

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*

Article History

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INTRODUCTION

Water Conservation and Safe Access to Water

In this, “CSR Water Conservation and Access to Safe Water” the author has tried to analyse corporate social responsibilities (CSR) and The Coca Cola Companies Water Stewardship Policy and Initiatives.

The ISO 26000 and Global Reporting Initiative (GRI) have issued guidelines to all the industries that their policies should be planned in such a manner that the social responsibilities become an integral part of the policies, organizational culture, strategies and operations, building internal competencies for social responsibilities and regularly review these actions and practices.

The essential characteristic of social responsibility is the willingness of an organization to incorporate social & environmental consideration in the decision making and be accountable for the impacts of decisions and activities on society and the environment. This implies both transparent and ethical behaviour that contributes to sustainable

development, takes into account the interest of stakeholders, is in compliance with applicable law and consistent with international norms of behaviour and is integrated throughout the organization and practiced in its relationship.

Water Replenishment and Waste Water Treatment to discharge it for secondary applications have been the subject matter of study. The impact of water related stewardship of Coca Cola System on access to safe drinking water, its availability for various uses like sanitation – hygiene, environment and ecosystem, community development and agricultural use has been presented at global level, at Indian National level, and at State of Rajasthan level; with specific emphasis to Hindustan Coca Cola bottling plant at Kaladera (Rajasthan -India) as Corporates Social perspectives.

The result of the present study is based on information gathered from

- Water Stewardship and related published data
- Analysis of information obtained from local residents and the community of Kaladera, Chomu Rajasthan where The Coca Cola Bottling Plant is located.

The sustainability framework of Coca Cola is shared vision of how Coca Cola system can work together to create social value and make a positive difference for the community and the consumer they serve. Water source protection is the important commitment and is time bound to replenish 100 % water used in the product. The efficiency of water by 2020 will be improved to 25 % compared to 2010baseline. Reduction in the carbon footprint by 25 % to protect the climate will be achieved. Sustainability of the agriculture and key ingredients shall be one of the commitments.

While we are energized by our success to date, we recognize that we have much more to do if we are to meet our goals of replenishing water 100 % by 2020. We also use overtime – a complex challenge. Sustaining water balance will require Coca Cola to continue to treat all processed waste water. In order to sustain this commitment, we will need to replenish more water to balance our water use as the business grows globally. It will require the company to sustain the outcome of our community water project (CWP) through monitoring and evaluation to ensure that the project continues to deliver the intended benefit to the people in community and the nature¹The progress in this direction made so far is that our water efficiency has improved by 5.9 % since 2010 and 21.4 % since 2004.

The Coca Cola System Water Used by Source

- Ground / Surface Water: 154.1 billion litres
- Municipal Water: 147.7 billion litres
- Other 2.4 billion litres
- Total: 303.2 billion litres

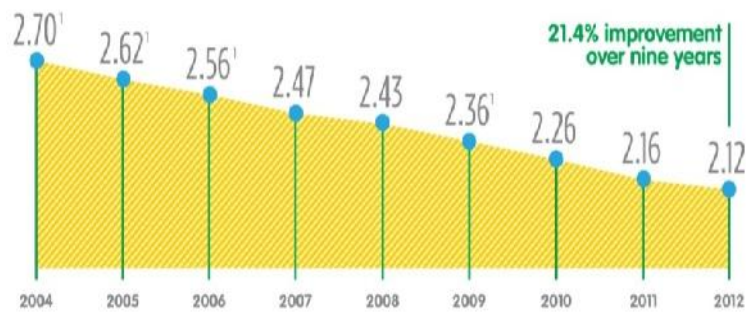


Figure 1: The Coca Cola System Water Use Ratio 2004-2012.

Mitigation Water Risk For Community and Our System

Assess the vulnerability of the quality and quantity of the water source for each of our system's bottling plant and begin implementing a locally relevant source Water protection program by the end 2012. The progress made to meet out this goal by 2012 is reflected by the fact that 788 of the 863 bottling plants in our system (91 %) had completed Source

Vulnerability Assessment (SVA) and 587 plants had begun implementation of Source water Protection Plan (SWPP). Work on this goal began in 2008. However, we have not yet fully met our goals due to challenges in obtaining data, ongoing discussion with stakeholders and sheer volume of the work required. We aim to attain in our entire plants source water protection program by the end of 2013. The source vulnerability assessment (SVA) and water source sustainability assessment require an inventory of water resource management agencies and their policies, regulations, planning priorities and enforcement activities. An inventory of relevant stakeholders includes communities, water providers, regulatory agencies, NGO's, labour and trade organizations, learning institutions, political entities and others. All these management agencies monitor and review available water quality data and current and historical water quality issues. They also have to assess and evaluate the water scarcity, identifying current water stress and drought conditions. Once the Source water vulnerability assessment is completed by the bottling plant, they to develop and implement a comprehensive source water protection plan (SWPP) detailing specific risk mitigation action and deadline for completing them. The deadline to develop SWPP by all company owned bottling plants by the end of 2012 is met by nearly 70 % of our global manufacturing system – 587 of 863 plants have begun implementation of SWPP and the remaining plants to begin SWPP by the end of 2013.

We have reduced our impact on water system and contributed to improved water quality by treating waste water before returning it to the environment. The goal by the end of 2010 was to return to the environment at a level that supports aquatic life – the water we use in our system operations through comprehensive waste treatment. The progress in this direction to treat all waste water from our manufacturing processes by the end of 2012 was achieved at 98 % alignment with our waste water treatment standard.

The Coca Cola System has invested \$ 1 billion plus over the last decade in the waste water treatment projects and have returned 160 billion litres through treated waste water achieving 98 % alignment with our waste water standards.

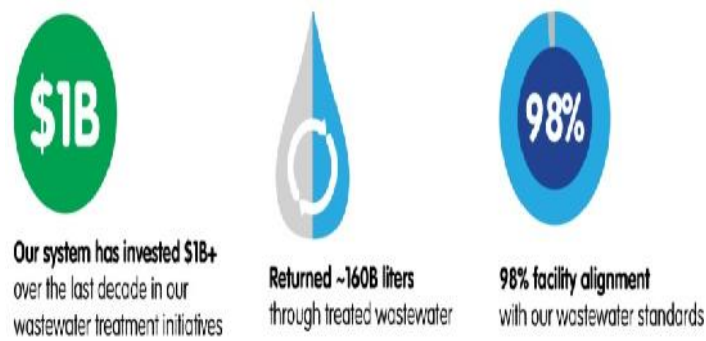


Figure 2: The Coca Cola System Investment in Waste Water Treatment Project.

CLIMATE PROTECTION

The goal for climate protection and to reduce the carbon footprint of the drink by 25 % by the year 2020; is partially achieved by 2012 and we are continuing to work to reduce the carbon footprint comprehensively across all our manufacturing processes by 2020.

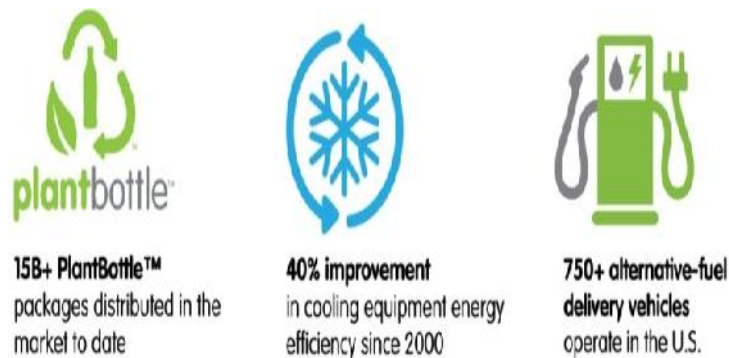


Figure 3: The Coca Cola System Goals for Climate Protection.

COMMITMENT TO IMPROVE THE ENERGY EFFICIENCY

Coca Cola System throughout the globe has also improved the energy efficiency in the beverages produced by 40 % compared to year 2000 levels. The company has deployed nearly 5.5 million energy management devices for the beverage production reducing average energy consumption.

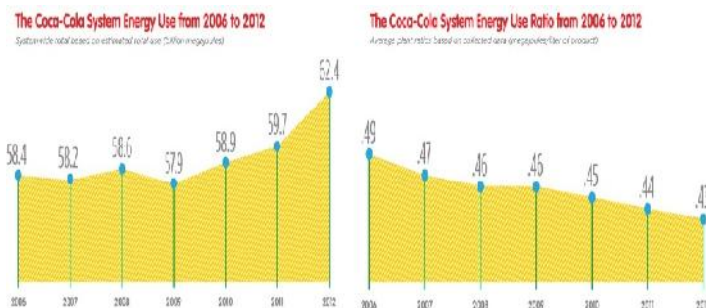


Figure 4: The Coca Cola System Energy Use & Use Ratio.

COMMITMENT FOR SUSTAINABLE AGRICULTURE

Coca Cola launched an ambitious new goal for sustainable sourcing of key agricultural ingredients to be used by year 2020. For this in the year 2012 the company collaborated with World Wildlife Fund (WWF) and other partners to develop

bold and ambitious goal for sustainable source of agricultural ingredients like cane sugar, beet sugar, high fructose starch-based syrup primarily from corn, tea, coffee, palm oil, soya, pulp and paper fibres, orange, lemons, grapes, apples and mangoes.

The progress in this direction has been quite satisfying as the company along with its partners World Wildlife Fund (WWF) and United Nations Development Programme (UNDP) has contributed to more than 40 agriculture sustainability initiatives in 25 countries. Over \$ 2 billion have been contributed to the plantation of

The Results of Information Gathered Through Questionnaire from Local Community of Kaladera Village, Rajasthan Where the Hindustan Coca Cola Bottling Plant Is Located, Were Analysed.

Since the bottling plant at Kaladera in Chomu could not be visited to gather information; due to non-allowance and refusal by management to visit the plant following information could not be obtained

- Source Water Availability of the plant
- Water Use Ratio of the Plant
- Water recycles and replenishment volume and discharge of wastewater treated volume by the Plant
- However, it was noted that over the past 10 years about 2 Rain Water Harvesting Plants, 10 motorized bore wells, 10 water recharging pits and around 5 hand pumps were installed by the Coca Cola Company at Kaladera. This water stewardship worked well for the initial one year or so. The amount of money invested by the company in construction of these water resources must have been substantial. Poor maintenance of these water resources has led to drying and damages of almost all these water resources, resulting in failure of water stewardship project at Kaladera. On visitation to some of the water resources constructed by the company, it was noted that these were in very bad shape for want of maintenance.

Figure 6 shows during the visit of bore well, water recharging pits and hand pumps pasted below displayed terrible state of affairs of these water resources:

Figure 8 shows Further, there are two watersheds located in close vicinity of a mile (historical water storage sources known as “Bawari”) which are not adopted by the Coca Cola Company. These watersheds are also dried up and damaged. Way back these watersheds were primary source of water supply.

Figure 10 shows the local community members Sarpanch (Local head of village and others) informed that these water resources have not benefitted the community at all. However, when they were asked about their role in supporting and maintaining these resources it was found that the community members did not play any part towards this. It was observed that there has been total failure of Collective Action to support and maintain the water stewardship project. The company, its partners, NGO’s and the community members did not cooperate for maintaining the system.

The local communities of Kaladera including the village head were interviewed and information gathered from them through questionnaire resources and water stewardship of the company is recorded and analysed. The information thus gathered is compiled and analyzed in the Master Chart of Questionnaire respondents of Kaladera.

Figure 11 shows Upon analysing the questionnaire, it is observed that most of the key factors of source water sustainability and source water protection plan are not maintained by the company resulting into drying up, deterioration of

these water resources. Almost all the respondents of the questionnaire have the same opinion that these resources are in shambles and the community is not benefitted by the water stewardship and replenishment plans of the company.

The failure of water stewardship policy at Kaladera may be attributed to the fact that no collective action is initiated for the sustainability and maintenance of the water resource plans. No support for this purpose is provided by the company partners, Government agencies, Non-Governmental Organizations (NGO’s), local bodies and the community members in particular. This failure of collective action could possibly be the reason for poor maintenance and sustainability.

One project “National Horticulture Mission” which is supported by Coca Cola (Financial Support), Krishi Vigyan Kendra (KVK) – extending technical support and Beneficiary) has given very good results. Through this mission Drip Irrigation System was installed covering 311.5 hectares of irrigation land, benefitting 623 farmers in growing crop of Onion, Tomato, Chilly, Brinjal, Cauliflower and water melon. Approximately 60 % to 70 % water is saved, good quality produce, cost effectiveness and the farmers got more money for their produce in the year 2008-09. This project of drip irrigation is ongoing successfully.

Further, the water resources management plan like Anandana, Project Santhusti which is watershed project in sambhar lake, Project Unnati – a watershed development extension in Mahoba, Bundelkhand, Project Jaldharaa watershed project in Banswara, Project Nirjal – a water sustainability project in Tilonia and construction of check dams at village Jhag and village Nosal are well maintained and provide enough safe drinking water, water for sanitation and hygiene, agriculture, environment and eco systems, thus benefitting the local community members. All these projects are successful due to collective action plan.

The observations drawn from these projects of watershed sustainability, check dams and Drip Irrigation are the ones where collective action are taken resulting into positive outcomes. Vice Versa failure of water stewardship plans due to non-availability of collective action as in Kaladera.

If a collective action for water stewardship would have been taken, then the outcome would have been

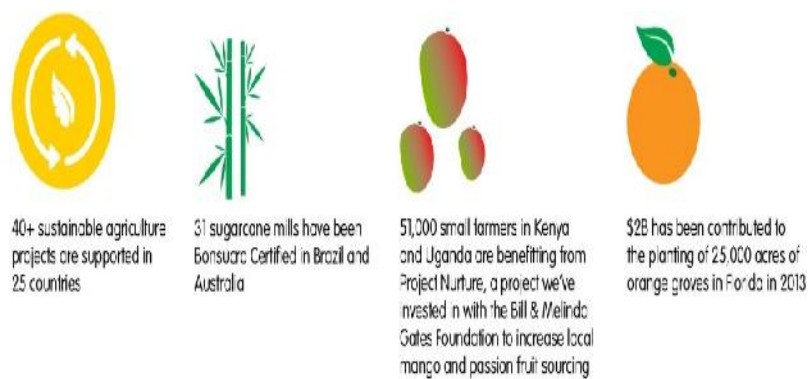


Figure 5: The Coca Cola System Agriculture Sustainability Initiatives.



Figure 6: Rain Water Harvesting Plant at R.L Sahariya College at Kaladera.



Figure 7: Rain Water Harvesting Plant at Government School at Kaladera.



Figure 8: Historical Watersheds & Storage Sources at Kaladera.



Figure 9: Rain Water Recharging Pits at Kaladera.



Figure 10: Bore Well and Hand Pumps at Kaladera.

Serial No of Questionnaire Respondents	MASTER CHART OF QUESTIONNAIRE RESPONDENTS OF KALADERA COMMUNITY MEMBERS, CHOMU, RAJASTHAN																			
	1. Are you aware of Coca Cola Operations in your Area				2. Do you consume Coca Cola carbonated beverages		3. What is Source & adequacy of supply of drinking water in your area			4. Any work undertaken by Coca Cola on Conserve Water Plan					6. Any up liftment Initiative undertaken by Coca Cola in your area					
	Bottling Plant	Production Capacity	Coke Distributor of your area	Source of water procurement by Coca Cola plant	Watershed / Well / Ground Water / Domestic Supply / Tap Water	Adequacy/Amply / Short Supply	Water suitability (SVA & SWPP)	Watershed Management & Adoption	Assistance in Domestic Water Supply	Assistance in Water Supply in Bm & Agriculture	Maintaining healthy environment	Waste Water Management (if No) Where does it go	How effective an Water Sustainability Program	Camps in school - food distribution	Health Check-up (Vision & Dental)	Up liftment program on financial/educational/health status of women	Do they provide any local employment.	Awareness of newer farming techniques	Any other	
1	Y	N	Y	GW	N	GW	AV	N	N	N	N	N	Y	N	N	N	N	Y	N	
2	Y	N	N	GW	N	GW	SH	N	N	N	N	N	Y	X	N	N	N	N	N	
3	Y	N	N	GW	N	GW	SH	N	N	N	N	N	X	N	N	N	N	N	N	
4	Y	N	N	GW	Y	GW	SH	N	N	N	Y	N	X	N	N	N	N	N	Y	
5	Y	N	N	GW	Y	GW	SH	N	N	N	N	N	X	N	N	N	N	N	Y	
6	Y	N	N	GW	N	GW	SH	N	N	N	N	N	Y	N	N	N	N	N	Y	
7	Y	N	Y	GW	N	GW	AV	N	N	N	N	Y	N	N	N	N	N	N	Y	
8	Y	N	N	GW	N	GW	SH	N	N	N	N	N	Y	X	N	N	N	N	N	
9	Y	N	N	GW	N	GW	SH	N	N	N	N	N	X	N	N	N	N	N	N	
10	Y	N	N	GW	Y	GW	SH	N	N	N	N	Y	N	N	N	N	N	N	Y	
11	Y	N	N	GW	Y	GW	SH	N	N	N	N	N	X	N	N	N	N	N	Y	
12	Y	N	N	GW	N	GW	SH	N	N	N	N	N	Y	N	N	N	N	N	Y	
13	Y	N	Y	GW	N	GW	SH	N	N	N	N	N	Y	N	N	N	N	N	Y	
14	Y	N	N	GW	N	GW	SH	N	N	N	N	N	Y	X	N	N	N	N	N	
15	Y	N	N	GW	N	GW	SH	N	N	N	N	N	X	N	N	N	N	N	N	
TOTAL	Y=15	N=15	Y=3 N=12	GW=15	N=11	GW=15	AV=3 SH=12	N=15	N=15	N=15	Y=2 N=13	Y=3 N=12	Y=5 X=10	N=15	Y=3 N=12	N=15	N=15	N=15	Y=9 N=6	N=15

Abbreviations
 Y - Yes N - No GW - Ground Water AV - Adequate Availability SH - Short Supply SVA - Source Water Vulnerability Assessment
 X - No Idea SWPP - Source Water Protection Plan

Figure 11: Master Chart of Questionnaire Respondents of Kaladera Community.

DECLARATION OF CONFLICT OF INTERESTS

The author declares that there is no conflict of interest. They've no pecuniary or other personal interest, direct or indirect, in any matter that raises or may raise a conflict.

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