

## Defining seven principles of ISO 26000 and practical examples of implementation

By committing to be socially responsible the organisation shows that it is actively taking responsibility in its local and national community. This is more than just public relations (important as that is); practicing SR affects the whole organisation. Indeed the best PR actually reflects an accurate picture of a good organisation.

ISO 26000 lists seven general principles on which SR should be based. These are: accountability; transparency; ethical behaviour; respect for stakeholder interests; respect for the rule of law; respect for international norms of behaviour and respect for human rights.

### Accountability

This issue is at the heart of the R in SR! Refusing to be accountable for actions is the opposite of taking responsibility. The responsibility and accountability of an organisation relate both to people who experience the direct effects of its activities and to society as a whole. Clearly the influence of one organisation will vary with its size, but everyone should be willing to take responsibility for the impact of their decisions and actions.

After recent fire incidents in Bangladesh, many factory owners are now taking the responsibility to improve their fire-safety. Some factories are now carrying out fire-risk assessments to identify risks and make plans to reduce or remove the risks.