



ISO WG SR Media Participation Policy

This document describes a policy for engaging with the media to raise the effectiveness of communication activities of the ISO Working Group on Social Responsibility (WG SR). The WG SR considers it vital to ensure transparency and openness by proactively and consistently delivering accurate information to the public, and supports the use of proper channels to deliver information to the public as effectively and efficiently as possible.

The main objectives of our Media Participation Policy are to raise awareness of the ISO 26000 process and to ensure transparency. It is important that all involved in the project provide accurate and appropriate information in a spirit of good will and responsibility. The media contributes to the shaping of attitudes and behaviours of the general public. Building good media relations is important for building awareness through accurate information and preventing isolated and unrepresentative views and opinions from misleading the public.

The WG SR seeks to engage with the media through multiple vehicles at multiple organizational levels.

The ISO as a whole

The ISO states the following in the *ISO/IEC*

Directives

SO.9 Press attendance at ISO meetings

Interest by the press or other media in ISO work is to be welcomed and the ISO Central Secretariat and many ISO member bodies have public relations and promotion services able to provide information to the press concerning ISO, ISO standards, and work in progress.

In recent years, there has been a growing interest on the part of some of the press to be present during meetings of particular ISO committees. Whilst this interest is, again, welcome, the presence of the press during an ISO meeting may inhibit the free and open discussion of issues. For this reason, members of the press shall not be permitted to be present during working sessions of ISO meetings. However participation by members of the press may be permitted during opening and closing ceremonies of ISO plenary meetings.



ISO Central Secretariat

Within ISO, the ISO Central Secretariat prepares and releases an official WG SR press release. Effort will be made by ISO/CS to reach agreement on the text of the ISO press release and release it within one week of the meeting. ISO/CS reserves the right of final decision on any ISO press release.

Working Group on Social Responsibility

WG leaders express the consensus reached by the experts at press conferences held in conjunction with the WG meetings. Also, between WG SR meetings, the WG leadership commits to prompt written responses to media requests. FAQs reflecting media requests and responses will be presented to the public via the WG SR Website

Task Groups and Stakeholder Groups

Task Groups have been appointed to work on specific issues and Stakeholder Groups are responsible for ensuring specific stakeholder views are considered. Since these groups are not responsible for approving policy or content, it would not be appropriate for representatives from these groups to be media spokespersons on behalf of WG SR. Task Group and Stakeholder Group members are, of course, free to inform the media of discussions carried out and views expressed by their respective groups.

National Standards Bodies (NSBs) and Mirror Committees

At a local or national level, mirror committees are the proper channel for media inquires. Mirror committees are encouraged to arrange meetings with local media. This will improve local participation and awareness.

Experts and Observers

Experts and observers are encouraged to exploit their distinctive backgrounds in energetically communicating the positions of the WG SR to the media. We also recognize the value of experts and observers sharing views and knowledge of the WG SR deliberations with a broad spectrum of the people through the media. In the interest of better ISO WG SR communication, all experts and leaders are asked to share with TG 2 (Communication) and ISO/CS any general questions they receive from the media. To aid TG 2 and ISO/CS in its work of monitoring media coverage, experts and leaders are also requested to share with TG 2 and ISO/CS, in a manner consistent with applicable copyright requirements, any news articles or other media products resulting from their own interactions with the media.



Meetings and Media Participation

Regarding meetings and media participation, we have adopted the following policies.

1. Media representatives present at the site of a meeting of the WG SR must register with the WG Secretariat and the meeting host (name, organization, and contact number,).

2. Media representatives will be given a media badge to wear or keep handy when present at the meeting site.

3. Policies on which events media representatives may attend

A. Registered media representatives with badges are allowed to attend the following events:

Opening and closing ceremonies;

Press conferences;

Poster sessions; and

Interviews conducted with experts outside the meeting room.

B. Media representatives may attend the following events with consent of the participants:

DEVCO Workshop;

Open Workshop;

Stakeholder group meetings; and

Donor meetings.

C. People from the media are not allowed to attend:

Plenary meetings;

Task Group (TG) meetings;

Chair's Advisory Group (CAG) meetings;

Editing Committee (EC) meetings;

Task Force meetings (Translation Task Force, Liaison Task Force);

Ad-hoc Group meetings

4. Press conferences will be scheduled for appropriate times (pre- and/or post-plenary) in a designated location by the WG Leadership and TG2 Leadership, in consultation with the public relations service of the host ISO member body. At the press conferences, WG leaders and ISO CS representatives will make statements to the press. TG 2 leaders will act as moderators. Others may be asked to speak by WG leaders. Experts and Observers may attend, but are not allowed to speak at the press conferences.



5. Media representatives may attend dinners or other events held by meeting hosts if invited by the host organization.