

Asian Productivity Organization

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PROJECT NOTIFICATION

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1. **Project Code:** 11-IN-16-GE-TRC-B
2. **Project Title:** **e-Learning Course on ISO26000: Guidance on Social Responsibility**
(Based on the Global Development Learning Network of the World Bank platform)
3. **Duration:** Phase 1: 9–12 May 2011
Phase 2: 23–26 May 2011
4. **Venues:** Phase 1: Bangladesh, India, IR Iran, and Pakistan.
Phase 2: Fiji, Indonesia, Malaysia, Philippines, Sri Lanka, Thailand, and Vietnam.
5. **Implementing Organizations:** APO Secretariat and the following NPOs:

Phase 1

- 1) Bangladesh: National Productivity Organization, Dhaka
- 2) India: National Productivity Council, New Delhi
- 3) Iran: National Iranian Productivity Center, Tehran
- 4) Pakistan: National Productivity Organization, Islamabad

Phase 2

- 5) Fiji: National Training & Productivity Centre within the Fiji National University, Suva
- 6) Indonesia: Directorate of Productivity Development
Directorate General of Training and Productivity Development, Ministry of Manpower and Transmigration R.I., Jakarta
- 7) Malaysia: Malaysia Productivity Corporation
Petaling Jaya, Selangor
- 8) Philippines: Productivity and Development Center
Development Academy of the Philippines,
Metro Manila
- 9) Sri Lanka: National Productivity Secretariat, Colombo
- 10) Thailand: Thailand Productivity Institute, Bangkok
- 11) Vietnam: Vietnam Productivity Centre, Hanoi

6. Number of Participants: Up to 25 and more than 20 from each participating country (a total of up to 275 participants)

7. Closing Date for Nominations: Phase 1: **15 April 2011**
Phase 2: **29 April 2011**

8. Objective:

To train participants in the concept and fundamental elements of ISO26000 and social responsibility (SR). This course will enable participants from all sectors to develop basic plans for improving business sustainability in SR perspective.

9. Background:

Sustainability of business means not only providing products and services that meet customers' requirements without affecting the ecology adversely but also functioning in a socially responsible manner by all means. Customers, governments, industries, and the general public at large have been continuously stressing this point. Despite of so called declarations on SR, the key challenge remains how to put these principles into practice and how to implement SR activities in effective manner.

The ISO developed an international standard providing guidelines on socially responsible behavior and necessary actions. It does not specify requirements and therefore is not certifiable. In view of this, ISO26000 cannot be used as basis for certificates, or compliance statements as such. The guidance in ISO26000 is clear, objective, understandable even to nonprofessionals, and applicable to private and public organizations in all sectors. It envisions adding value to existing SR initiatives by:

- 1) developing consensus on what SR stands for and the SR issues;
- 2) guiding on how to translate underlying SR principles into actions, and
- 3) fine-tuning best SR practices and disseminating the information worldwide

ISO26000 harmonizes relevant declarations and conventions endorsed by the United Nations and its constituents such as the International Labor Organization and Organization for Economic Co-operation and Development.

This course is offered using the World Bank's Global Development Learning Network (GDLN) platform. The APO and Tokyo Development Learning Center have worked together over the last few years to organize a number of projects utilizing the GDLN for distance-learning seminars for member countries with access to the necessary IT facilities. Based on past success, the same modality is proposed to train more participants from member countries in ISO26000 in this two-phase course.

10. Modality of Implementation:

The project will be implemented at GDLN centers in participating countries. The main faculty comprising two/three resource speakers will deliver presentations from India, Malaysia, and Japan. In each phase of the course, there will be five or six country groups of 20 participants each. Each of the country groups will be moderated by a country project coordinator in each GDLN center. The presentations of resource speakers will be interactive, involving exercises

and case studies while allowing participants to raise questions. Each group of participants in each country will make presentations to share their experience in implementing ISO26000 measures.

11. Scope and Methodology:

Scope

- 1) Overview of ISO26000.
- 2) SR concept and principles
- 3) How to achieve the targets of SR while maintaining business quality.
- 4) Case studies on ISO26000 and SR in action.

Methodology

Online technical presentations by experts, online discussions, online presentations of case studies, group discussions, site visit(s), question and answer session, local case studies, etc.

12. Participants:

- (a) Age: Preferably between 30 and 50 years.
- (b) Education: University degree or equivalent qualification from a recognized institute.
- (c) Present Position: Quality control/management professionals, industry managers especially from SMEs, quality consultants, or auditors
- (d) Experience: At least five years of experience in a related field.
- (e) Language Proficiency: Proficiency in written and spoken English is essential.

Note: Participants who perform well will be given preference for attendance at subsequent multicounty SR-related APO projects.

13. Financial Arrangements:

(a) To be borne by the APO

- (i) All assignment costs for resource speakers to prepare presentation materials and deliver presentations from India and Japan.
- (ii) Rental and other charges of the GDLN centers in Tokyo and other participating countries.
- (iii) Honorarium for a local project coordinator in each of the participating countries, and transportation costs for field visits, if necessary.

(b) To be borne by participating countries

- (i) Local implementation costs.

14. Actions by participating member countries:

Each participating country is requested to nominate up to 25 and more than 20 participants and submit their biodata (the first page of the APO biodata form only). Please ensure that candidates nominated meet the qualifications specified above.

Participating countries will each identify a project coordinator from within the NPO or any other relevant organization with basic knowledge of ISO26000 to coordinate and facilitate course activities at the local level. The coordinators will arrange field visits and moderate group discussions among the participants during the training course in consultation with the NPO and chief resource persons identified by the APO. The group discussions will include experience sharing, views of participants on ISO26000, and review of e-learning sessions. Field visits will be arranged to enterprises where ISO26000-related measures have been or are being put in place. Local project coordinators will also make all necessary arrangements with the local GDLN center.



Ryuichiro Yamazaki
Secretary-General