

# Velkommen

BI's Senter for  
Virksomhetskommunikasjon



standard  
norge

TYNGDEN DU TRENGER



## Samfunnsansvar og ISO 26000 – et nytt verktøy for kommunikatører og kommunikasjon

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**Peggy Simcic Brønn**, leder, Senter for  
Virksomhetskommunikasjon: velkommen og kort om  
omdømme, CSR og CSR kommunikasjon

**Hege Thorkildsen**, prosjektleder Standard Norge: ISO 26000 og  
den unike prosessen bak

**Marit Sæter**, kommunikasjonssjef Standard Norge: ISO 26000 -  
Kommunikasjon om samfunnsansvar og dialog med  
interessenter

**Eli Munkelien**, direktør samfunnsansvar i KLP: Praktisk bruk av  
ISO 26000 hos KLP



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- *“Effective, transparent communications and stakeholder engagement are at the heart of implementing social responsibility. ISO 26000 does an excellent job of establishing the fundamental expectations for social responsibility and places stakeholder engagement at the center of its implementation. As professional communicators, we have exciting opportunities to help organizations use this standard to integrate social responsibility into decision-making and activities by facilitating honest dialogue with stakeholders and developing ethical communications.”*
- (Michelle Bernhart, member of International Association of Business Communicators team assisting in developing the new standards)



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Corporate Brand -- term given to  
represent the organization as a brand.  
Virksomhet som merkevare



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• OLD

❖ *“You are what you sell.”*

- Product
- Price
- Promotion
- Packaging
- Innovation

• NEW

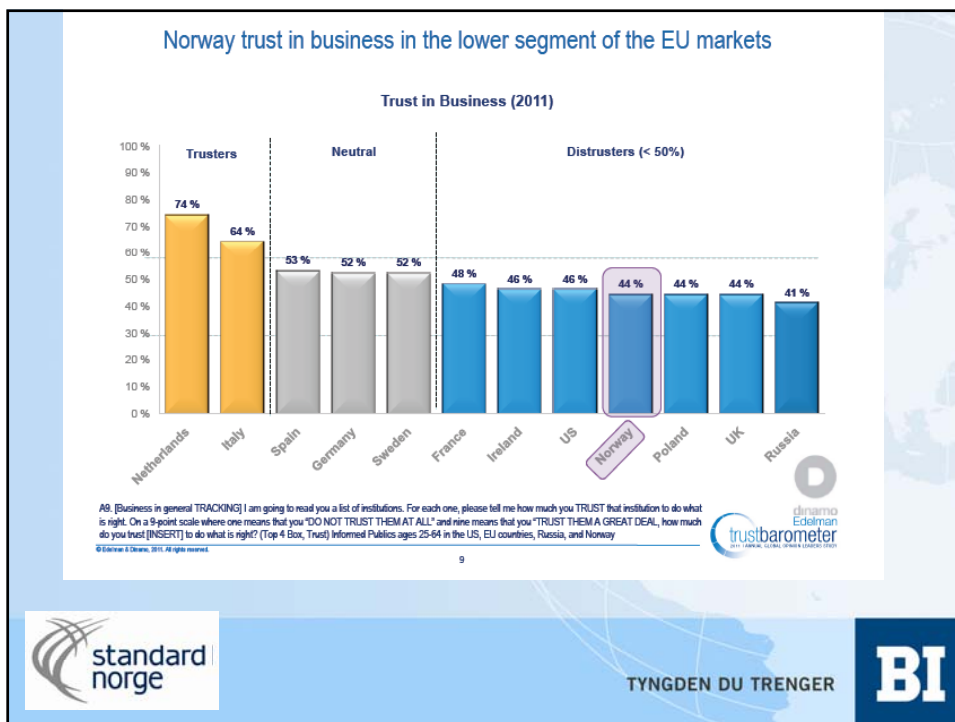
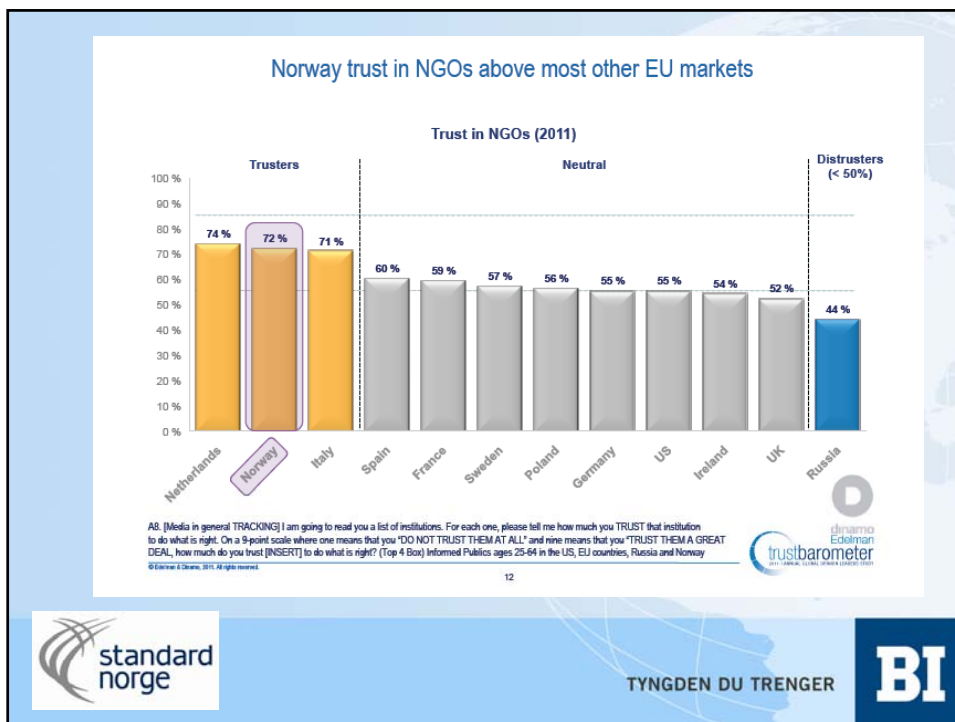
❖ *“You sell what you are.”*

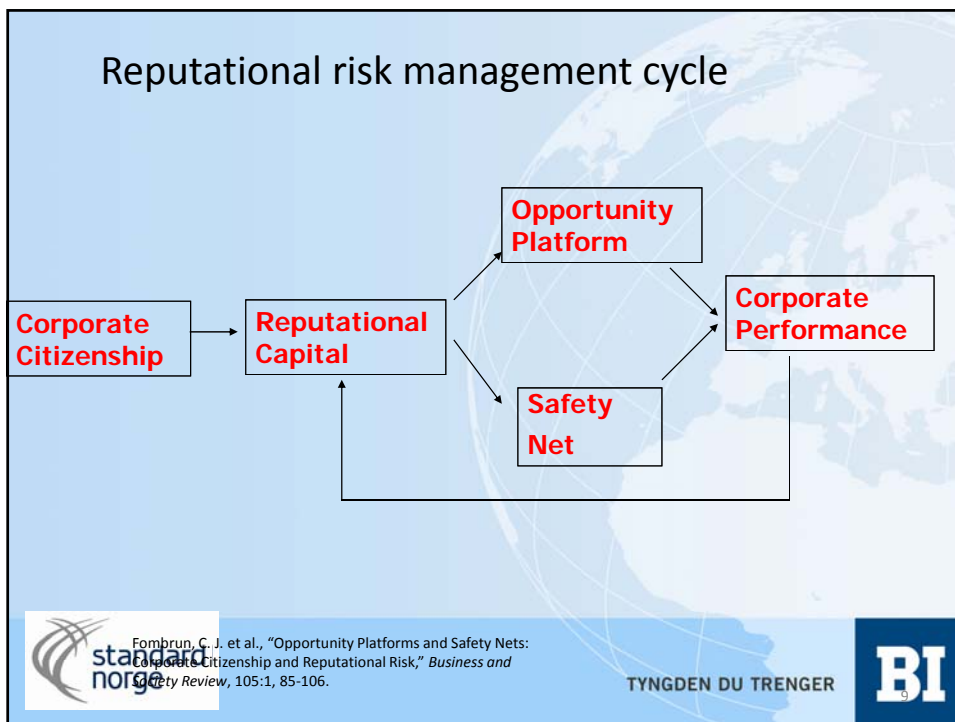
- Intelligence
- Access
- Communication
- Values
- Trust



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### If I know a firm supports a good cause or shows active CSR:

	2009		
	Neutral	Agree	1999
It is more likely I will purchase from them.	23%	58%	59%
There is a greater chance I would work for them.	34%	44%	

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## CSR Communication

- Communication that is created and sent by the firm itself about its work in CSR (Morsing 2006)
- Process a company undergoes in order to inform its stakeholders of its commitment to ongoing corporate social responsibility(CSRwire)
- Publishing a firm's engagement over and above authorities' minimum demands and business's standard ethics
- Reinforcing or improving a company's image by demonstrating the company's support for a particular issue



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Communicating CSR: provides information that legitimizes an organization's behavior by trying to influence stakeholders and society's image of the company

Difficult:

Can not be easily verified

Projects often very long with no evidence of outcome



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- The public demand for information on companies' CSR efforts exceeds the companies' current level of CSR communication.
- Leading to an increasing legitimacy gap

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The stakeholder information strategy	The stakeholder response strategy	The stakeholder involvement strategy	Morsing and Schultz 2006
Public information, one-way communication	Two-way asymmetric communication	Two-way symmetric communication	
Sensegiving	Sensemaking ↓ Sensegiving	Sensemaking ↕ Sensegiving – in iterative progressive processes	
Request more information on corporate CSR efforts	Must be reassured that the company is ethical and socially responsible	Co-construct corporate CSR efforts	
Stakeholder influence: support or oppose	Stakeholders respond to corporate actions	Stakeholders are involved, participate and suggest corporate actions	
Decided by top management	Decided by top management. Investigated in feedback via opinion polls, dialogue, networks and partnerships	Negotiated concurrently in interaction with stakeholders	
Inform stakeholders about favourable corporate CSR decisions and actions	Demonstrate to stakeholders how the company integrates their concerns	Invite and establish frequent, systematic and pro-active dialogue with stakeholders, i.e. opinion makers, corporate critics, the media, etc.	
Design appealing concept message	Identify relevant stakeholders	Build relationships ←	
Unnecessary	Integrated element of surveys, rankings and opinion polls	Stakeholders are themselves involved in corporate CSR messages	

Corporate communication department's task:

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Å bedre omdømme er den viktigste grunnen til samfunnsansvar



### Grønn imagebygging

► **Forbedret image** er den viktigste årsaken til at norske selskaper innfører miljøtiltak.

Is that a bad motive?



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