

■ e-Learning course on ISO26000: Guidance on Social Responsibility ■

Markets and businesses are undergoing major changes as globalization deepens. Pressure from diverse social groups, customers, governments, industries, and the public at large is changing the operating environment. Many organizations are interested in devising social responsibility (SR) strategies, both as a response to outside pressures and in their own interest. However, the key challenge remains how to turn these strategies into action and how to implement SR activities effectively. Against this background, the APO and Tokyo Development Learning Center jointly organized the first phase of the APO e-learning course on ISO26000, 9–12 May 2011. The course brought together quality control/management professionals, quality consultants, auditors, and representatives of universities to study the concept and fundamental elements of ISO26000 and SR.

APO Secretary-General Ryuichiro Yamazaki welcomed more than 100 participants from five member countries (Bangladesh, India, Pakistan, Thailand, and Vietnam). He stressed that, “The sustainability of business means not only providing products and services that meet customers’ requirements with-



APO e-learning course in progress at TDLC. Photo APO/A. Donaire.

out affecting the ecology adversely but also functioning in a socially responsible manner by all means.” Then he introduced ISO26000 as “an international standard



Vietnamese participants in the e-learning course. Photo courtesy of VPC.

providing guidelines on socially responsible behavior and necessary actions.”

The course was conducted with interactive presentations by resource speakers Pende Sameer Vinayak and Sundareshan Ravi of the Bureau Veritas Certification (India) Pvt Ltd. on an overview of ISO26000, SR concepts and principles, exercises, and case studies. On the final day, each group of participants from the five countries made presentations to share their understanding as well as the experience in implementing ISO26000 in their own countries. The Vietnam group was recognized for making the best presentation. After the completion of the e-learning program, an online forum on APO Social Responsibility/ISO26000 Professionals was created and this will be the basis for knowledge sharing and dissemination. 🌐

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