

“Corporate Responsibility Management Systems”

DNV, Athens, 16th October 2008



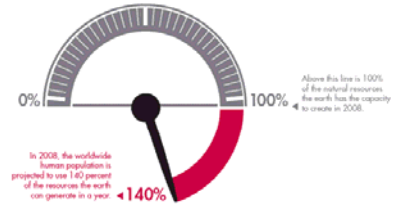
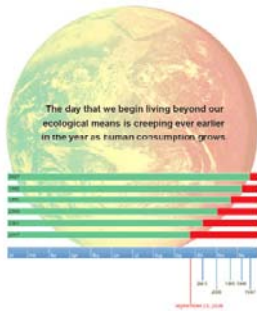
By: Emmanuel Perakis



Corporate Responsibility and Myths



CR Trends – Revolution?



1987: 31 December
2008: 23 September
2050: 1 July

CR Trends – Revolution?



According to WWF we already exceed nature's capacity by 20%



20% of world population consume 80% of it's resources.



World population will grow by 50% before stabilizing in 25-30 years

Therefore we need to reach a resource efficiency of:



1.2

x

4

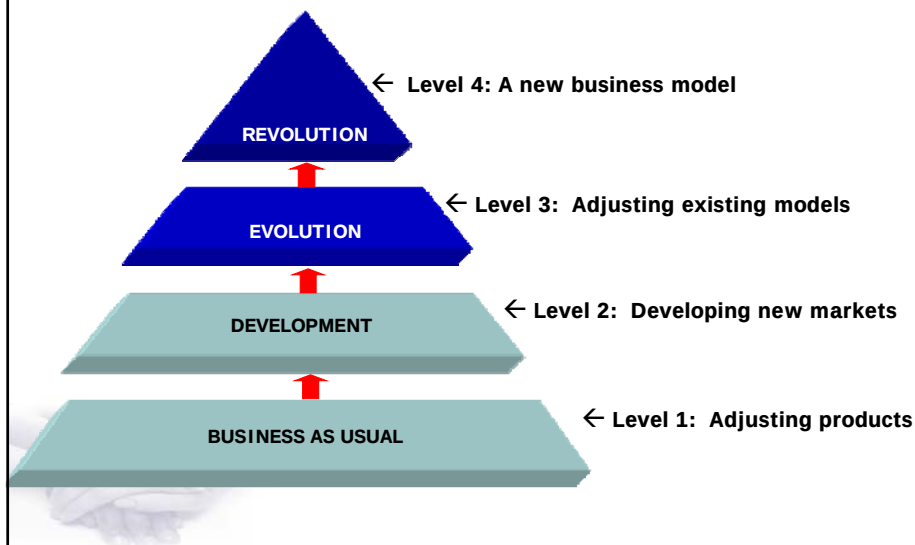
x

1.5

≈

7.2

CR and Competitiveness – Levels



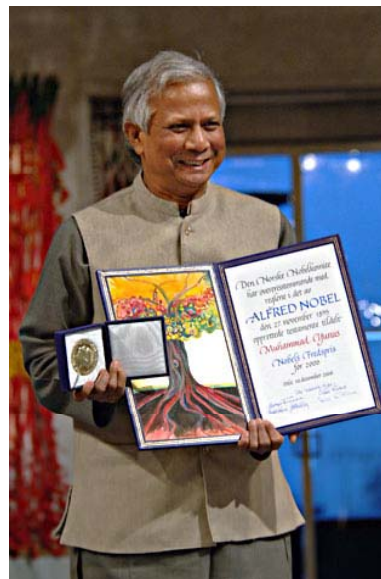
CR Trends – Revolution?

■ The Leader:

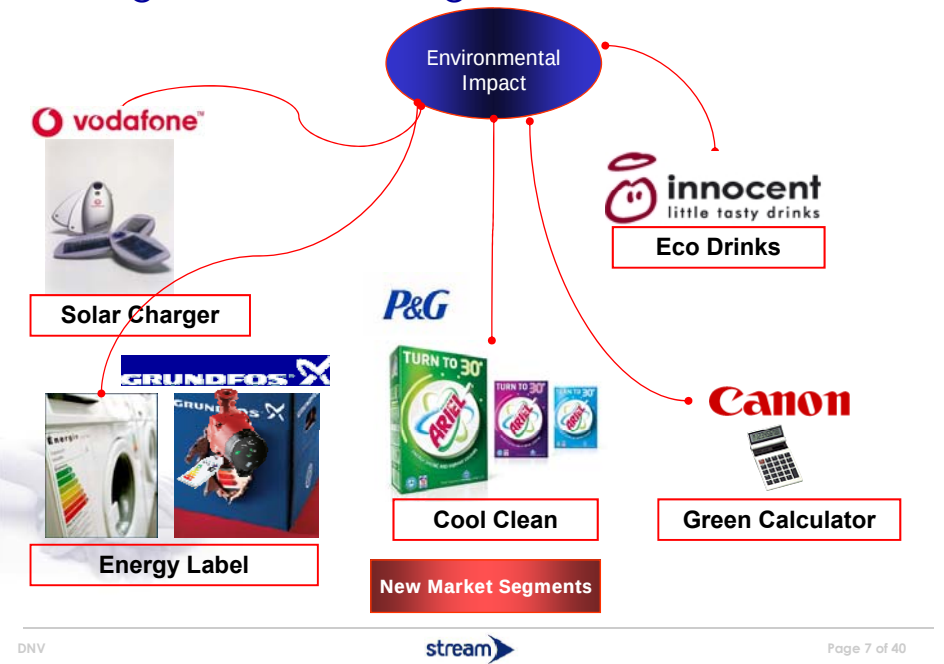
- Self believe and humility
- Long term dream and pathos
- Unaware of implications and end target
- Creativity to overcome obstacles
- Desire to communicate
- Ethical strength to overcome challenges

■ The Result

- Started in 1976
- 7,7 million customers of which 97% women
- Turning the system up side down



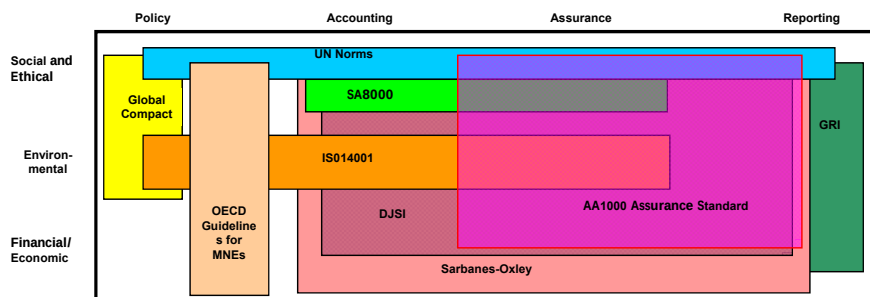
CR Programs – Protecting the environment



Management Systems



CR Trends – Corporate Models and Standards



Acknowledgement: This piece draws on work carried out by AccountAbility as part of the WBCSD 'Accountability and Reporting' Initiative.



CR Trends – Corporate Models and Standards

Principles - Codes

- Global Compact
- Corporate Codes
- BSCI



Management Systems - Guidelines

- EFQM
- AA1000
- ISO26000
- ISO14001, EMAS
- SA8000, IIP, OHSAS18001

■ environmental issues in project financing



Reporting Frameworks – Assurance Schemes

- Global Reporting Initiative (GRI)
- AA1000s
- EFQM
- BITC
- Corporate Codes
- France:2001/240/116
- Sweden



SRI - Rating Indices

- Dow Jones Sustainability Index
- FTSE 4 Good
- Ethibel



Industry Standards

- Mining - Extractive Industries Transparency Initiative
- Finance - Equator Principles, UNEPFI

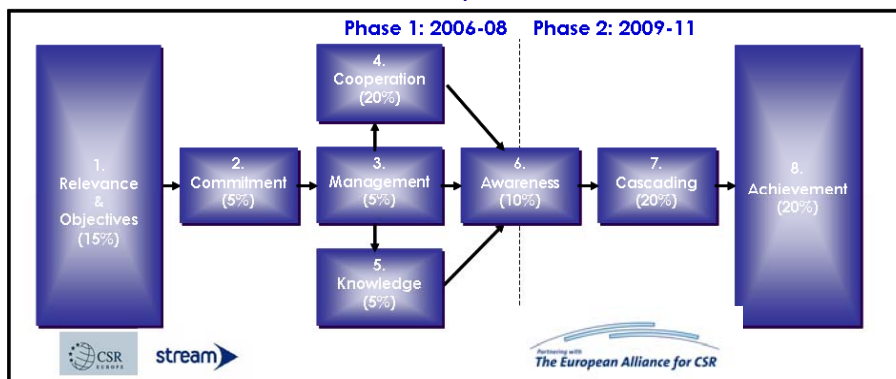
CR Trends – The UN's Global Compact Principles

within the “sphere of influence”

1. Support and respect the protection of human rights
2. Make sure not to be complicit in human rights abuses
3. Recognize freedom of association and the right to collective bargaining
4. Eliminate all forms of forced and compulsory labor
5. Abolish child labor
6. Eliminate discrimination in employment and occupation
7. Support a precautionary approach to environmental challenges
8. Promote greater environmental responsibility
9. Encourage the development and diffusion of environmentally friendly technologies
10. Work against corruption



CR Trends - The CSR Europe LAB Model



- 1.Relevance & Objectives:** How the LAB has clear Objectives and how relevant these are to the CSR Alliance Objectives
- 2.Commitment:** How LAB Leaders, Facilitators and Participants show visible commitment
- 3.Management:** How the LAB is managed in an effective, efficient and responsible way
- 4.Cooperation:** How the LAB involves relevant Stakeholders in the process
- 5.Knowledge:** How the LAB exploits good practices to develop or establish innovative, transferable, viable CSR methodologies
- 6.Awareness:** How the LAB improves the level of awareness of CSR methodologies among Companies & Stakeholders in the EU
- 7.Cascading:** How the LAB outcomes are adopted and applied by Companies in the EU
- 8.Achievement:**How the application of the LAB outcome leads to measurable, bottom line results regarding CSR in the EU

CR Trends – The under development ISO26000

WHAT IT WILL DO

- Guidance on actions/programs
- Establish common principles and common handling, globally

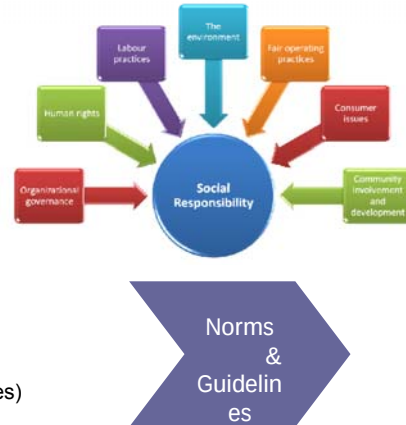


WHAT IT WILL NOT DO

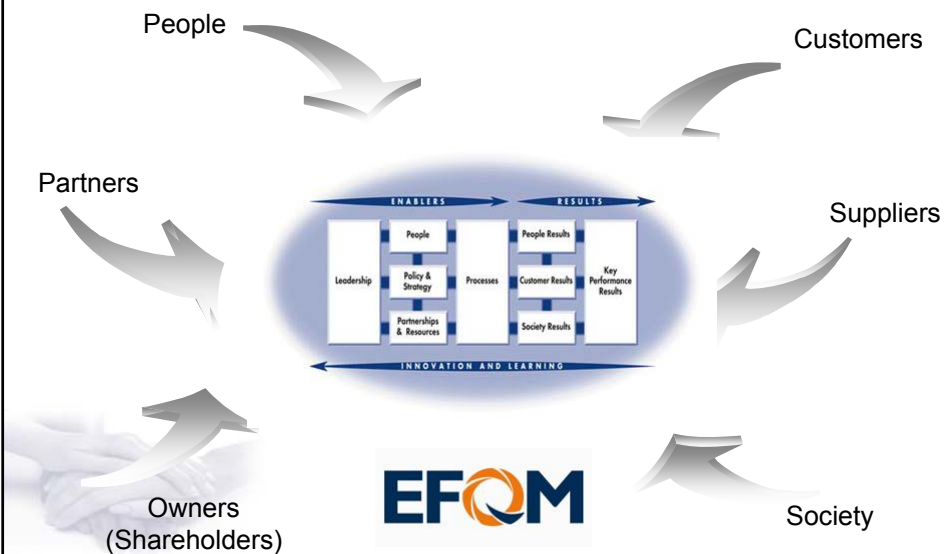
- It will not be a Management System
- It will not be certifiable

DATA

- 68 Countries
- 59 Organisations (e.g. WBCSD, IOE)
- 327 Participants
 - Companies, Governments, Labor Unions
 - NGOs, Consumer Associations, SSRO
- 5114 comments on Draft 3 (40% from companies)



CR Trends – Braking the chain via the EFQM Model



CR Performance Monitoring – E.g. Approaches

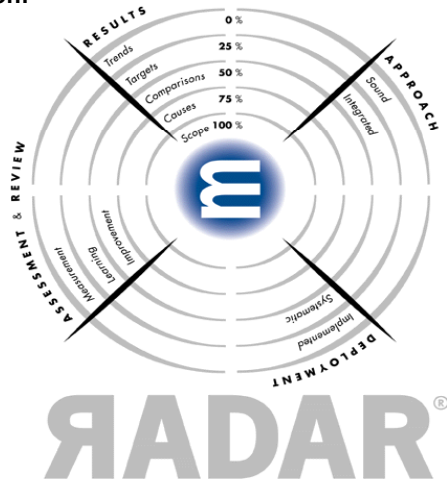
The EFQM RADAR assesses figures on:

Results, in terms of:

- Trends
- Targets
- Comparisons
- Causes
- Scope

Approaches, in terms of:

- Approach
- Deployment
- Assessment and Review



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stream

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CR Trends – The BITC

Marketplace



Workplace



Environment



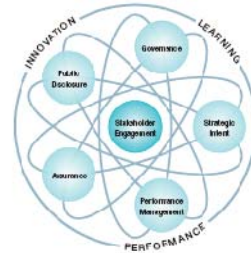
Community



CR Trends – The AA1000 Standard

Evaluates six domains:

- Strategy
- Governance
- Performance management
- Stakeholder engagement
- Public disclosure
- Assurance



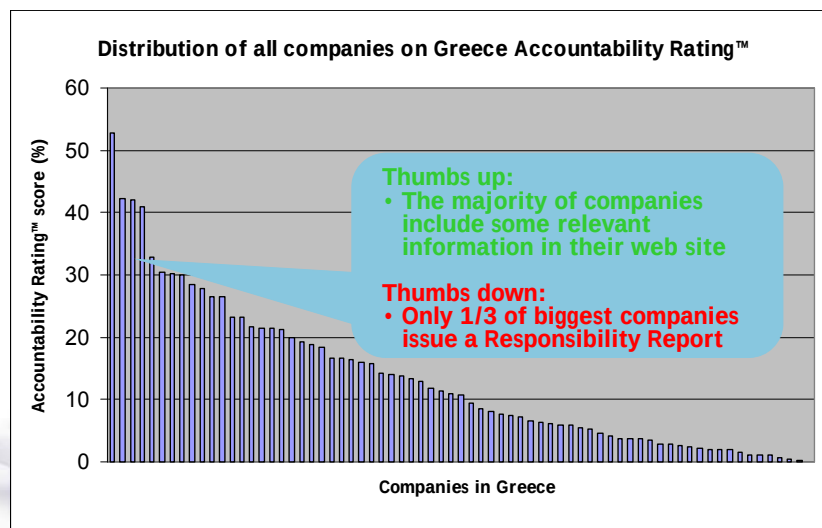
Rank 2006/2005	Company	Global 500 rank	Accountability score	Sector	Region	
1	3	Vodafone	66	72	Computers and electronics	Europe
2	1	BP	4	71	Petroleum refining	Europe
3	2	Royal Dutch Shell	3	69	Petroleum refining	Europe
4	8	Electricité de France	68	61	Energy and utilities	Europe
5	15	Siemens	96	68	Energy and utilities	Europe
6	17	Enel	132	66	Energy and utilities	Europe
7	4	HSBC Holdings	26	66	Financial	Europe
8	*	Veolia Environnement	185	66	Energy and utilities	Europe
9	28	BNP	49	63	Financial	Europe
10	5	Carrefour	25	60	Trading and merchandise	Europe

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CR Trends – The AA1000 Standard



Source: ISI - Accountability Rating Greece 2007

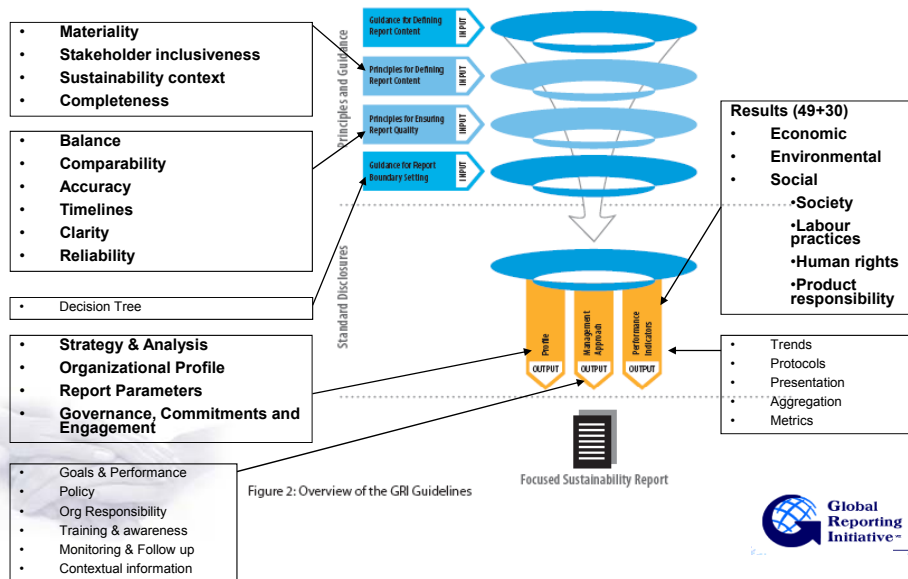
www.accountabilityrating.gr

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CR Trends – The GRI G3 Guidelines



CR Trends – The GRI Guidelines

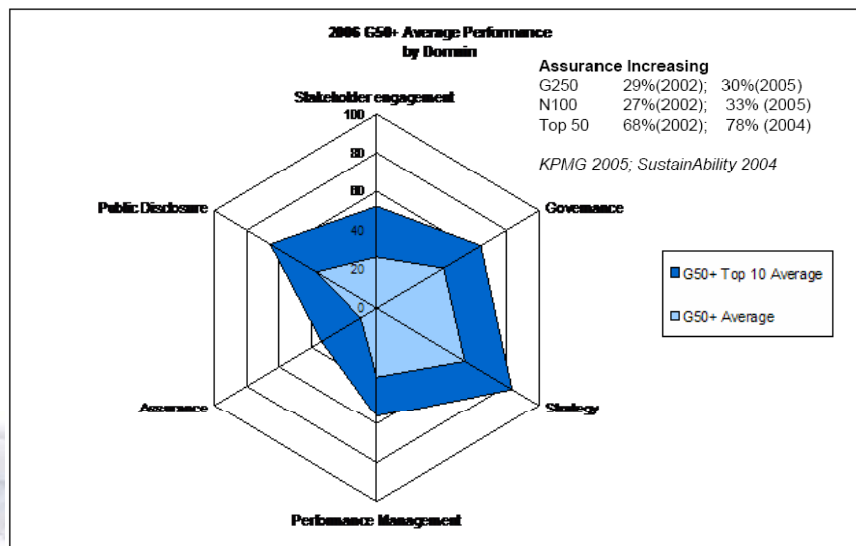
Application levels

Report Application Level	C	C+	B	B+	A	A+
Profile	Partial	Report Externally Assured	All	Report Externally Assured	All	Report Externally Assured
Mgmt Approach	No		Yes		Yes	
Perform. Indicators	10 from 3		20 from 6		49 Core + Sectors	
Report Service						

Assurance



CR Reporting status – Assurance



CR Reporting – Integrity

International Standard on Assurance Engagements 3000

Depth

1. “Reasonable Assurance” – comparable to financial audit

“the information (report / data) gives a true and fair view of the state of affairs....”

2. “Limited Assurance” – comparable to audit of interim financial statements

“nothing has come to our attention that causes us to believe that.....are mistated”

3. “Agreed-upon-procedures” – no assurance

“our tests were performed and no significant failures were noted...”



Concluding



Conclusions

- Although there are four main benefits for a business to focus on Corporate Responsibility, the main driver has to remain that "it is the right thing to do".
- Pressure on companies to perform better and be transparent will increase from Stakeholders like EU, Public, NGOs, Investors.
- Being a responsible corporation has to be facilitated by a robust Management System, handling areas of Environment, Marketplace (including Governance), Workplace and Society.
- Although a number of such systems are available, a combination of these systems or an internally developed system might be even more valuable.
- Any external verification should be reliable and value adding



Thank you for your time!

For further questions please contact:



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