni Waqf Directorate ?

Key benefits to date include :

- Reduced carbon emissions
- Reduced energy use
- Improved public image and increased awareness of its activities
- Greater awareness of its messages related to environmentally friendly practices

How did ISO 26000 lead to these benefits ?

Senior management took direct responsibility for the implementation of the standard, undertaking a gap analysis against the criteria of ISO 26000 and stakeholder mapping. A number of awareness-raising activities were conducted, including lectures and face-to-face meetings or via the media.

The use of environmentally friendly materials for the construction and maintenance in mosques was increased, along with more recycling and water treatment. The organization also promoted the use of solar power, recyclable materials and green buildings, while increasing the number of staff in the field of preaching and guidance.

Moreover, the top management has approved the new vision and translated it into a realistic mission and strategy including a set of defined working procedures to integrate the principles and issues of ISO 26000 within their own systems and processes.

“The exercise of identifying, classifying and prioritizing stakeholders was very useful in directing our stakeholder engagement activities. We now have a much more systematic and effective process in place.”





RANGERS

(The Royal Department for Environmental Protection)

The Royal Department for Environmental Protection (RANGERS) is a governmental department in Jordan dedicated to the protection and sustainability of the environment. Their vision is to “create a modern, efficient security institution that contributes to a more stable and secure Jordan, preserving the rights and freedom”.



الإدارة الملكية لحماية البيئة
RANGERS

Name: RANGERS
(Royal Department for Environmental Protection)

Country: Jordan

Industry: Government

Number of employees: 800

What are the benefits of ISO 26000 for RANGERS?

Key benefits to date include:

- A revised vision, mission and strategic plan reflecting social responsibility (SR) principles, with clear objectives, targets and KPIs for improving stakeholder engagement and a greater commitment to SR from management
- Reduced water and energy consumption
- A new services guide
- Increased awareness of SR by employees
- New anti-corruption practices whereby an anti-corruption statement is added as a key requirement of engagement with stakeholders

How did ISO 26000 lead to these benefits?

A Social Responsibility Team was formed to implement ISO 26000. With the support of national experts, it mapped and prioritized stakeholders and developed an engagement plan. It also conducted a gap analysis, from which an action plan

was drawn in line with the recommendations of the standard. Awareness-raising sessions were held for staff. The team also revised all processes and systems, and established new ones, namely for problem reporting and training and consultation. Finally, RANGERS undertook a number of actions such as implementing water and energy efficiency audits in all its offices to identify potential water conservation measures, and introducing a waste-sorting initiative.

“The process of implementing ISO 26000 has taught us how to identify, prioritize and engage with stakeholders more effectively, and reinforced the importance of sustainable development amongst all our staff. Integrating social responsibility within the organization on a daily basis is the best tool towards sustainability.”





The Specialty Hospital

The Specialty Hospital is a private teaching hospital that offers a full range of medical and surgical services. Since its opening in 1993, its capacity has grown from 88 beds to 265, with 1 100 employees and 700 consultants. It is known for having the latest technology and is a recognized teaching institute for a number of physician specialization programmes.



Name: The Specialty Hospital

Country: Jordan

Industry: Medical

Number of employees: 1 100

What are the benefits of ISO 26000 for The Specialty Hospital?

Key benefits to date include:

- A revised vision, mission and strategic plan embedding sustainability-related objectives (the social responsibility strategy has been integrated within the hospital's core business strategy)
- Increased patient satisfaction from 87.4 % to 91 %
- Increased staff satisfaction from 66 % to 74 %
- A 5 % increase in number of patient admissions
- Reduced paper consumption by 39 %
- A 17 % reduction in electricity consumption, 11 % reduction in water consumption and 9 % reduction in fuel consumption
- Revenue savings of 86 000 Jordanian dinars through expanded use of an autoclave machine for medical waste
- Various certificates and awards:
 - › Arabia Corporate Social Responsibility Award
 - › Product Authentication Certificate
 - › Best Organization in Implementing the Recycling Programme 2014

How did ISO 26000 lead to these benefits?

Using ISO 26000 allowed The Specialty Hospital to gain a better understanding of its stakeholders and their needs. A social responsibility committee was set up, which undertook an in-depth mapping of stakeholders, including their relationship with the hospital and their interest in hospital decisions and activities.

The ISO 26000 flash assessment tool helped identify the most material issues, highlight gaps in its social responsibility strategy and stakeholder engagement, and develop actions to fill those gaps.

A wide range of policies and procedures, notably those for human resources and external suppliers, were reviewed and updated. One example of this is that the codes of conduct for subcontractors now require fair working conditions for employees. In addition, awareness-raising sessions around social responsibility and sustainability were conducted, a social responsibility activities booklet for stakeholders was published and recycling containers were installed throughout the hospital.

“We encourage other organizations to integrate ISO 26000 in their activities since resources are becoming scarcer and we need to use them wisely and effectively without waste or greed.”



Photo: The Specialty Hospital



Water Authority of Jordan

The Water Authority of Jordan is a government department that develops legislation and regulations relevant to the water sector in Jordan. It conducts programmes related to the implementation of water policies, the development and protection of water sources, the provision of water and sewerage services and the improvement of infrastructure to protect the environment and public health.



Name: Water Authority of Jordan

Country: Jordan

Industry: Government

Number of employees: 4 200

What are the benefits of ISO 26000 for the Water Authority of Jordan?

Key benefits to date include:

- Amended vision, mission and strategy to integrate social responsibility principles (SR)
- Enhanced staff and stakeholder satisfaction
- An increase in the number of contracts including SR-related clauses
- New job creations
- Reduced fuel consumption
- A rise in the number of tenders that now include sustainable procurement

How did ISO 26000 lead to these benefits?

The process of implementing ISO 26000 caused the Water Authority of Jordan to change its approach to stakeholder engagement by developing a programme centred around their most important stakeholders and featuring clear targets, KPIs and an action plan.

A social responsibility committee was created and the department’s vision, mission and strategy were revised to take into account environmental impacts. Namely, a number of actions were taken to rationalize energy use.

Contracts with suppliers were also amended to include ethical conduct, respect for human rights and fair labour practices, and a human rights policy was introduced. Changes have been requested from the Civil Service Department and addressed in the new Civil Service Law 2013 to integrate parental leave and maternal hours.

“We encourage other organizations to embed ISO 26000 in their activities. Jordan suffers from resource scarcity and integrating social responsibility within an organization’s day-to-day work is the best tool towards sustainability.”



Photo : The Water Authority of Jordan



Al-Kawthar Secondary School

Opened in 1966, Al-Kawthar Secondary School is a public school in Beirut that provides academic education to students, including those with special needs, from kindergarten through to high school. It is part of the Al-Mabarrat Charitable Organization.

The school works to raise individuals who believe in God and His messages, citizens who are literate, productive, effective in their society, aware of their role as national and global citizens, open-minded to the world and its current issues, and who contribute to shaping the future of their country. It applies scholastic programmes and various activities based on principles that value the importance of human beings' ethical values, equal opportunities, critical thinking, dialogue, and lifelong learning. The institute encourages moral and social responsibility among students for the world around them as well as respect for cultural and religious diversity. It nurtures students through a comprehensive, balanced approach in physical, intellectual, spiritual and emotional developmental domains.



ثانوية الكوثر

Name: Al-Kawthar Secondary School

Country: Lebanon

Industry: Education

Number of employees: 321

What are the benefits of ISO 26000 for Al-Kawthar Secondary School ?

Key benefits to date include:

- Reduction in paper use, saving over USD 2 000
- Savings of more than 110 000 l. of water and USD 500
- Reduced fuel consumption saving USD 1 322
- Improved reputation
- Improved relationships with stakeholders

How did ISO 26000 lead to these benefits?

A committee was established to implement the standard and the checklist used to do a gap analysis and, from there, develop an action plan, with project teams assigned to each domain.

Policies for suppliers were updated to include social responsibility clauses and a number of initiatives were put in place. These include:

- Programmes for the recycling and a more rational use of paper
- Workshops and training on the conservative use of water, introduction of new water-efficient cleaning methods, collection of rainwater
- Consolidated transport activities to reduce fuel consumption
- Educating and informing staff and suppliers on the importance of socially responsible behaviour

“We believe that the focus should be on raising awareness of the concept of social responsibility, and that internalizing the concept will contribute to changing behaviours – and this is the core.”



Photo : Al-Kawthar Secondary School



Banque Libano-Française

Established in 1967, the Banque Libano-Française provides banking services across five areas: commercial, retail, investment, private and correspondent. It has 54 branches in Lebanon and other countries, including Syria, Cyprus, France and Switzerland.

A key element of its mission is to “create shared value while supporting community needs and protecting the environment”.



Name: Banque Libano-Française

Country: Lebanon

Industry: Banking

Number of employees: 1341, of which 1136 are based in Lebanon (as at end of December 2014)

What are the benefits of ISO 26000 for the Banque Libano-Française?

Key benefits to date include:

- Reduced energy consumption
- Increased range of products to reach wider audience
- Greater involvement in the community
- Improved reputation
- Strengthened stakeholder relationships
- Greater staff engagement in socially responsible issues

How did ISO 26000 lead to these benefits?

A Corporate Social Responsibility (CSR) Project Team was created to implement the standard, overseen by a CSR Committee that includes senior management. The team undertook stakeholder mapping and a gap analysis according to the recommendations of the standard, with the support of two national experts, and launched a survey to stakeholders to identify what they viewed as key issues to address.

The bank then developed a new strategy, focusing on the key target areas of sustainability: lending, financial innovation, support to the community, environmental, and engagement with stakeholders. These include:

- Developing new products to meet community needs such as those that contribute to the empowerment of women, are accessible to disadvantaged groups and promote entrepreneurship
- Forming long-term humanitarian and environmental partnerships in line with stakeholder needs
- Implementing an environmental management system
- Hiring an environmental specialist and implementing the recommendations of energy and green building audits, such as monitoring fuel usage and reducing work-related transportation
- Reviewing all procedures to ensure that social responsibility issues are reflected
- Integrating social responsibility objectives into each business unit, annual plans, job descriptions and performance appraisals, with KPIs set and monitored
- Amending contracts with stakeholders to follow socially responsible practices
- Conducting a number of awareness-raising activities for staff, including training sessions, an internal newsletter, the inclusion in seminars for new employees, etc.
- Joining the United Nations Global Compact
- Participating in social responsibility panels and promoting their commitment to social responsibility via their Website, Corporate Governance Guide, external media and on screens in their subsidiaries



Photo : Banque Libano-Française

“Social responsibility and sustainability is a long, ever-evolving process. We decided to embrace the journey. Without addressing the triple bottom line and the needs of its stakeholders, companies will no longer be able to sustain in an ever-changing and more complex world.”



Château Ksara

Château Ksara is one of Lebanon's oldest and largest wineries, producing wine and arak for over 150 years and attracting around 40 000 visitors each year.

It has been ISO 9001-certified since 2001 for quality management and ISO 22000-certified for food safety management since 2009. Its mission includes a commitment to economic growth while managing global risk and providing solutions that support communities and protect the planet.



Name: Château Ksara

Country: Lebanon

Industry: Manufacturing/food and drink

Number of employees: 110

What are the benefits of ISO 26000 for Château Ksara ?

Key benefits to date include:

- Improved reputation and involvement in the local community and at the national level
- Reduced water and energy consumption
- Improved stakeholder relations
- Greater involvement in political issues and events

How did ISO 26000 lead to these benefits ?

Under the guidance of national experts, the team at Château Ksara identified and mapped its stakeholders and sphere of influence, and ran e-surveys among its key stakeholders to better understand their expectations.

A gap analysis was undertaken based on ISO 26000 criteria and the main areas of concern were defined. The team then decided to consult stakeholders when making corporate-level decisions, and used the results of the survey to identify key issues and create an action plan.

Actions to date include:

- Creating **The Grape Initiative**, designed to provide support for Bedouins and improve the lives of staff
- Spreading awareness on responsible consumption through messaging on labels, participating in national and local campaigns and forums and becoming an Approved Programme Provider for the Wine & Spirit Education Trust
- Using organic fertilizers, reducing water consumption and collecting empty glass bottles for recycling
- Measuring actual carbon footprint, with the goal of making their operations carbon-neutral by 2020
- Updating 50% of their procedures to reflect social responsibility principles
- Establishing a new code of conduct with an emphasis on areas such as human rights, the environment, community involvement and development, and fair operating practices
- Including social responsibility in new employee training

“ISO 26000 is not a substitute for legal initiatives, but a positive tool to achieve economic success without jeopardizing the people and the environment. We believe it can give rise to the next major transformation in business thinking.”





Amendis

A subsidiary of Veolia, one of the world's largest private providers of public services, Amendis has been charged with sanitizing and distributing drinking water and providing electricity in the Wilaya of Tanger and Tetouan area since 2002, serving around 1 800 000 residents. In 2010 it had a turnover of 2 000 million Moroccan dirhams and in 2006 achieved certification to ISO 9001.



Name: Amendis

Country: Morocco

Industry: Public services

Number of employees: 2 200

What are the benefits of ISO 26000 for Amendis ?

Key benefits to date include:

- Improved water and electricity distribution networks
- Enhanced reputation and relationship with stakeholders
- Better reporting of water and electricity quality and waste management
- Improved overall business performance, based on stronger, clearer values

How did ISO 26000 lead to these benefits ?

Following the commitment of top management to engage in social responsibility, a project team was set up representing the different departments and conducted a full gap analysis and action plan.

Stakeholders were mapped and analysed and new channels of communication were created, specific to their particular relationship. All subcontractors and suppliers were encouraged to sign a sales charter covering a number of socially responsible commitments such as respecting the environment and adhering to responsible practices (e.g. no child or forced labour, no illegal workers, no discrimination).

Amendis also put in place a crisis management plan to ensure greater responsiveness in case of problems with the drinking water network and ran consumer awareness-raising campaigns to encourage a more conservative use of water. These featured useful tools such as an SMS alert when water consumption was unusually high. Treatment stations for toxic waste were established, as were facilities enabling the re-use of waste water for irrigation purposes. Amendis also supported community initiatives to assist vulnerable populations in the area.

“We have learned that the right business, environmental and social balance is the basis for the long-term success of our economic model. Social responsibility is a structuring process helping to create a collective company dynamic that drives us towards excellence.”



Photo : Amendis



COCHEPA

COCHEPA is one of Morocco's leading producers of plastic and paper bags and packaging. Driven by their long-standing commitment to humanity and the environment, they decided to implement ISO 26000 as a complement to their existing certifications, ISO 9001 for quality management, ISO 14001 for environmental management and BS OHSAS 18001 for occupational health and safety management. Adhering to ISO 26000 also gave them the assurance that their actions and values are firmly aligned with socially responsible principles.



Name: COCHEPA

Country: Morocco

Industry: Packaging

Number of employees: 81

What are the benefits of ISO 26000 for COCHEPA?

Key benefits to date include:

- Strengthened and clarified values in line with the principles of social responsibility in the company's policy
- Social responsibility promoted to suppliers
- Reduced CO₂ emissions and environmental impact throughout the production chain
- Improved systems and processes
- Enhanced competitive advantage
- A sustainable development report

How did ISO 26000 lead to these benefits?

A charter on social responsibility was developed and a working group was established to conduct a full gap analysis, an action plan and training and awareness sessions for the staff.

Stakeholders were ranked by importance and relevance to the organization and interviewed to get a greater understanding of their expectations. COCHEPA then

established more regular communication with them through satisfaction surveys, annual evaluations with clients and suppliers and by making available their statement of work. It also shared its values of transparency, loyalty and respect for the environment.

COCHEPA integrated sustainable development values into its operations and targets were set for measuring and reducing carbon emissions. In demonstration of its good faith, the company also adhered to the Responsible Care Charter for the chemical industry and signed the United Nations Global Compact initiative, a principle-based framework destined to encourage businesses worldwide to adopt sustainable and socially responsible policies and report on their implementation.

Lastly, COCHEPA has successfully finished the process of implementing OHSAS 18001 for occupational health and safety, and ranks among the top 5 % performers evaluated by EcoVadis, a corporate social responsibility analyst for responsible purchases focusing on the environment, fair labour practices, ethics/fair business practices, and supply chains.

“Values of transparency, loyalty and respect for the environment are, in our opinion, the safest way to ensure the long-term success of our company.”





Colorado

Created in 1957, Colorado S.A. is a leading Moroccan producer of paints and paint products such as coatings, vinyl paints, varnishes, concentrated pigments and paint thinners. It distributes its products through hardware shops and chain stores, as well as via a network of commercial agencies both nationally and internationally. The company achieved certification to ISO 9001 (quality management) in 2003 and ISO 14001 (environmental management) in 2009.



Name: Colorado
Country: Morocco
Industry: Construction and materials
Number of employees: 500

What are the benefits of ISO 26000 for Colorado ?

Key benefits to date include:

- Stronger and clearer mission, vision and values integrating social responsibility principles
- Better compliance with legal requirement
- Fairer trading practices with stakeholders
- Improved working conditions and dialogue with staff
- Greater contact with the local community through relationships with educational institutions and charities
- Positive impact on the fight against corruption and unethical behaviour

How did ISO 26000 lead to these benefits ?

Through implementing ISO 26000, Colorado expanded its mission and vision to include closer relationships with stakeholders on aspects of ethical conduct, anti-corruption and the reinforcement of social responsibility towards society and the environment.

A team of national and international experts was constituted, which conducted stakeholder mapping, identified gaps with regard to the implementation of ISO 26000 and developed an action plan. Colorado engaged with suppliers to ensure that both parties better understand their obligations and expectations.

Staff well-being came under scrutiny. Employees were surveyed for feedback on working conditions, and training and information sessions were held on specific topics such as non-smoking, with support for those smokers who wanted to quit.

As regards community actions, Colorado met with schools and universities to investigate the possibilities of recruiting interns for work experience. The company also engaged with primary schools and SOS Children's Villages in Dar Bouazzar to explore opportunities for support.

“Rallying around a shared vision and putting shared values into practice helps a company progress towards its ultimate goal: gain and durability. We have learned that by taking into account the human considerations of society and the world around us, we make people's lives simpler and promote a positive company image and a strong reputation.”



Photo: Colorado



Amen Bank

Amen Bank is a publicly listed, private-sector bank. It provides a range of financial services to individuals, professionals and businesses, including lending and insurance. At the core of its vision and mission is a commitment to assist innovative and ambitious entrepreneurs, sole traders, and artisans in realizing their projects – spurred by the belief that this is the key to a better future for Tunisia.



Name: Amen Bank

Country: Tunisia

Industry: Banking

Number of employees: 1190

What are the benefits of ISO 26000 for Amen Bank?

Key benefits to date include:

- Development of an environmental and social management strategy and its implementation
- Improved risk management through better processes and staff training
- Improved systems for conforming to legal requirements
- Increased transparency with clients and all stakeholders through better reporting
- Code of ethics developed and communicated through awareness-raising workshops
- Fairer human resources management and greater staff engagement
- Gender diversity

How did ISO 26000 lead to these benefits?

Organization-wide awareness raising on social responsibility was organized and led by the Management Board to introduce the subject. A cross-departmental task force

was formed, which received training by national experts on social responsibility. The group worked on stakeholder mapping, performed a gap analysis, and created action plans linked to social responsibility.

Stakeholders were ranked by importance and relevance to the organization and a number of meetings and interviews were arranged to get a better idea of their expectations and needs.

A key member of the bank was appointed to head the implementation of the standard and a work group was set up comprising representatives from finance, conformity assessment, legal, audit, IT, international relations and risk management. Systems and processes were duly revised or developed in line with the standard, including job descriptions and credit reports, and action plans were put in place.

A new structure dedicated to risk management – including credit and market risks – was introduced and external auditors appointed to oversee the process. Internal auditors were taught a new methodology adhering to international best practices.



“We are convinced that integrating social responsibility into a business is a key factor of performance and competitiveness. We recommend in particular that other group subsidiaries (Holding Amen) – even sister banks – give serious consideration to the possibility of integrating social responsibility issues into their activities and processes.”



Les Laboratoires SAIPH

A pioneer of the pharmaceutical industry, the Société Arabe des Industries Pharmaceutiques (SAIPH) is a leading Tunisian manufacturer of drugs and medicines. Driven by excellence, the company lives by its three mottos: “Quality is our business” (La qualité est notre métier), “Health cost control is our duty” (L'économie de santé est notre devoir) and “Sustainable development is our light” (Le développement durable est notre lumière).

SAIPH produces originator brand medicines for prestigious international pharmaceutical companies, as well as their generic equivalents, to the highest quality standards. The laboratory aims to become a major player in the Tunisian pharmaceutical industry and a platform for export to countries of the Maghreb, Africa and the Middle East.



Name: Les Laboratoires SAIPH

Country: Tunisia

Industry: Pharmaceutical

Number of employees: 527

What are the benefits of ISO 26000 for SAIPH ?

Key benefits to date include:

- Improved waste management (including collection of plastic, glass, printer cartridges and paper packaging)
- Reduced paper and water consumption
- Enhanced stakeholder relations through reinforced dialogue
- Elaboration of a charter on social responsibility and its diffusion to the stakeholders
- Promotion of social responsibility on purchase requests

How did ISO 26000 lead to these benefits?

Following the commitment of the CEO and the inclusion of social responsibility in the vision, mission and strategy of the company, a task group was set up to conduct a full gap analysis, stakeholder mapping, action plan and training and awareness-raising sessions for staff. It also follows the PDCA principles in the implementation of the action plan.

SAIPH proceeded to engage more fully with its stakeholders, communicating its social responsibility goals and credentials through social media (a dedicated Facebook page was created), e-mail, brochures, events and hosted site visits.

With the buy-in and support of management – which is crucial to the success of the standard – the project team reviewed all processes and systems to identify areas for improvement and develop an action plan.

A number of initiatives were then introduced, including the re-use of water for irrigation, recycling of paper and printing cartridges, a more rational use of paper, responsible sales and purchase practices, and environmentally sustainable computing (Green IT). What's more, the impact on society was included as a criterion when making decisions related to investments, pricing and margins, and the selection of suppliers.

“That which cannot be measured cannot be governed, and will not endure... For better or for worse, the World has resisted to this day; it shall continue to do so evermore. As for us, we will disappear, along with our factories; so we might as well ‘do good’ and leave a positive trace of our passage, rather than a trail of woes behind us.”





STEG

(Société Tunisienne
de l'Électricité et du Gaz)

Created in 1962, STEG is a public enterprise that produces and distributes electricity and natural gas in Tunisia. It is one of the country's largest organizations and employers, with a production capacity of 3 526 MW, of which 82% is natural gas.



**Société Tunisienne
de l'Électricité et du Gaz**

Name: STEG, Société Tunisienne de l'Électricité et du Gaz

Country: Tunisia

Industry: Electricity/public services

Number of employees: 13 000

What are the benefits of ISO 26000 for STEG?

Key benefits to date include:

- Development and distribution of a Code of Ethics
- Increased transparency regarding the recruitment process
- Improved stakeholder relationships
- Increased transparency with clients and all stakeholders through better reporting
- Greater staff engagement
- Development of electrical and gas infrastructure promoting socio-economic welfare in deprived communities

How did ISO 26000 lead to these benefits?

Selected staff members were trained on ISO 26000 and awareness sessions were organized with the top management. Cross-departmental working groups were set up to oversee the application of the standard's core subjects and values. Prior to ISO 26000, communication with stakeholders was infrequent and ad hoc. Now, a formalized system allows for more regular and relevant communication, improving relationships and understanding.

Coordination with the various existing structures, such as safety and environment, governance and regional offices, was also put in place.

Being a strong national player, the sharing of experience with other organizations through participation in seminars and conferences is a priority.

STEG's code of ethics and values were reviewed and elaborated, and their processes examined to identify areas for improvement. These include the establishment of renewable energy programmes using solar power, the distribution of one million low-energy light bulbs and consumer campaigns encouraging eco-friendly behaviour. What's more, STEG exhorted the Tunisian parliament to review an aspect of the law related to renewable energy to ensure it corresponds with socially responsible principles.

Lastly, in a bid to promote youth employment, STEG collaborated with universities to improve synergies and facilitate the integration of graduates into the professional world.

“The ISO 26000 exercise has taught us that synergies between the economic, social and environmental aspects of business are essential for overall performance. A single dysfunctional aspect will negatively impact the other two aspects.”



Photo : STEG

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