

ISO 26000 -A BLENDED APPROACH OF CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT

ISO (the International Organization for Standardization is a worldwide federation of national standards bodies (50 member bodies). The work of preparing International Standards is normally come out through 150 technical committees. Each member body interested in a subject for whom a technical committee has been established has the right to be represented on that committee.

International organizations, governmental and non- governmental, in liaison with ISO, also take part in the work ISO collaborates closely with the International Electro technical Commission (IEC) on all matters of electro technical standardization International Standards are drafted in accordance with the rules given in the ISOREC Directives, ISO 26000 was prepared by ISO/TMB Working Group on Social Responsibility. Corporate Social Responsibility (CSR) entails all efforts implemented by private organizations to manage social and environmental impacts that may have a negative impact on business performance and sustainability if left unattended. The entire process that is executed via the CSR Strategy enables the organization to reduce operational risk and better engage with stakeholders thus achieve an overall positive on the three pillars of sustainability: environment, society, economy.

KEYWORDS: *Corporate Social Responsibility, Water Conservation, Coca Cola, Energy Conservation, Community and System, ISO 26000*

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