

The Trinidad and Tobago Bureau of Standards (TTBS) adopted the ISO 26000:2010, *Guidance on Social Responsibility* as a national standard on 16th June 2011. The standard now referred to as TTS/ISO 26000:2011, *Guidance on Social Responsibility* has been adopted to foster adherence to the principles and practices of social responsibility in the private and public sectors.

The official launch is being held to raise the level of awareness of the requirements of the standard and to highlight the benefits of integrating socially responsible behavior into the business practices of local organizations and enterprises. It is expected that the launch will also highlight and disseminate social responsibility best practices.

TTS/ISO 26000:2011 is based on broad stakeholder input, including, business, government, consumers, labour, nongovernmental organizations and others. According to the standard, the perception and reality of an organization's performance on social responsibility can influence, among other things:

- Competitive advantage;
- Reputation;
- Ability to attract and retain workers or members, customers, clients or users;
- Maintenance of employees' morale, commitment and productivity;
- View of investors, owners, donors, sponsors and the financial community;
- Relationship with companies, governments, the media, suppliers, peers, customers and the community in which it operates.

TTS/ISO 26000:2011, *Guidance on Social Responsibility* outlines guidance for use by organizations regardless of their size or location on:

1. Concepts, terms and definitions related to social responsibility;
2. Background, trends and characteristics of social responsibility;
3. Principles and practices relating to social responsibility;
4. Core subjects and issues of social responsibility;
5. Integrating, implementing and promoting socially responsible behaviour throughout the organization and, through its policies and practices, within its sphere of influence;
6. Identifying and engaging with stakeholders; and
7. Communicating commitments, performance and other information related to social responsibility.

TTBS, together with the National Mirror Committee will be hosting the launch of the TTS/ISO 26000:2011 on **Thursday 20th October 2011 in the Auditorium of the School of Education, the University of the West Indies, St Augustine**. Several key stakeholders will be in attendance and it is expected that there will be stimulating discussion on the implementation of the Standard in Trinidad and Tobago.