SOCIAL RESPONSIBILITY: ENHANCING HEALTH, SAFETY AND WELLBEING IN ORGANIZATIONS

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LIFE CHANGING EVENTS
AGENDA

1) What is Corporate Social Responsibility (CSR)
2) ISO26000: Social Responsibility
3) Employee’s Focused Social Responsibility
4) Enhancing Health and Safety using Social Responsibility
5) Legislation ... Companies Act 2006 – UK
6) Wrap up
What is Corporate Social Responsibility (CSR)?
NO DEFINITION YET FOUND FOR THE PHENOMENA

Terms that are used to describe CSR:

- Corporate Citizenship / Governance
- Sustainability
- Responsible Business
- Public Relation
- Social Care
- Business Continuity
- SRI
THE UNSPOKEN DEFINITION

PLEASE GIVE
ENVIRONMENTAL CARE IS SEEN AS A CORE OF CSR
HEADING THE WRONG DIRECTION WITH SR

From such CSR approach we observe the following:

- Aiming to glorify the organization image and reputation
- Based on ‘Philanthropic activities’ conceptions
- External focus (i.e. Environment and Society)

This is NOT CSR Albeit!
MISLEADING PERCEPTION OF CSR
THE HISTORY ABOUT CSR

- The term “Corporate Social Responsibility” was first used by Howard Bowen in 1953 in his book ‘Social Responsibilities of the Businessmen’

- In fact, CSR was practiced even earlier. In 1879, John Cadbury provided shelter for the workers of the factory in the city of Birmingham.

- The simplest definition was developed by Friedman when he stated that CSR aim ‘is to increase its profit ... stealing the money of shareholders and does things outside their business scope’

- Researchers in the social science field (i.e. Dr. Simon Brooks, Friedman) tried hard to establish a proper definition to CSR that is clear and understood by all.
ELEMENTS AND ATTRIBUTES OF CSR

‘CSR is about businesses and other organizations going beyond their legal obligations to manage the impact they have on environment and society’

Four conditions to Corporate Social Responsibility:

- Acting beyond basic legal and best industry standards
- Voluntary
- Positive Impact
- Away from conflict of interest
WHERE DOES WELFARE FIT IN THE CSR MODEL

Social Responsibility

Wellness Program

Welfare

Wellbeing

Legal Obligation
ISO 26000: SOCIAL RESPONSIBILITY STANDARD

Clause 4
Seven principles of social responsibility
- Accountability
- Transparency
- Ethical behaviour
- Respect for stakeholder interests
- Respect for the rule of law
- Respect for international norms of behaviour
- Respect for human rights

Clause 5
Recognizing social responsibility
Stakeholder identification and engagement

Clause 6
Seven core subjects
- Human rights
- Labour practices
- The environment
- Fair operating practices
- Consumer issues
- Community involvement & development
Organizational governance
Related actions and expectations

Clause 7
Integrating social responsibility into an organization
Relationship of the organization’s characteristics to social responsibility
Understanding the social responsibility of the organization
Voluntary initiatives on social responsibility
Practices for integrating social responsibility throughout the organization
Communication on social responsibility
Reviewing and improving the organization’s actions and practices related to social responsibility
Enhancing credibility regarding social responsibility

Annex: Initiatives for social responsibility
STAKEHOLDERS IN THE SR SPACE

- Community / Society
- Organization
- CSR Success
- Employees / Contractors
- Shareholders
PROBLEMS WITH SR STANDARD

- Voluntary use.
- Not intended for certification purposes or regulatory or contractual use.
- Not intended to create a non-tariff barrier to trade
- Not intended to alter an organization’s legal obligations
- Not intended for legal actions, complaints, defences or other claims in any international, domestic, or other proceedings
- Not intended to be cited as evidence of the evolution of customary international law
SR PROVIDES MORE HAPPIER EMPLOYEES

Advantages of employee focused SR

- Maintaining employees’ morale, attendance and productivity
- Retention of employees Narrowing workforce diversity
- Enhance the view of investors and shareholders
- Legislation adherence and guidance (Health & Safety)
- Alternative for Control-and-order or legal centralism
- Prevention of work related stress and stress management
- Bridging between governance and employment relations
SUCCESSFUL EXAMPLES OF SR IMPLEMENTATION

Cadbury – 1879 (Birmingham – UK)

Google Corporation – 2008 (Washington – USA)
SR PROGRAMS ENHANCE SAFETY SATISFACTION

- Health and Safety Training Programs (i.e. First Aid, Home Safety)
- Employee Rehabilitation Program (i.e. After Incident Care)
- Health Surveillances (i.e. Go-Healthy)
- Wellness Day (i.e. Etihad Airways)
- Healthy In-House Dinning and Catering
- Personal Occasions Program (i.e. Birthday Greeting, Anniversary)
- Health and Safety Week Program
- Integrity Line/Call Center
LEGISLATIONS ALIGNED WITH SR APPROACH

Under section 172 “Duty to promote the success of the company” -- ‘A director of a company must act in the way he considers, in good faith, would be most likely to promote the success of the company for the benefit of its members as a whole, and in doing so have regard (amongst other matters) to —

(a) The likely consequences of any decision in the long term,
(b) The interests of the company’s employees,
(c) The need to foster the company’s business relationships with suppliers, customers and others,
(d) The impact of the company’s operations on the community and the environment,
(e) The desirability of the company maintaining a reputation for high standards of business conduct, and
(f) The need to act fairly as between members of the company’
SUMMARY

- Human resources are considered the most valuable assets in any organization -- fulfil the mission and vision of the company.

- We need to change our perception of Corporate Social Responsibility (i.e. SR) and maintain a balance between internal (i.e. employees) and external social responsibility activities.

- The wellness program is meant to promote health, safety and wellbeing of the employees in and outside the working environment and help employees become healthy and fit.

- Businesses do appreciate that they do have a role in the fields of safety, health & environment; on the other hand, they are well aware that those issues are not their prime business.
QUESTION

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