

ESSENTIAL AGENDA OF BRAZILIAN NGO'S IN ISO 26000

In their participation on the ISO 26000 development process , Brazilian NGOs, articulated by means of a group named GAO, will present their proposals and conduct their action with a view to the fulfillment of the seven main points presented below, whose practical, conceptual and philosophical application should be reflected and promoted in all aspects of the guidance standard to be established.

1 - ETHICAL COMMITMENT TO THE ENVIRONMENT AND TO SOCIETY

The Environment and the sustainable and healthy Social Relationships are a value in themselves and an ethical commitment to the present and future generations. Measures seeking to assure their integrity are urgent and must be adopted in the shortest possible period. Corrective actions (on present passive), as well as preventive actions (on predicable passive) and pro active ones (seeking opportunities for the future) shall be focused. None of them can be replaced by compensatory actions.

The Environment and the Social Relationships can never be simply reduced to economical or monetary values, even considering that in certain situations, their elements could be quantified and treated as resources, costs or opportunities.

2 - PROMOTION OF GLOBAL CITIZENSHIP AND DEMOCRACY

The guidance standard shall recognize and guarantee the individual and collective human rights already recognized worldwide , respecting the primacy of the laws and the agreements established in a democratic and legitimate way in the extent of each country, and also by the countries amongst themselves, in terms of international right and multilateral organizations. It has to promote and value the exercise of global citizenship, understood as the establishment of mechanisms and conditions so that each human being can be heard and exercise - consciously and effectively – one's influence on the organizations and systems whose actions affect both the present welfare and future perspectives.

3 - VALORIZATION OF THE SOCIAL COOPERATION AND SOLIDARITY

The voluntary transfer of resources from one organization to people or institutions out of its interest or without a specific impact from its activities – but seeking the service of collective interests - is a valid and meritorious action that should be stimulated, since it is practiced in a way that it doesn't perpetuate the situations of inequality that promoted it.

Social Responsibility cannot be confused with philanthropy, which should be considered as a complementary activity to Social Responsibility, but not its essential or substitute part. The same applies to other practices related to donations or investment of private resources in social and environmental causes (such as "Social Marketing", "Cultural Sponsorships", "Social Action", "Private Social Investment " and others).

Care shall be taken so that the term SR is not depreciated nor used in a deceiving way, confused with the mere use of marketing, financial or other leniencies that escape to its nature. The transforming and self-sustainable character of those actions or donations should be prioritized, being recognized, nevertheless, the importance and the merit of those focused on the service of specific lacks or emergency situations.

4 - VALORIZATION OF CIVIL SOCIETY'S AUTONOMY

The guidance standard must recognize the legitimacy and autonomy of civil society to organize itself, in a diversified way, around its causes, aiming to promote its independence from the economical power. It must indicate cares and mechanisms so that the sponsor organizations consider and respect the identification of causes and priorities by its own citizens and organizations. It shall recognize the conflict among legitimate interests as an integral part of life in society, and that the dialogue is the only valid form to solve them.

5 - EFFECTIVE PARTICIPATION OF THE "INTERESTED PARTS" (STAKEHOLDERS)

The guidance standard should recommend the participation of the stakeholders in the planning, operation, monitoring and evaluation stages of the activities of the organization by which they are impacted. It should also recommend that all the possible measures are taken by the organization so that this participation may be effective, or in other words, founded in the dialogue and supported by discussion processes and information broaden adapted to the possibilities and needs of all the involved parts.

6 - CONSIDERATION OF the SPHERE OF INFLUENCE / VALUE CHAIN

The guidance standard must clearly expose the criteria for definition of the reach of the sphere of influence/value chain of the organization, considering its relevance and its control over its related agents. It should request that the organization has to be responsible for promoting the practice of SR in its whole extent.

7 - VALORIZATION OF TRANSPARENCY

The practice of SR requires the absolute transparency in terms of the criteria by which the organization acts, and all the impacts of its activities. The effective transparency requests effective, clear and accessible communication adapted in a time and form that allows its understanding by the public to which it is destined.

ABOUT GAO

GAO (Brazilian NGO Articulation Group for ISO 26000) is a forum which was originally constituted in July of 2006, congregating organizations and networks of Brazilian civil society with the purpose of discussing and addressing the participation of the members of Brazilian NGOs in the development process of the international guidance standard on Social Responsibility. It also aims to promote the discussion of that concept at a national extent, promoting the reflection and collecting contributions of national NGOs on the theme, preparing them to the implications of the process in course, both in Brazil and abroad.

The present "Essential Agenda" is a result of an internal discussion carried out in November/2006 and it aims to summarize the Group's orientations in the ISO 26000 development process and dissemination of SR concept.

GAO operates by means of discussions held on virtual platforms, information diffusion (physical and electronic), and also through the participation in decision forums related to ISO 26000 both in Brazil (ABNT) and abroad (ISO). In these forums, GAO is represented by two members of its executive secretariat. As long as the rules of ABNT and ISO are respected, these forums and the documents argued inside can be shared with the participants of GAO.

GAO is an open, plural and democratic group, having been formed by ample invitation to NGOs from all over Brazil, which chose to create a self-regulated entity, with its own organization and governance. More than 70 civil society entities from the most different sizes, focuses of action, geographical locations and political-philosophical trends have taken part in its constitution.

GAO stays open to new adhesions, being enough for that to access www.gao.org.br or write to iso2600gao@uol.com.br.

All documentation referred to the history of GAO and its composition, acting/planning in the ISO 26000 development process can be obtained by the same means.