



Gabriele Sauberer, TermNet

**Diversity and Social Responsibility:  
Diversity Management, CSR and  
ISO 26000**



▪ **Gabriele Sauberer**



## Introduction

- **Interdisciplinary research & training** - University of Vienna, Centre for Translation Studies:  
<http://transvienna.univie.ac.at> :  
Project management, cross-cultural and diversity management
- **Executive Secretary of TermNet:**  
[www.termnet.org](http://www.termnet.org) : Manager of EU and International projects in the area of language & management
- **Initiated** Standard „Diversity Management“ (ÖNORM S 2501) in Austria
- **Expert in standardization committees:** Terminology, Translation, Documentation, Diversity management, Corporate Social Responsibility
- **Quality Manager & Auditor**  
Lead auditor EN 15038 „Translation Services – Service Requirements“



# Contents and Goals of this Workshop

to discuss Diversity **Management** (DiM) in the context  
of (Corporate) **Social Responsibility**



## **Warm-up**

**My question to you:**

**What do YOU understand by**

- a) Diversity Management**
- b) Social Responsibility**



# Basics on Diversity Management

## ***Diversity management (DiM)***

***a strategic management approach aimed at the targeted consideration and deliberate utilization of the diversity of persons and relevant organizational environments or stakeholders in order to create structural and social conditions under which all employees can develop their abilities and reach their full performance to the benefit of all parties involved and for raising the organization's success.***

***ÖNORM S 2501:2008, page 5, Clause 2: Terms and definitions***



## Economic paradigm

Voluntary

Management approach

Human resource

Economy



Diversity Management

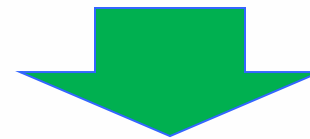
## Legal paradigm

Legally binding

Social & political

Human rights

Government



Anti-discrimination



## Diversity Management

## Anti-Discrimination

supports implementation  
of laws & regulations

imposes laws & regulations

**Economic** paradigm

**Legal** paradigm

communicates needs &  
requirements

reacts to needs &  
requirements

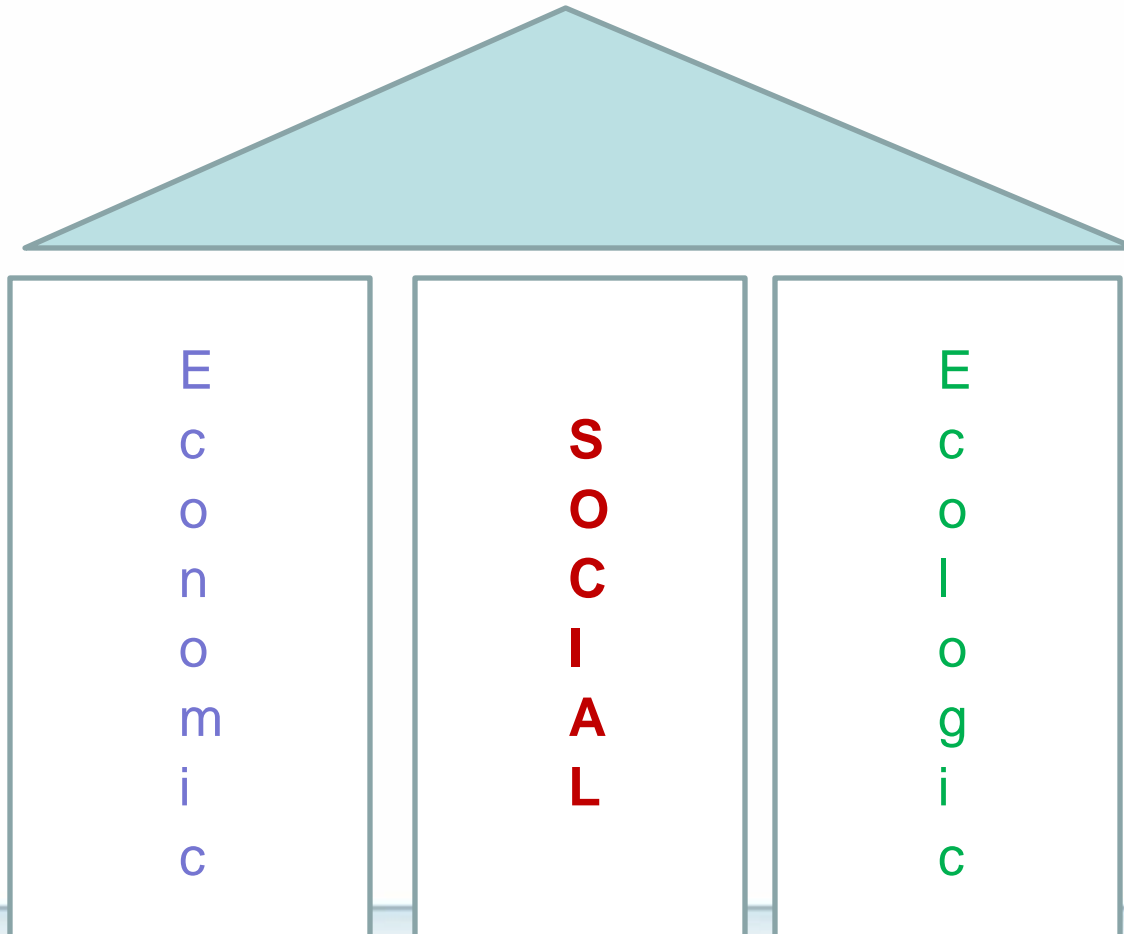


## **Basis of both paradigms: Core dimensions („what you can't choose“)**

- **Age**
- **(Dis)abilities**
- **Ethnical background**
- **Gender**
- **Religion & Belief (in US: Race)**
- **Sexual orientation**

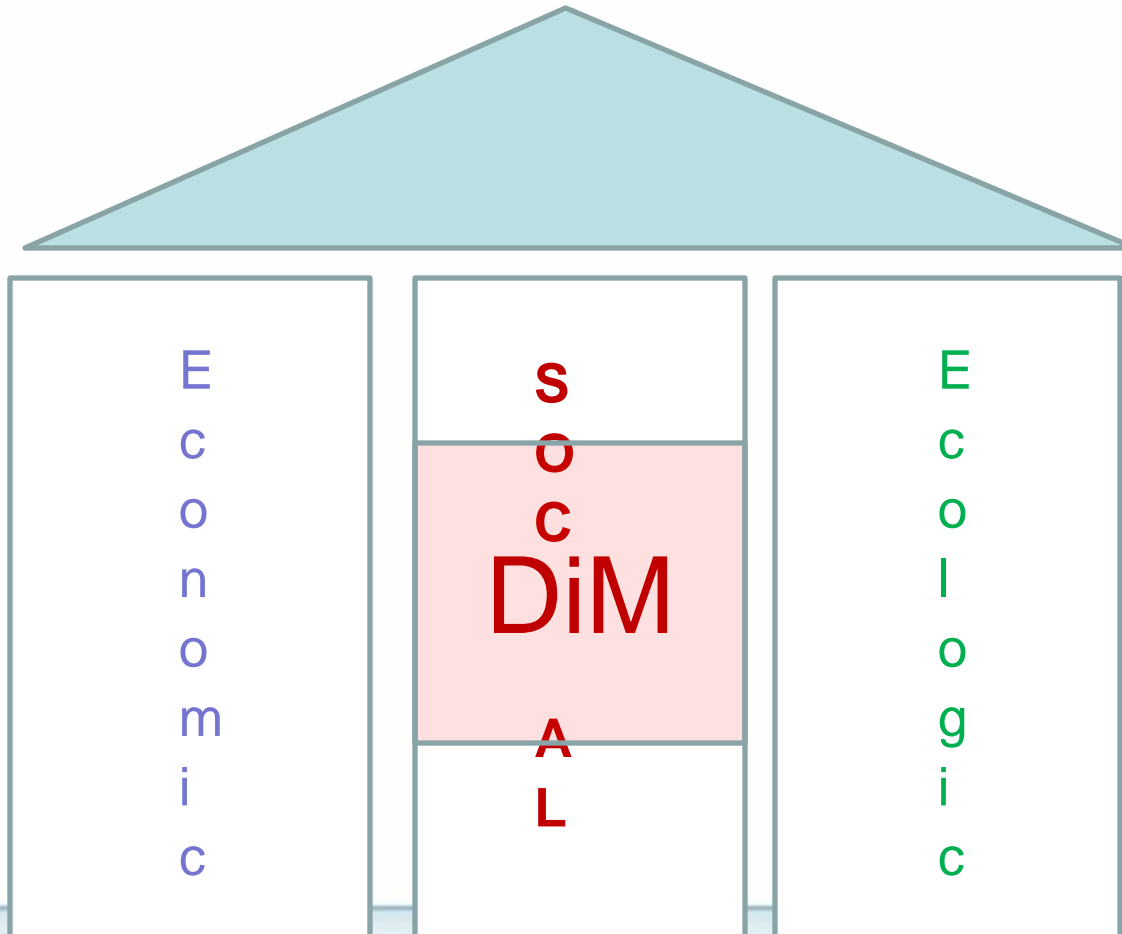


## DiM within the context of (C)SR





## DiM within the context of (C)SR





## **ISO 26000 is a future ISO Standard**

- **Guidance on Social Responsibility  
(English title)**
- **Reference language version: English**
- **Publication expected in autumn 2010**



## ISO 26000 is a document expressing

- consensus of 6 stakeholder categories in 161 ISO member countries:
  - Consumer
  - Government
  - Industry
  - Labour
  - NGO and
  - SSRO (service, support, research and others)



## ISO 26000 expresses consensus on

- the „**responsibility**“ of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that
  - contributes to sustainable development, including health and the welfare of society;
  - takes into account the expectations of stakeholders
  - is in compliance with applicable law and consistent with international norms of behaviour; and
  - is integrated throughout the organization and practised in its relationships



## = Definition of Social Responsibility

- **NOTE 1** Activities include products, services and processes.
- **NOTE 2** Relationships refer to an organization's activities within its sphere of influence.

**ISO/CD 26000, 2.16 social responsibility, p. 3**

**Revised draft ISO 26000, Guidance on social responsibility (unedited draft, 21. May 2010)**



## **ISO 26000 is**

- **a unique symbol of joint efforts to solve joint problems at global level**
- **intended to assist all types of organizations, regardless of their size or location, to contribute to sustainable development, incl. health and the welfare of society**



## **ISO 26000 is**

- **not a management system standard**
- **not intended or appropriate for certification purposes or regulatory or contractual use**
- **„Why this standard is not certifiable?“ was the by far most asked question around the world within the ISO-DEVCO series of regional and national ISO 26000 workshops**



## Seven core subjects of SR

- **Organizational governance**
- **Human rights**
- **Labour practices**
- **The environment**
- **Fair operating practices**
- **Consumer issues**
- **Community involvement and development**



**THANK YOU VERY MUCH**

**Looking forward to your comments,  
contributions & questions**

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