



ODECU ES UNA ORGANIZACIÓN:

Independiente

De carácter privado

Sin conflictos de interés

Y con compromiso social

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ODECU

La Organización de Consumidores

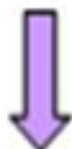
Referente y promotor del desarrollo y fortalecimiento del movimiento de consumidores en Chile. Para lograr estos objetivos trabajamos en la promoción y defensa de los derechos de los consumidores y el ejercicio de sus responsabilidades; trabajamos por la transparencia y la equidad en las relaciones de mercado; y favorecemos el desarrollo democrático, igualitario y sustentable de la sociedad.



Trabajo ODECU

Estudios de Etiquetado y Composición de Alimentos

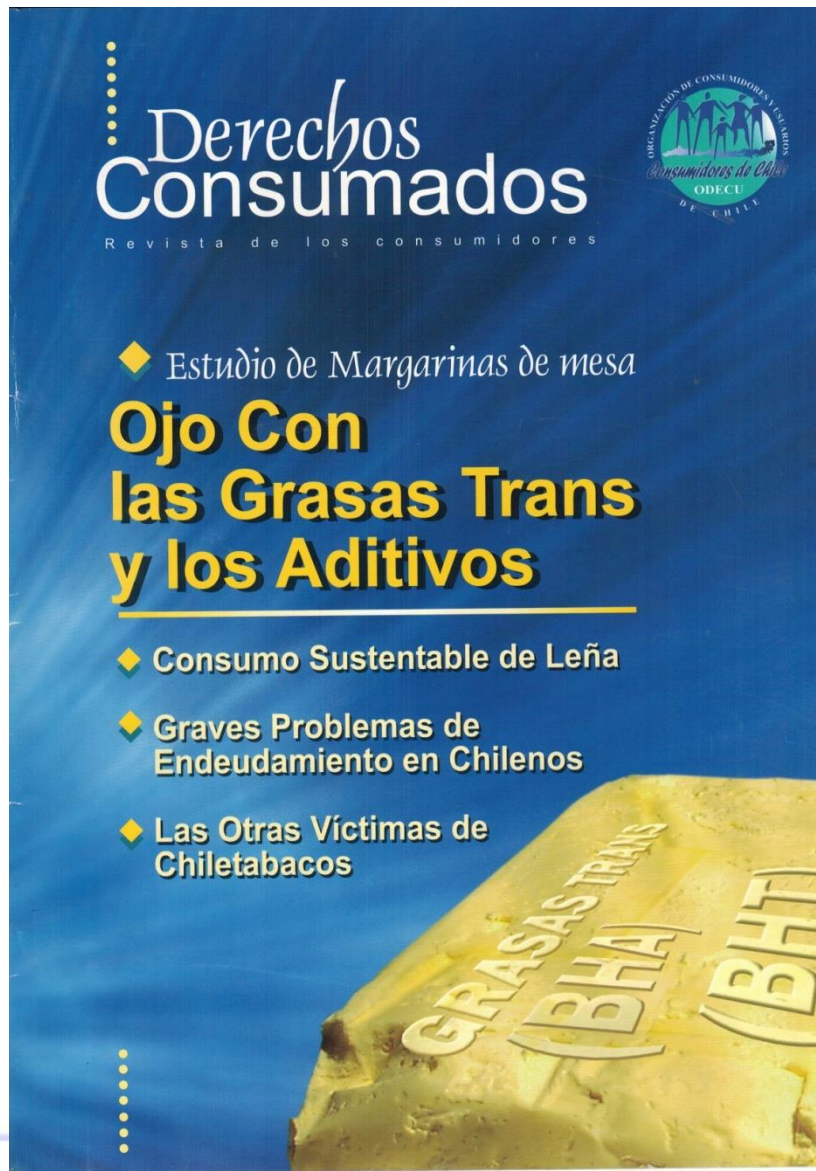
- Cereales para el desayuno 2005 – 2007
- Composición de pollos 2006
- Leches saborizadas 2006 - 2007



- Proyecto de Ley sobre composición nutricional y publicidad infantil
- Proyecto de Ley sobre publicidad



Revista ODECU





















- Global World
- Open Society
- Fluently echange of information
- Consumers Awarnees
- Public Scrunity of organizations



CI Statement

- ISO 26 000 will only be effective if it facilitates consumers to use their purchasing power as an incentive to reward social responsibility practice.
- Stakeholder should be engaged
- SR activities of organizations need to include the supply chain
- Verifications Means



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Scope

Clause 1

Guidance to all types of organizations, regardless of their size or location

Terms and definitions

Clause 2

Definition of key terms

Understanding social responsibility

Clause 3

History and characteristics; relationship between social responsibility and sustainable development

Principles of social responsibility

Clause 4

Accountability

Transparency

Ethical behaviour

Respect for stakeholder interests

Respect for the rule of law

Respect for international norms of behaviour

Respect for human rights

Two fundamental practices of social responsibility

Recognizing social responsibility



Stakeholder identification and engagement

Clause 5

Social responsibility core subjects

Organizational governance

Clause 6

Human rights

Labour practices

The environment

Fair operating practices

Consumer issues

Community involvement and development

Related actions and expectation

Integrating social responsibility throughout an organization

Clause 7

The relationship of an organization's characteristics to social responsibility

Understanding the social responsibility of the organization

Practices for integrating social responsibility throughout an organization

Communication on social responsibility

Voluntary initiatives for social responsibility

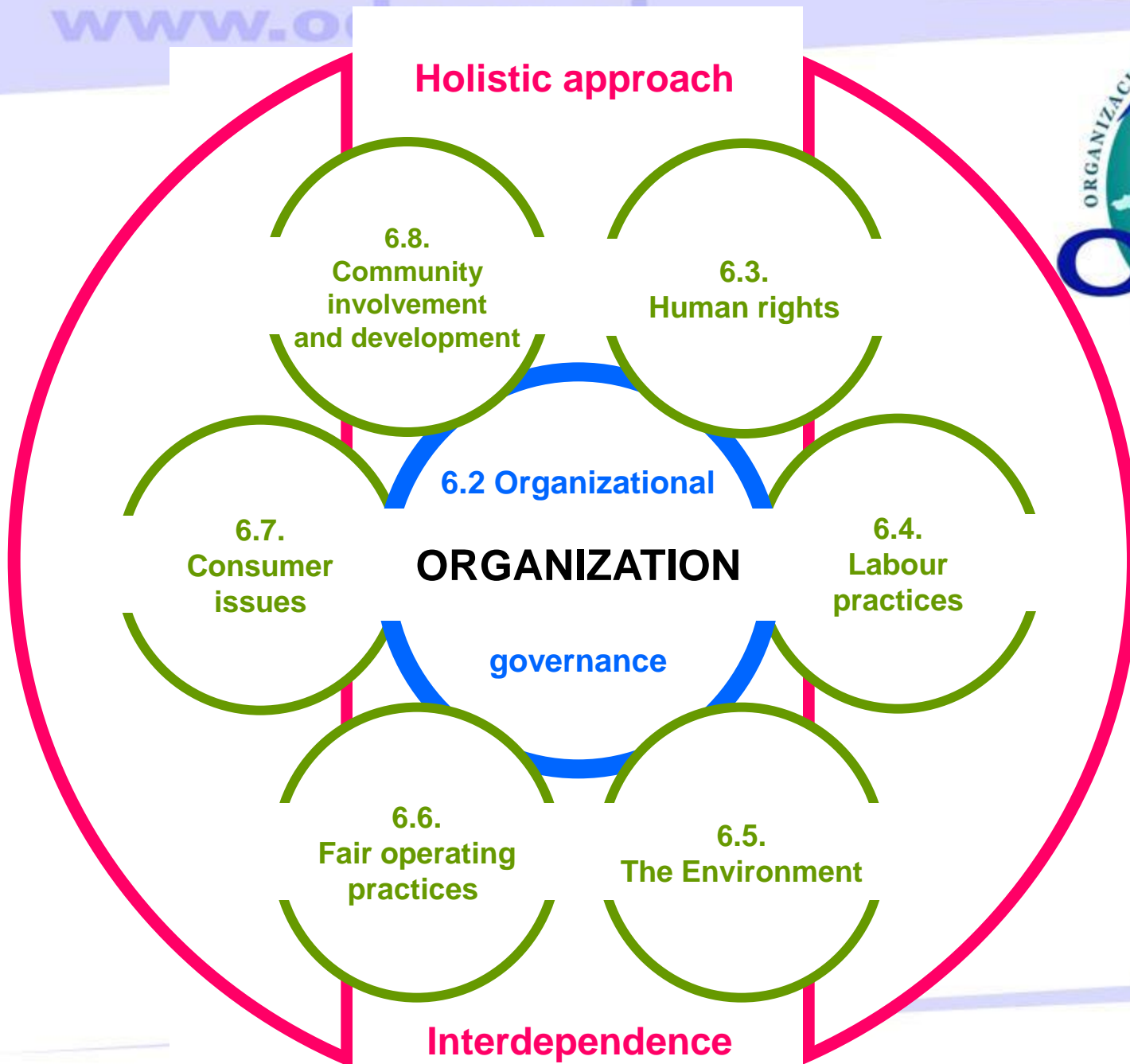
Reviewing and improving an organization's actions and practices related to social responsibility

Enhancing credibility regarding social responsibility

Bibliography: Authoritative sources and additional guidance

Annex: Examples of voluntary initiatives and tools for social responsibility

Maximizing an organization's contribution to
Sustainable development





- Transforming the Guidance into Practical Tools
- Transforming RS in a tool for moving us to reach sustainable goals.
- Be aware that RS is a long term achieving .
- Only consumers awareness and strong consumers organizations are able to give credibility and trust to RS
- Is a kind of "wager" that is worth the efforts







