

**Corporate Social Responsibility  
- the supply side of CSR-standards**

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## Abstract

Corporate Social Responsibility (CSR) has gained a lot of attention in recent years. CSR-standards have become important sets of explanations to what organizations say and do. In this paper I focus on the *supply side* of CSR-standards – i.e. on the organizations that formally produce CSR-standards for other organizations to follow. In order to be able to present a population of such organizations, what is “CSR” and what is not, is endemically defined. Also the term “standard” – a generic type of rule – is elaborated on. In the paper, a list of 100 principal organizations behind CSR-standards is presented, analyzed and discussed. The purpose here is to contribute to new questions and answers regarding the many “others” of our time, i.e. organizations that construct and spread rules in modern society, and more frequently so in form of standards.

## Introduction

Rules are important instruments of co-ordination in society. They govern what many should do, individuals as well as organizations. Rules therefore represent important explanations to what is done, or at least said. In order to understand more about where rules come from and why they take certain forms and not others, the forming and reforming of rules becomes a relevant topic for research.

In this article I will focus on rules and rule setting organizations in a specific area – an area often referred to as *Corporate Social Responsibility* (CSR). There is no exaggeration to say that CSR has gained a lot of attention in recent years. A simple search for “Corporate Social Responsibility” on the Internet, gave 0.514 million hits with the search engine Eniro, and 9.330 million hits with the search engine Google.<sup>1</sup> There is also an abundance of articles and reports about CSR. Such written material mostly relates to the implementation of CSR, to the use of CSR in daily practice or to the importance for business firms and other organizations to adapt to the concept of CSR. Simply put, there is a general focus on the user side of CSR-standards.

However, the principal organizations behind CSR-standards for others to follow – the *supply* side of CSR-standards – have been much less dealt with. Here, it is important to stress that these principal organizations represent the supply side of CSR-standards from a formal point of view. In practice, many other organizations, also those who are supposed to follow the rules, may take part in their construction. Many relevant questions about the principal organizations behind CSR-standards may be raised. For example: Why are there so many? How are they financed? What other organizations participate in their construction of standards?

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<sup>1</sup> This search was done 2006-03-20 in all languages, ([www.eniro.se](http://www.eniro.se) and [www.google.se](http://www.google.se)).

What relations do they have to one another? To what extent do their rules, activities and relations change over time and for what reasons?

Instead of answering all or some of the above-mentioned questions, the ambition in this article is more modest. The main question that will be dealt with is a more basic although important one: who are the principal organizations behind CSR-standards for others to follow?

In order to be able to present a population of principal organizations behind CSR-standards, what is “CSR” and what is not, will have to be elaborated on. Also the term “standard” – a generic type of rule – will be discussed and defined in order to make the notion of CSR clearer. The purpose here is to present a “platform” of information concerning the formal supply side of CSR-standards together with the definitions of some basic notions concerning CSR, a platform to be used also for further research. In the paper, a list of 100 principal organizations behind CSR-standards is presented and discussed.

The study was mainly conducted by searching information on the Internet. In several cases information that could not be found on the Internet was collected via e-mails or phone calls to organizations behind specific CSR-standards. My participation in CSR-meetings for practitioners as well as in CSR-seminars for researchers, together with five interviews with participants in the ongoing CSR activities of the International Organization for Standardization (ISO), contributed to my contextual understanding of the subject.

## **What is CSR?**

What is CSR? Among practitioners there is no single definition. On the contrary, the picture is blurred by many different definitions as well as by other terms for similar content (e.g. Corporate Citizenship; Social Responsible Investments; Corporate Responsibility, Business Ethics; Social Responsibility). The question of how CSR should be defined is also subject to much discussion among practitioners (Windell 2005). However, one over-arching definition of CSR is now often and in-

creasingly used (see also Tamm Hallström 2006). This notion defines Corporate Social Responsibility as organizations’<sup>2</sup> concern for three areas:

- Human Rights
- Environmental Sustainability
- Rights of Labour

The above definition of CSR is empirical: it is often used by practitioners in the area of CSR, although other definitions as well as ambiguity about the term are common.

Here, the empirical definition of CSR will also be used analytically. I will use it to decide which organization is a “CSR standard setter” and which is not. A CSR-standard setter is here defined as an organization that issues CSR-standards primarily for other organizations to follow. A business firm introducing a CSR-standard in order to govern its own business activities – as for instance IKEA with its IWAY-standard – is therefore not treated as a CSR standard setter in the paper.<sup>3</sup>

Organizations become CSR standard setters when they formally introduce a CSR-standard for others, standards that concern one, two or all three of the above-mentioned areas. There is, however, an important exception here: organizations behind environmental standards only, will not be treated as CSR standard setters. In the area of CSR, organizations behind environmental standards are often not (yet) seen as a part of the CSR-area. This is also the case in the area of environmental sustainability, although some environmental organizations have begun to take active interest in CSR standardization. For instance, the World Wildlife Foundation (WWF) has participated in the ongoing CSR-initiative ISO 26 000, carried out by the International Organization for Standardization (ISO) (Tamm Hallström 2006). Although generally not treated as CSR standard setters today, the bonds between environmental sustainability organizations and CSR-organizations seem to be getting stronger – not least in the work carried out by ISO.

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<sup>2</sup> Despite the name, the concept of CSR most often refers to organizations in general, not only to corporate organizations (i.e. business firms).

<sup>3</sup> Examples of CSR-initiatives issued by single companies for their own use may be found in a report published by the OECD in 1999 (TD/TC/WP(98)74/Final).

## A standard is a kind of rule

Above, I have used the term standard several times without clarifying it more thoroughly. A standard – for example a CSR-standard – is a kind of rule. Analytically, standards may be separated from the two other generic types of rules in society: directives and norms (Brunsson & Jacobsson 2000). Standards are written explicit rules that formally are voluntary to follow. In the sense of being written and explicit they are similar to directives (laws and the like), but they differ from directives in the sense that they are not mandatory. Standards do not have sanctions, or at least not the same kind of sanctions connected to them as directives do – you do not risk going to jail if you break a standard. In this sense standards are similar to norms; norms are also formally voluntary. A breach of etiquette at the dinner table, for example, will not take you to a court of law (but it may give you a hard time in other respects). Norms, however, differ from standards in the sense that they normally are unwritten and implicit rules of how to behave in different situations.

Among practitioners, CSR-rules occur under many different names. They may be called guidelines, codes of conduct, charters, investment screening mechanisms or benchmarks, to mention some of the more common labels. Regardless of what they are called, the rules behind the names are characterized by being written, explicit and formally voluntary. In other words: the kind of rules practitioners talk about when discussing CSR-rules generally equal standards as defined above. Obviously, modern society also contains a huge number of directives and norms concerning human rights, environmental sustainability and rights of labour. But among practitioners these are not referred to as CSR. Endemically, CSR has to do with standards, not directives or norms.

The question of where the line should be drawn between directives and standards for human rights, environmental sustainability and rights of labour is much debated. In this discussion it is often stressed that CSR-standards never should become a substitute for directives concerning the three areas. Instead, it is argued that CSR-standards should go beyond directives, giving organizations a possibility to show that they do more than complying with the required minimum level of directives. For example, at the prospect of the international ISO Social Responsibility



Conference held in Stockholm, Sweden, 2004, The International Chamber of Commerce (ICC) and the International Organization of Employers (IOE) wrote in their joint position paper: "Compliance with the law is the minimum acceptable level of performance; [CSR], in our view, refers to the initiatives that go above and beyond legal compliance" (ICC/IOE 2004).

## CSR Standard Setting Organizations

So far, I have given an empirical definition of the term CSR, and claimed that the type of rule generally associated with corporate social responsibility is the standard.

In the following, information from the field of CSR standard setters is presented. First, a diagram showing when different organizations started as CSR standard setters will be given (page 8). The year a specific organization first introduced a CSR-standard for others also equals the year the organization became a CSR standard setter.

As indicated in the diagram, the 1990's implied a strong increase in the number of CSR standard setters. This increase also continued during the first years of the new millennium. The emergence of Corporate Social Responsibility has been claimed to be manifested in three major events in the 1970s: the UN negotiations on a code of conduct for transnational corporations; efforts within the anti-apartheid movement; and the boycott of Nestlé due to the Nestlé marketing for breast-milk substitutes (Segerlund 2005). At least the raising anti-apartheid movement and the Nestlé breast-milk case could also be seen as explanations to a growing interest in CSR-activities. But what specific explanations could be given to the massive increase of CSR standard setters in the late 1990s?

Secondly, a list of 100 CSR standard setters is presented (page 9 ff). Why exactly a hundred? When the list contained around 80 CSR-standard setting organizations, and they gradually got more difficult to find, an objective to find 100 was set up and eventually reached. Although the list is not claimed to be complete, research has been carried out with an ambition to look globally and thoroughly. The list contains information about: the names of CSR-standard setting organizations in

alphabetic order, their locations, their web addresses, the names of their CSR-standards, and the year each standard was formally introduced. The number before each CSR standard setter in the list corresponds to the encircled numbers in the first diagram.

Although not explicitly shown in the list, the CSR standard setters differ in character. Some are associations of business firms or non-governmental organizations, others are unions or (more or less) commercially driven organizations, still others governmental organizations or hybrid arrangements (cf. Egels-Zandén & Hyllman 2006).

Out of the 100 CSR standard setters in the list, about 31% are associations of business firms; 41% are non-governmental CSR standard setting organizations (here defined as general philanthropic, non profit, voluntary organizations); 5% are unions; 12% are governmental organizations; 5% are hybrid arrangements (exclusively co-operations between a business association and a union); and 6% are (more or less) commercially driven organizations.

Did some of these different types of CSR standard setting organizations generally start earlier than others? In order to take a closer look at this I divided the material into an *early phase* of when organizations started as CSR standard setters (stretching from 1974 to 1993), and a *main phase* (stretching from 1994 to 2005). The early phase consists of about 1/5 of the total number (more exactly of 19 CSR standard setters). Consequently, the main phase consists of about 4/5 of the material (more exactly of 81 CSR standard setters). In the early phase business associations represented about 32% of the CSR standard setters; NGOs 47%; unions 5%; and governmental organizations 16%. In sum, NGOs were over-represented in the early phase; hybrid organizations as well as commercially driven organizations were not represented at all.

Where are the main offices of the CSR standard setting organizations located? First, the list indicates that an over-whelming majority of CSR standard setters are located in the western world. 32% of the 100 listed organizations are located in the USA and Canada; 12% in the United Kingdom; 46% in Europe except the U.K.; and 10% in the rest of the world.

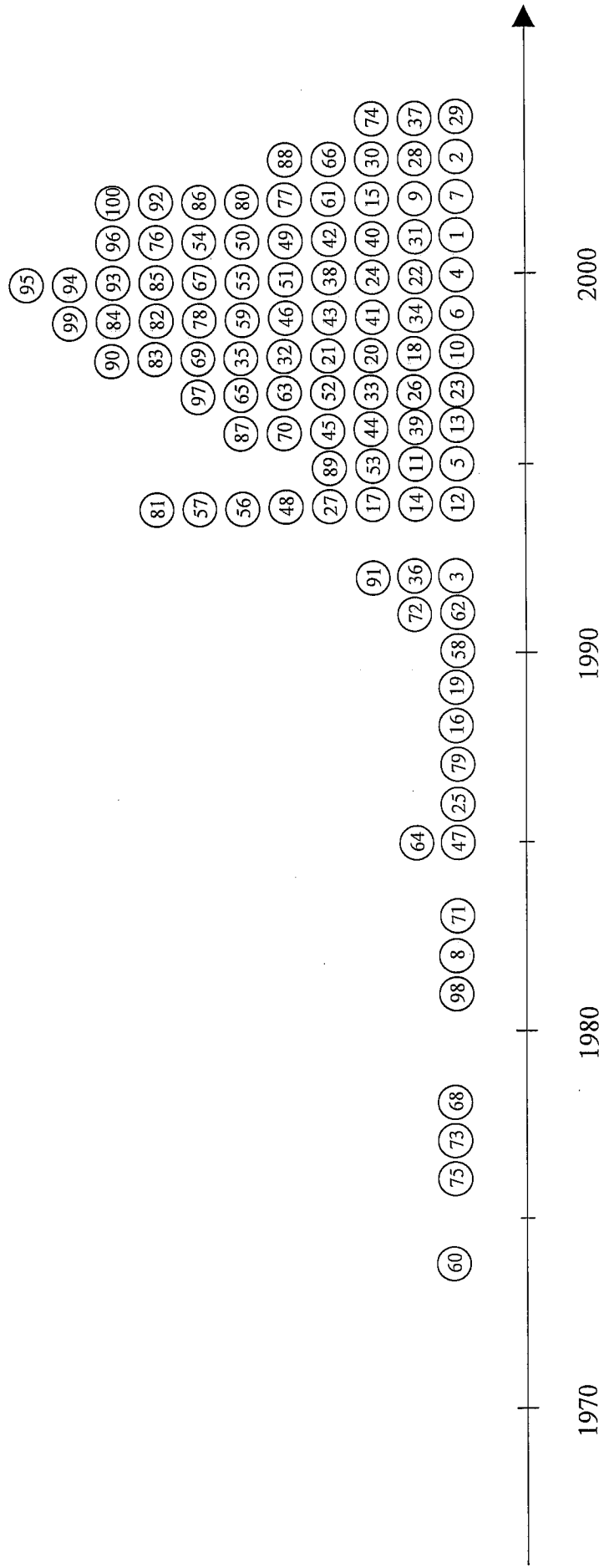
Were some of these geographical areas over-represented in the early phase (as defined above)? Almost half (47.4%) of the organizations that started in the early phase are located in the USA and Canada, thus being a clearly over-represented geographical area. 5% are located in the United Kingdom; 42% in Europe except the U.K.; and 5% in the rest of the world. As is the case with management oriented concepts and arrangements in general, a considerable part first develop in north-America (Engvall & Sahlin-Andersson 2002).

Looking closer into the population of CSR standard setters, one may wonder what effects variations in the material may have on the construction and characteristics of CSR-standards, on how the standards are spread, and on the relations between specific CSR standard setting organizations.

Web-addresses are perishables to some extent: organizations change their names for different reasons and sometimes disappear. Nevertheless, the web-addresses to the listed organizations will probably represent valuable gates to more information for quite some time. Such information may contribute to new questions and answers regarding the many “others” (Meyer 1996) of our time, i.e. organizations that construct and spread rules in modern society, and more frequently so in form of standards as has been the case here.

## Year when organizations started as CSR standard setters

(the numbers correspond to the following list of CSR standard setters)



## CSR Standard Setters

No.	Organization	Locality	Web address	Name of CSR-standard	Standard first presented
1.	American Petroleum Institute (API)	Washington DC, USA	<a href="http://www.api.org">www.api.org</a>	API Guiding Principles	2001
2.	Amnesty International	London, United Kingdom	<a href="http://www.amnesty.org">www.amnesty.org</a>	Human Rights Guidelines for Companies	2003
3.	Association of Computing Machinery (ACM)	New York, USA	<a href="http://www.acm.org">www.acm.org</a>	ACM Code of Conduct	1992
4.	Association of Independent Tour Operators (AITO)	Middlesex, United Kingdom	<a href="http://www.aito.co.uk">www.aito.co.uk</a>	Responsible Tourism Guidelines	2000
5.	Biotechnology Industry Organization (BIO)	Washington DC, USA	<a href="http://www.bio.org">www.bio.org</a>	BIO's Statement of Principles	1995
6.	British Standards Institution (BSI)	London, United Kingdom	<a href="http://www.bsi-global.com">www.bsi-global.com</a>	OHSAS 18001	1999
7.	Business For Social Responsibility	San Francisco, USA	<a href="http://www.bsr.org">www.bsr.org</a>	Designing a CSR structure	2002
8.	Business in the Community	London, United Kingdom	<a href="http://www.bitc.org.uk">www.bitc.org.uk</a>	Business in the Community Principles	1982
9.	Business Roundtable	Washington DC, USA	<a href="http://www.brtable.org">www.brtable.org</a>	Corporate Governance Principles	2002
10.	Canadian Association of Petroleum Producers (CAPP)	Calgary, Canada	<a href="http://www.capp.ca">www.capp.ca</a>	Stewardship Initiative	1998
11.	Canadian Business for Social Responsibility (CBSR)	Vancouver, Canada	<a href="http://www.cbsr.bc.ca">www.cbsr.bc.ca</a>	Canadian Business for Social Responsibility Guiding Principles (CBSR-principles)	1995
12.	Care & Fair	Hamburg,	<a href="http://www.care">www.care</a>	Catalog of Demands	1994

		Germany	<a href="http://www.fair.org">-fair.org</a>		
13.	Carpet Export Promotion Council (CEPC)	New Delhi, India	<a href="http://www.india-carpets.com">www.india-carpets.com</a>	Kaleen Label	1996
14.	Caux Round Table	Minneapolis, USA	<a href="http://www.cauxroundtable.org">www.cauxroundtable.org</a>	Caux Principles for Business	1994
15.	CEI-BOIS & EFBWW	Brussels, Belgium	<a href="http://www.cei-bois.org">www.cei-bois.org</a> & <a href="http://www.efbww.org">www.efbww.org</a>	Charter for Social Partners in the European Woodworking Industry	2002
16.	Center for Ethical Business Cultures	Minneapolis, USA	<a href="http://www.cebcglobal.org">www.cebcglobal.org</a>	Minnesota Principles	1988
17.	Centre des Jeunes Dirigeants et des Acteurs de l'Economie Sociale (CJDES)	Paris, France	<a href="http://www.cjdes.org">www.cjdes.org</a>	CJDES Bilan Sociétal	1994
18.	Centre for Business Ethics	Zittau, Germany	<a href="http://www.dnwe.de">www.dnwe.de</a>	Value Management System Principles	1998
19.	Ceres – Investors and Environmentalists for Sustainable Prosperity	Boston, USA	<a href="http://www.ceres.org">www.ceres.org</a>	Ceres Principles	1989
20.	Clean Clothes Campaign	Amsterdam, Holland	<a href="http://www.cleanclothes.org">www.cleanclothes.org</a>	Code of Labour Practices for the Apparel Industry including Sportswear	1998
21.	Confederation of Norwegian Business and Industry (NHO)	Oslo, Norway	<a href="http://www.nho.no">www.nho.no</a>	Human Rights from the Perspective of Business and Industry – a checklist	1998
22.	Conservation International	Washington DC, USA	<a href="http://www.conservation.org">www.conservation.org</a>	Principles for Responsible Large Scale Mining	2000
23.	Consumers International	London, United Kingdom	<a href="http://www.consumersinternational.org">www.consumersinternational.org</a>	Consumers Charter for Global Business	1997
24.	Cotance	Brussels, Belgium	<a href="http://www.cotance.com">www.cotance.com</a>	Code of Conduct in the Leather and Tanning Sector	2000
25.	Defense Industry Initiative (DII)	Washington DC, USA	<a href="http://www.dii.org">www.dii.org</a>	Business Ethics Conduct	1986
26.	Ecological and Toxi-	Basel,	<a href="http://www.etad">www.etad</a>	ETAD Code of Ethics	1997

	cological Association of Dyes and Organic Pigments Manufacturers (ETAD)	Switzerland	<a href="#">.org</a>		
27.	Ecotourism of Australia	Brisbane, Australia	<a href="#">www.ecotourism.org.au</a>	Code for Operators	1994
28.	EFFAT & CEFS	Brussels, Belgium	<a href="#">www.fffat.org</a> & <a href="#">www.cefs.org</a>	CSR in the European Sugar Industry, Code of Conduct	2003
29.	Electronic Industry Code of Conduct (EICC) Implementation Group	San Francisco, USA	<a href="#">www.eicc.info</a>	Electronic Industry Code of Conduct	2004
30.	Equator Principles	Washington, USA	<a href="#">www.equator-principles.com</a>	Equator Principles	2003
31.	Ethical Trading Initiative – Norway (Initiativ for Etisk Handel (EHI))	Oslo, Norway	<a href="#">www.etiskhandel.no</a>	IHEs Etiske Retningslinjer	2001
32.	Ethical Trading Initiative (ETI)	London, United Kingdom	<a href="#">www.ethical-trade.org</a>	ETI Base Code	1998
33.	Euratex, and ETUF:TCL	Brussels, Belgium	<a href="#">www.euratex.org</a> ; <a href="#">www.etuf-tcl.org</a>	Charter by the Social Partners in the European Textile and Clothing Sector: Code of Conduct	1997
34.	Eurocommerce & Euro-FIET	Brussels, Belgium	<a href="#">www.eurocommerce.be</a>	Declaration on Fundamental Rights and Principles at Work	1999
35.	European Association for Bioindustries	Brussels, Belgium	<a href="#">www.euro-bio.org</a>	EuropaBio Core Ethical Values	1998
36.	European Baha'i Business Forum (EBBF)	Chambéry France	<a href="#">www.ebbf.org</a>	EBBF Core Values	1992
37.	European Coffee Federation	Amsterdam, Holland	<a href="#">www.ecf-coffee.org</a> or <a href="#">www.sustainable-coffee.net</a>	Common Code for the Coffee Community (4C)	2004

38.	European Confederation of the Footwear Industry (CEC) & European Trade Union Federation of Textiles, Clothing and Leather (ETUF:TCL)	Brussels, Belgium	<a href="http://www.cecs.hoe.be">www.cecs.hoe.be</a>	Code of Conduct on Child Labour	2000
39.	European Federation of Biotechnology	Barcelona, Spain	<a href="http://www.efbpublic.org">www.efbpublic.org</a>	EFB Code of Conduct for Biotechnologists	1996
40.	European Union	Brussels, Belgium	<a href="http://www.euroopa.eu.int">www.euroopa.eu.int</a>	EU Principles	2001
41.	Fair Labor Association (FLA)	Washington DC, USA	<a href="http://www.fairlabor.org">www.fairlabor.org</a>	Workplace code of conduct	1999
42.	Fairtrade Labelling Organizations International (FLO)	Bonn, Germany.	<a href="http://www.fairtrade.net">www.fairtrade.net</a>	International Fairtrade Standards	2001
43.	Fair Wear Foundation	Amsterdam, Holland	<a href="http://www.fairwear.nl">www.fairwear.nl</a>	Fair Wear Code of Labour Practices	1999
44.	Federation of the Korean Industries (FKI)	Seoul, Korea	<a href="http://www.fki.or.kr">www.fki.or.kr</a>	FKI Charter of Business Ethics	1996
45.	Finnish Forest Certification Council	Helsinki, Finland	<a href="http://www.ffcsfinland.org">www.ffcsfinland.org</a>	Finnish Forest Certification System	1996
46.	Flower Label Program	Köln, Germany	<a href="http://www.fairflower.de">www.fairflower.de</a>	FLP-Standard	1999
47.	Food and Agriculture Organization of the United Nations (FAO)	Rome, Italy	<a href="http://www.fao.org">www.fao.org</a>	International Code of Conduct on the Distribution and Use of Pesticides	1985
48.	Forest Stewardship Council (FSC)	Bonn, Germany	<a href="http://www.fsc.org">www.fsc.org</a>	FSC Principles & Criteria of Forest Stewardship	1994
49.	FTSE (Organization founded by Financial Times and London Stock Exchange, now independent)	London, United Kingdom	<a href="http://www.ftse.com">www.ftse.com</a>	FTSE4Good Criteria	2001
50.	GES Investment Services	Stockholm Sweden	<a href="http://www.gesinvest.com">www.gesinvest.com</a>	Global Ethical Standard (GES)	2001
51.	Global Alliance for Vaccines and Immu-	Geneva, Switzer-	<a href="http://www.vaccinealliance.org">www.vaccinealliance.org</a>	GAVI Guidelines	2000



	nization (GAVI)	land	<a href="http://www.ance.org">ance.org</a>		
52.	Global Reporting Initiative (GRI)	Amsterdam, Holland	<a href="http://www.globalreporting.org">www.globalreporting.org</a>	GRI Guidelines	1997
53.	Globalizing the Principles	Pretoria, South Africa	<a href="http://www.benchmarkmarks.org">www.benchmarkmarks.org</a>	Principles for Global Corporate Responsibility: Bench Marks	1995
54.	Good Corporation	London, United Kingdom	<a href="http://www.goodcorporation.com">www.goodcorporation.com</a>	Good Corporation Standard	2001
55.	Governments of USA and of United Kingdom	Washington, USA & London, United Kingdom	<a href="http://www.voluntaryprinciples.org">www.voluntaryprinciples.org</a>	Voluntary Principles on Security and Human Rights	2000
56.	Green Globe 21	Canberra, Australia	<a href="http://www.greenglobe21.com">www.greenglobe21.com</a>	Green Globe 21 Standard	1994
57.	Hong Kong Toy Coalition (& Hong Kong Christian Industrial Committee)	Hong Kong, China	<a href="http://members.hknet.com/~hkic/">http://members.hknet.com/~hkic/</a>	Charter on the Safe Production of Toys	1994
58.	Institute of Electrical and Electronics Engineers (IEEE)	New York, USA	<a href="http://www.ieee.org">www.ieee.org</a>	IEEE Code of Ethics	1990
59.	Institute of Social and Ethical AccountAbility	London, United Kingdom	<a href="http://www.accountability.org.uk">www.accountability.org.uk</a>	AccountAbility 1000 (AA1000)	1999
60.	Interfaith Centre on Corporate Responsibility (ICCR)	New York, USA	<a href="http://www.iccr.org">www.iccr.org</a>	Proxy Resolutions Book	1974
61.	International Centre for Responsible Tourism	Kent, United Kingdom	<a href="http://www.icrtourism.org">www.icrtourism.org</a>	Cape Town Declaration	2002
62.	International Chamber of Commerce (ICC)	Paris, France	<a href="http://www.iccwbo.org">www.iccwbo.org</a>	Business Charter for Sustainable Development	1991
63.	International Confederation of Free Trade Unions (ICFTU)	Brussels, Belgium	<a href="http://www.icftu.org">www.icftu.org</a>	ICFTU/ITS Basic Code of Labor Practice	1997
64.	International Council of Chemistry Associations (ICCA)	Brussels, Belgium	<a href="http://www.icca-chem.org">www.icca-chem.org</a>	Responsible Care	1985

65.	International Council of Toy Industries	New York, USA	<a href="http://www.toy-icti.org">www.toy-icti.org</a>	ICTI Code	1997
66.	International Council on Mining & Metals (ICMM)	London, United Kingdom	<a href="http://www.icmm.com">www.icmm.com</a>	ICMM Principles	2003
67.	International Federation of Building and Wood Workers (IFBWW)	Geneva, Switzerland	<a href="http://www.ifbww.org">www.ifbww.org</a>	Model Framework Agreement	2000
68.	International Federation of Organic Agriculture Movements (IFOAM)	Bonn, Germany	<a href="http://www.ifoam.org">www.ifoam.org</a>	IFOAM Basic Instruments	1978
69.	International Labour Organisation (ILO)	Geneva, Switzerland	<a href="http://www.ilo.org">www.ilo.org</a>	ILO Declaration of the Fundamental Principles and Rights at Work	1998
70.	International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Association (IUF)	Petit-Lancy, Switzerland	<a href="http://www.iuf.org">www.iuf.org</a>	Code of Conduct for the Tea Sector  International Code of Conduct for the Production of Cut-Flowers	1996  1998
71.	Irish National Caucus	Washington DC, USA.	<a href="http://www.irishnational-caucus.org">www.irishnational-caucus.org</a>	MacBride Principles	1983
72.	Keidanren	Tokyo, Japan	<a href="http://www.keidanren.or.jp">www.keidanren.or.jp</a>	Charter for Good Corporate Behavior	1991
73.	Leon H. Sullivan Foundation	Washington DC, USA	<a href="http://www.globalsullivanprinciples.org/principles.htm">www.globalsullivanprinciples.org/principles.htm</a>	Global Sullivan Principles	1977
74.	Mining Association of Canada	Ottawa, Canada	<a href="http://www.mining.ca">www.mining.ca</a>	TSM (Towards Sustainable Mining) Guiding Principles	2004
75.	Organisation for Economic Co-operation and Development (OECD)	Paris, France	<a href="http://www.oecd.org">www.oecd.org</a>	OECD Guidelines for Multinational Enterprises	1976

76.	Pacific Asia Travel Association (PATA) & Asia Pacific Economic Co-operation (APEC)	Bangkok, Thailand & Singapore	<a href="http://www.pata.org">www.pata.org</a> & <a href="http://www.apec.org">www.apec.org</a>	PATA/APEC Code for Sustainable Tourism	2001
77.	Public Services International (PSI)	Ferney Voltair, France	<a href="http://www.world-psi.org">www.world-psi.org</a>	PSI Water Code	2002
78.	Q-Res (CELE)	Milano, Italy	<a href="http://www.qres.it">www.qres.it</a>	Q-Res Codes of Ethics	1999
79.	Rainforest Alliance	New York, USA	<a href="http://www.rainforestalliance.com">www.rainforestalliance.com</a>	Rainforest Alliance certification	1987
80.	Regeringskansliet	Stockholm Sweden	<a href="http://www.regeringskansliet.se">www.regeringskansliet.se</a>	Globalt Ansvar	2002
81.	Rugmark	Washington DC, USA	<a href="http://www.rugmark.org">www.rugmark.org</a>	Rugmark Certification	1994
82.	Sigma Project	London, United Kingdom	<a href="http://www.project-sigma.com">www.project-sigma.com</a>	Sigma Integrated Guidelines for Management	1999
83.	Social Accountability International	New York, USA	<a href="http://www.sai-intl.org">www.sai-intl.org</a>	Social Accountability 8000 (SA8000)	1998
84.	Social Venture Network (SVN)	San Francisco, USA	<a href="http://www.svn.org">www.svn.org</a>	SVN Standards on Corporate Social Responsibility	1999
85.	South African Petroleum Industry Association	Cape Town, South Africa	<a href="http://www.sapia.org.za">www.sapia.org.za</a>	Charter for the South African Petroleum Industry	2000
86.	Spanish Association for Standardisation and Certification (AENOR)	Madrid, Spain	<a href="http://www.aenor.es">www.aenor.es</a>	AENOR PNE 165001 & PNE 165010	2002
87.	Stakeholder Alliance	Washington DC, USA	<a href="http://www.stakeholderalliance.org">www.stakeholderalliance.org</a>	Sunshine Standards	1996
88.	Standards Australia	Sydney, Australia	<a href="http://www.standards.com.au">www.standards.com.au</a>	AS 8003-2003	2003
89.	STEP Foundation	Basel, Switzerland	<a href="http://www.step-foundation">www.step-foundation</a>	STEP Label Certificate	1995

			<a href="http://www.ion.ch">tion.ch</a>		
90.	Sweatshop Watch	Los Angeles, USA	<a href="http://www.sweatshop-watch.org">www.sweatshop-watch.org</a>	Sweatshop Watch Code of Conduct for University Trademark Licensees	1998
91.	TCO Development (TCO stands for Tjänstemännens Centralorganisation, i.e: The Swedish Confederation of Professional Employees)	Stockholm Sweden	<a href="http://www.tcodvelopment.com">www.tcodvelopment.com</a>	TCO Guidelines	1992
92.	Tour Operators' Initiative (TOI)	Paris, France	<a href="http://www.toinitiative.org">www.toinitiative.org</a>	Supply Chain Guide to Good Practice	2002
93.	Transparency International	Toronto, Canada	<a href="http://www.transparency.ca">www.transparency.ca</a>	International Code of Ethics for Canadian Business	2000
94.	United Nations (UN)	New York USA	<a href="http://www.unglobalcompact.org">www.unglobalcompact.org</a>	Global Compact	2000
95.	Worker Rights Consortium	Washington DC, USA	<a href="http://www.workers-rights.org">www.workers-rights.org</a>	WRC Model Code of Conduct	2000
96.	World Economic Forum	Geneva, Switzerland	<a href="http://www.weforum.org">www.weforum.org</a>	Global Corporate Citizenship Initiative	2001
97.	World Federation of the Sporting Goods Industry	Germany	<a href="http://www.wfsgi.org">www.wfsgi.org</a>	WFSGI Code of Conduct	1997
98.	World Health Organization	Geneva, Switzerland	<a href="http://www.who.int">www.who.int</a>	International Code on Marketing Breast-milk Substitutes	1981
99.	World Tourist Organization	Madrid, Spain	<a href="http://www.world-tourism.org">www.world-tourism.org</a>	Global Code of Ethics for Tourism	1999
100.	Worldwide Responsible Apparel Production	Washington DC, USA	<a href="http://www.wrapapparel.org">www.wrapapparel.org</a>	Apparel Certification Program Principles	2002

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