

Key levers of Quality & CSR Management in the Media Industry



Challenge Optimum S.A.



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I.1 – Voluntary standards :

- Cross-industry standards : ISO 9001 and ISO 26000
- Media specific standards: ISAS BCP 9001,
- GRI Media Supplement, CSR handbook

I.2 – Committing international standards



3rd party certification : 30 years of experience and benefits



Main interest : get an independent recognition of the quality of a corporation

The objective is twofold:

→ to benefit from unbiased, external reviews of their activities,

→ to create an ongoing process making sure that the highest standards of quality continue to be pursued.

30 years later, over one million corporations have their quality management system certified every year by 3rd party accredited bodies according to the well known ISO 9001 requirements.



Cross Industry standards on quality & CSR

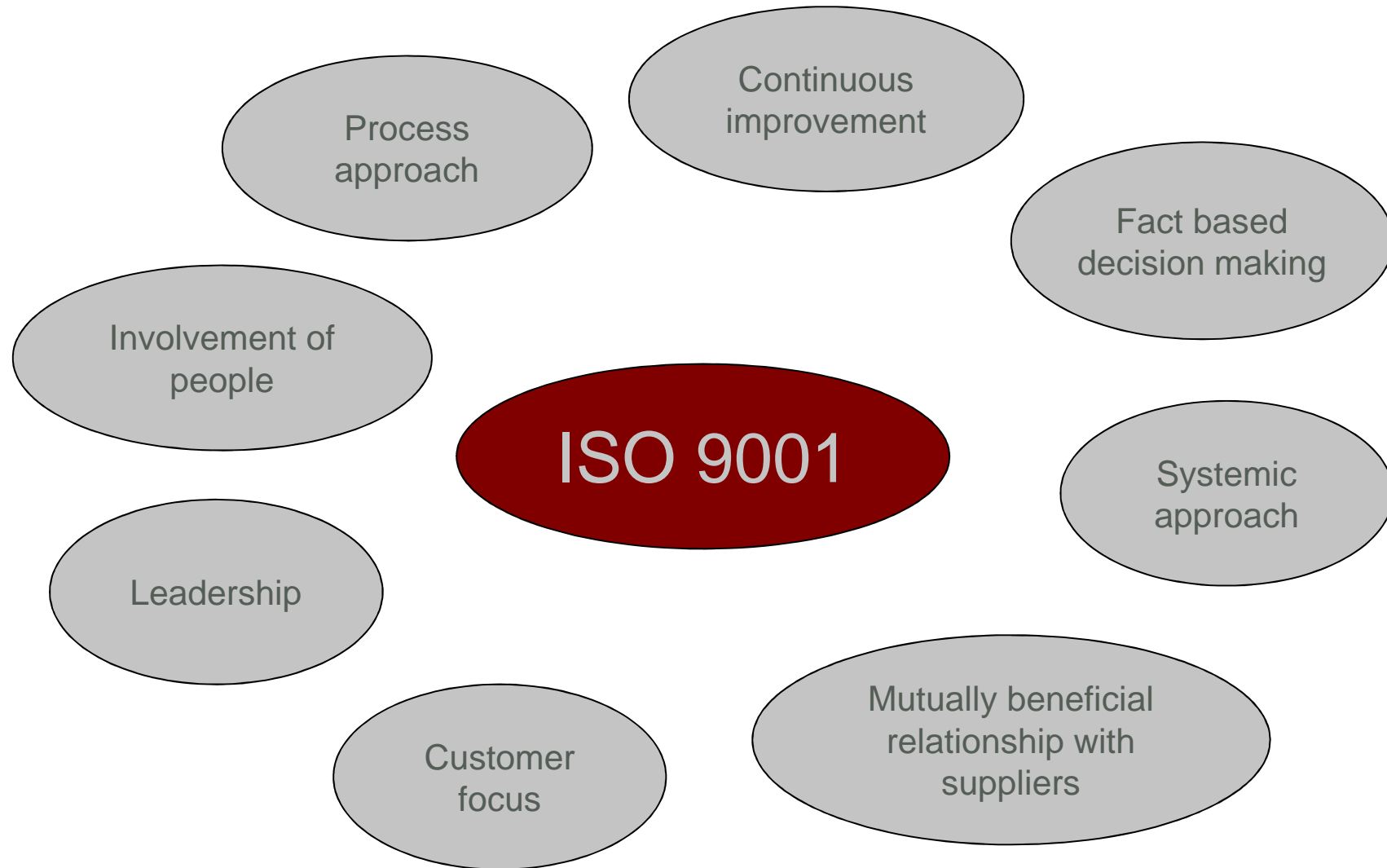
ISO 9001 : guidance and tools for companies and organizations who want to ensure that their products and services consistently meet customer's requirements, and that quality is consistently improved.

ISO 26000 : guidance on how businesses and organizations can operate in a socially responsible way.

This means acting in an ethical and transparent way that contributes to the health and welfare of society.



Reminder : ISO 9001 = 8 key principles



Social responsibility : 7 core subjects

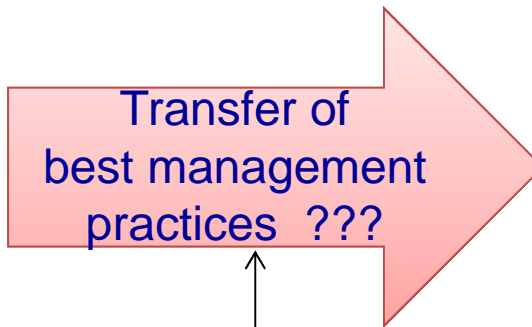


Are ISO 9001 requirements enough to certify Media companies ?

30 years of quality improvement and cost reduction results



Car making



Needed **input from Media professionals**

Media companies had to obey some very industry specific rules and practices.



Media contents making / broadcasting

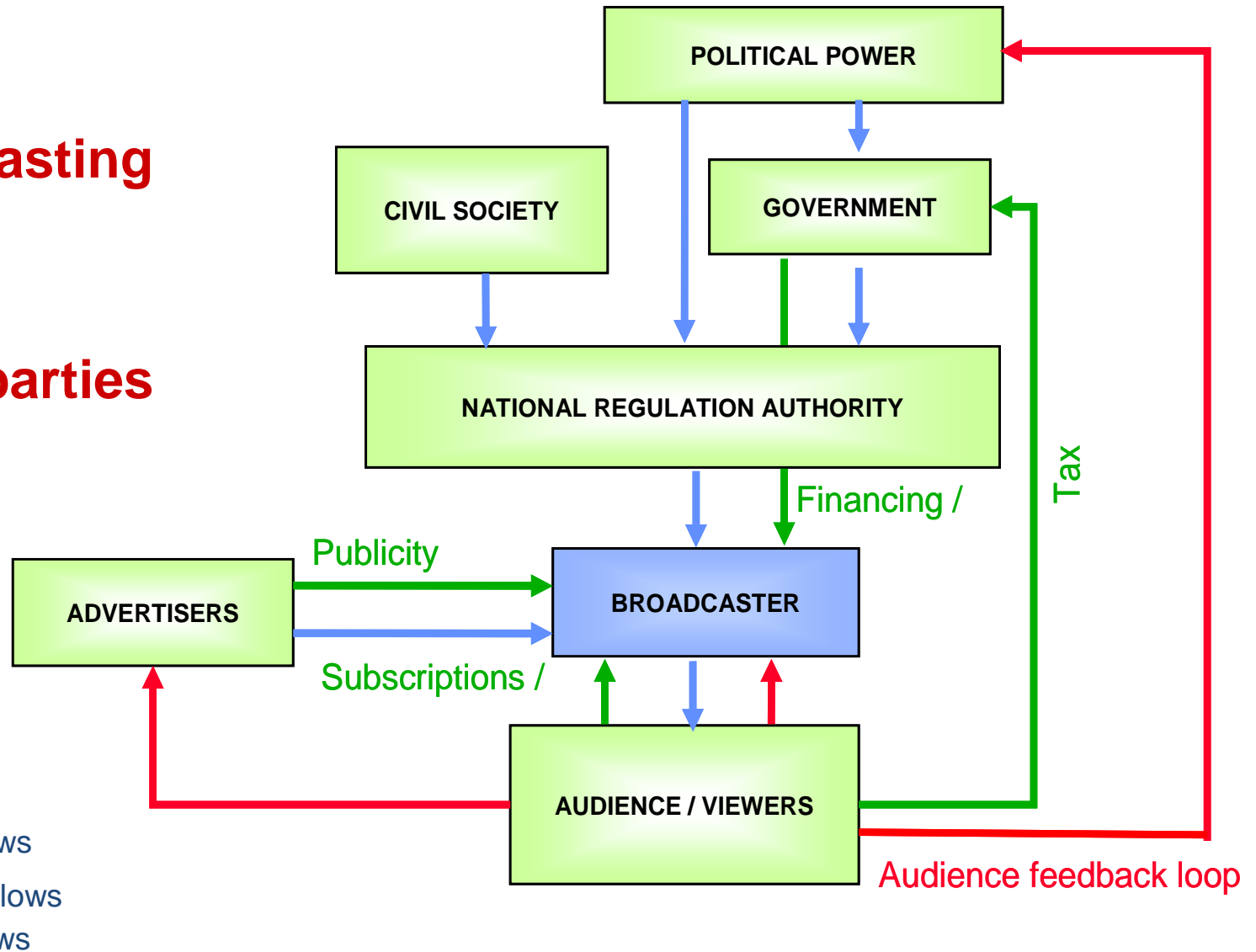
→ Media management requirements were put together under the umbrella of the Media & Society Foundation

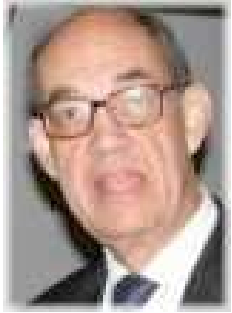
→ Set of complementary Media quality management tools and requirements in addition to those of ISO 9001.



Systemic environment of a Media broadcaster

The broadcasting industry actors and interested parties





Media & Society Foundation

« The main asset of a public service media is the **public trust in its added value to society.** »

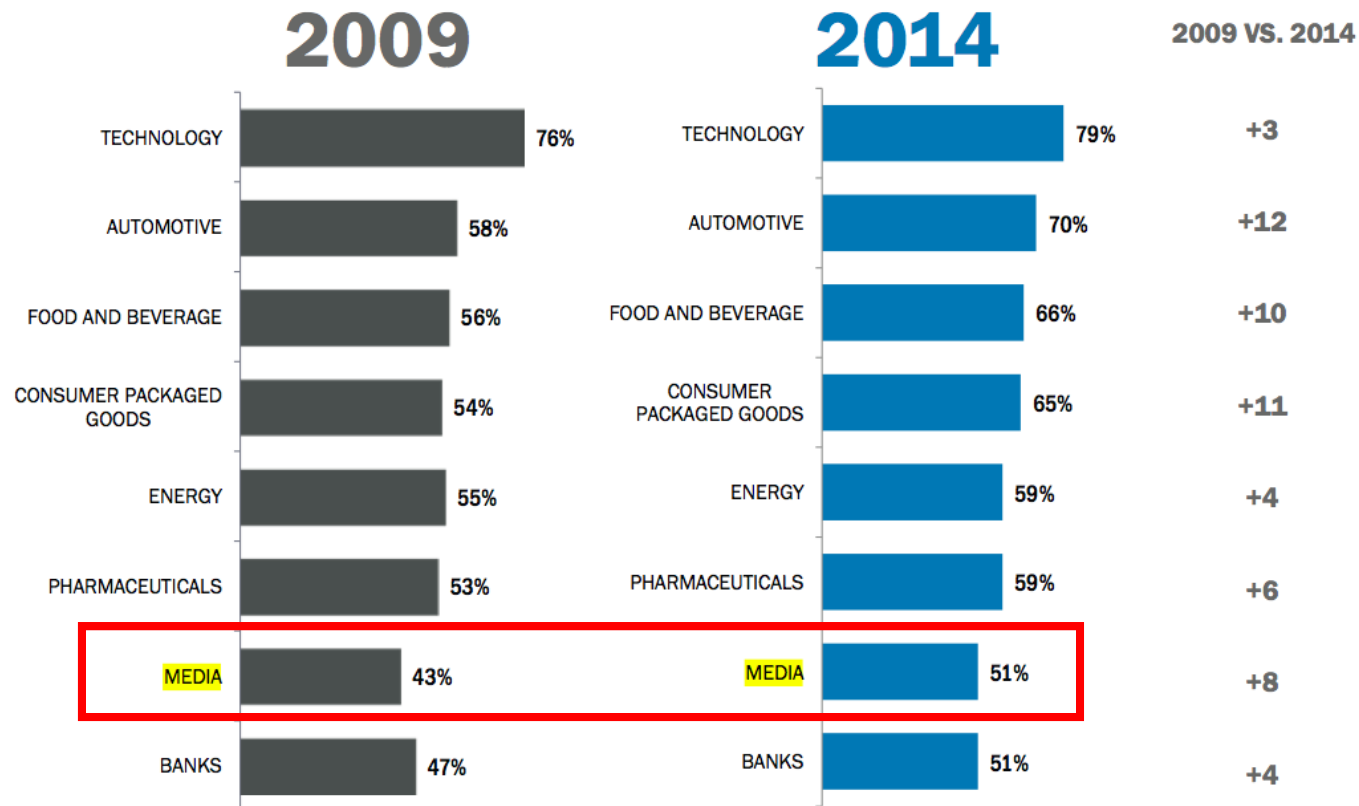
« Our universal media quality management system has no other intent than to help you set up a more transparent organization and a more efficient system of quality control, indispensable tools to this goal. »

Guillaume Chenevière, Former MD of the Swiss French speaking public TV

guillaume@media-society.org



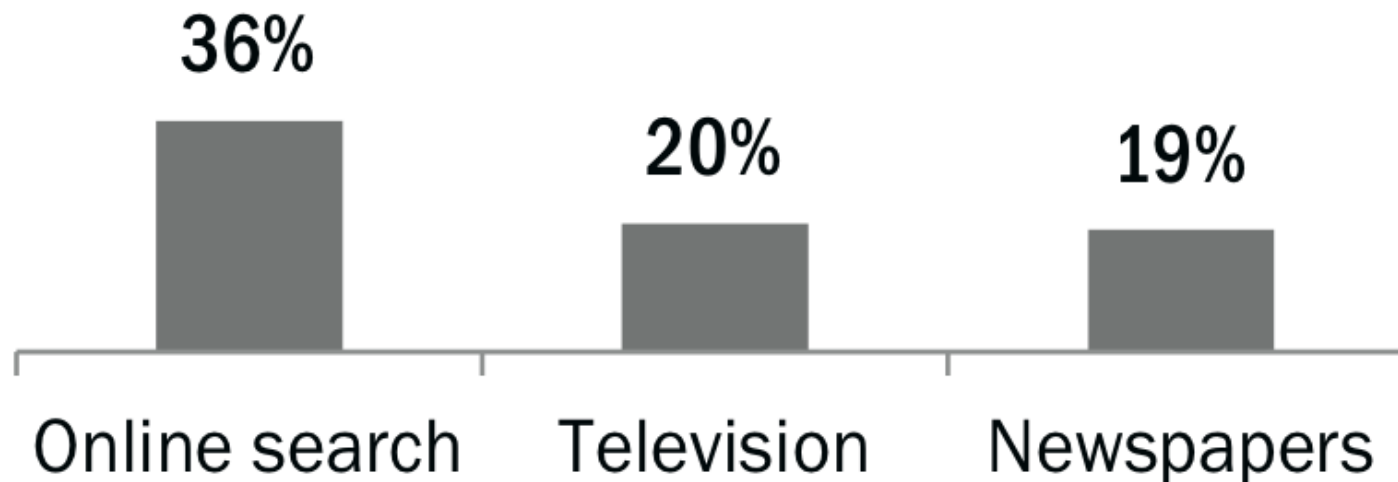
Edelman *Trust* barometer 2014



« Media & bank companies continue to trail, seeing little movement since 2009 and, with additional incidents this year, are facing continued public and regulatory reprimand over ethics, business practices and malfeasance »



**SOURCE USED TO
CONFIRM/VALIDATE INFORMATION
BREAKING NEWS ABOUT BUSINESS**



ISAS BCP 9001:2010 requirements

**25 requirements grouped into 5 chapters
to translate in practice the 8 principles of TQM**

4- QUALITY MANAGEMENT SYSTEMS

(QMS, documentation requirements)

Not required in ISO 9001

5- MANAGEMENT RESPONSIBILITY

(Management commitment, Stakeholder focus, Quality Policy, Planning, Responsibility, Authority and Communication, Management Review, Corporate Social Investment, Risk Management)

6- RESOURCE MANAGEMENT

(Provision of Resources, Human Resources, Infrastructure, Work Environment)

7- PRODUCT REALIZATION

(Planning, Customer Related Processes, Design and Development), Purchasing, Service Provision, Control of Measuring Devices)

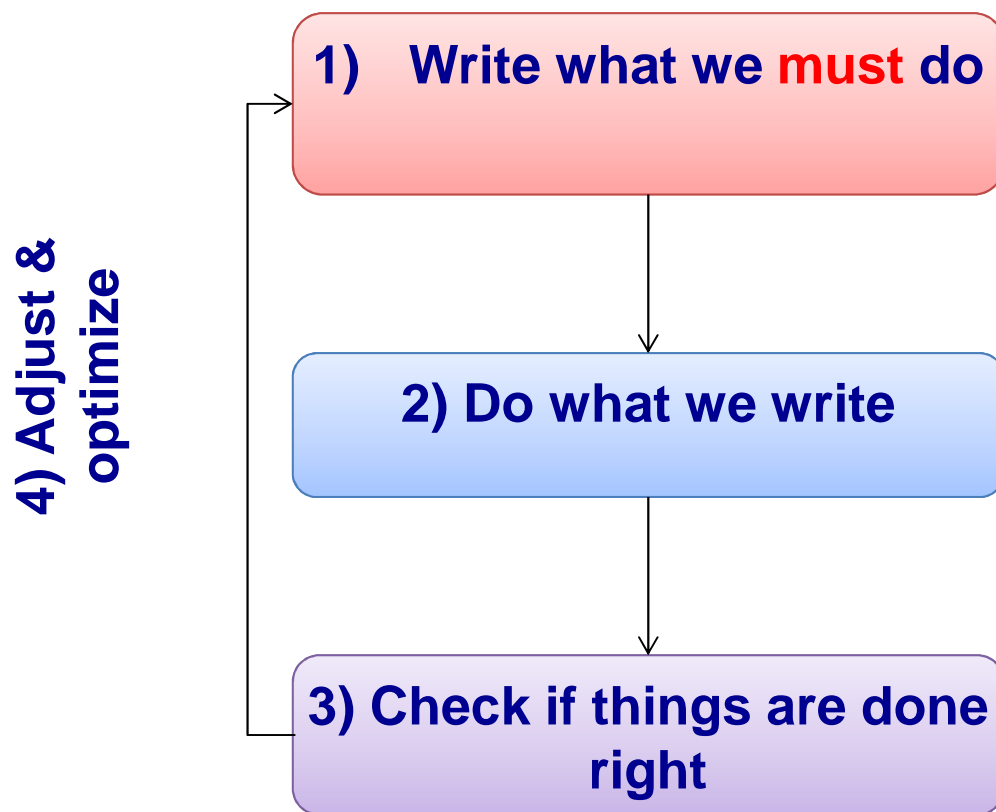
8- MEASUREMENT, ANALYSIS AND IMPROVEMENT

(Monitoring and Measurement, Control of Non-conforming Product, Analysis of Data, Improvement)

**All ISO 9001 requirements
apply in ISAS BCP 9001 !**



How does a quality & CSR system work ?



Relationship with stakeholders
Corporate quality & CSR objectives
Corporate Quality & Ethics policy
Authorities, responsibilities
Procedures, processes
Qualifications (required skills)
Operational documents

Records of good corporate operations & governance

1) internal quality audits
2) KPI monitoring
3) non-conformance management





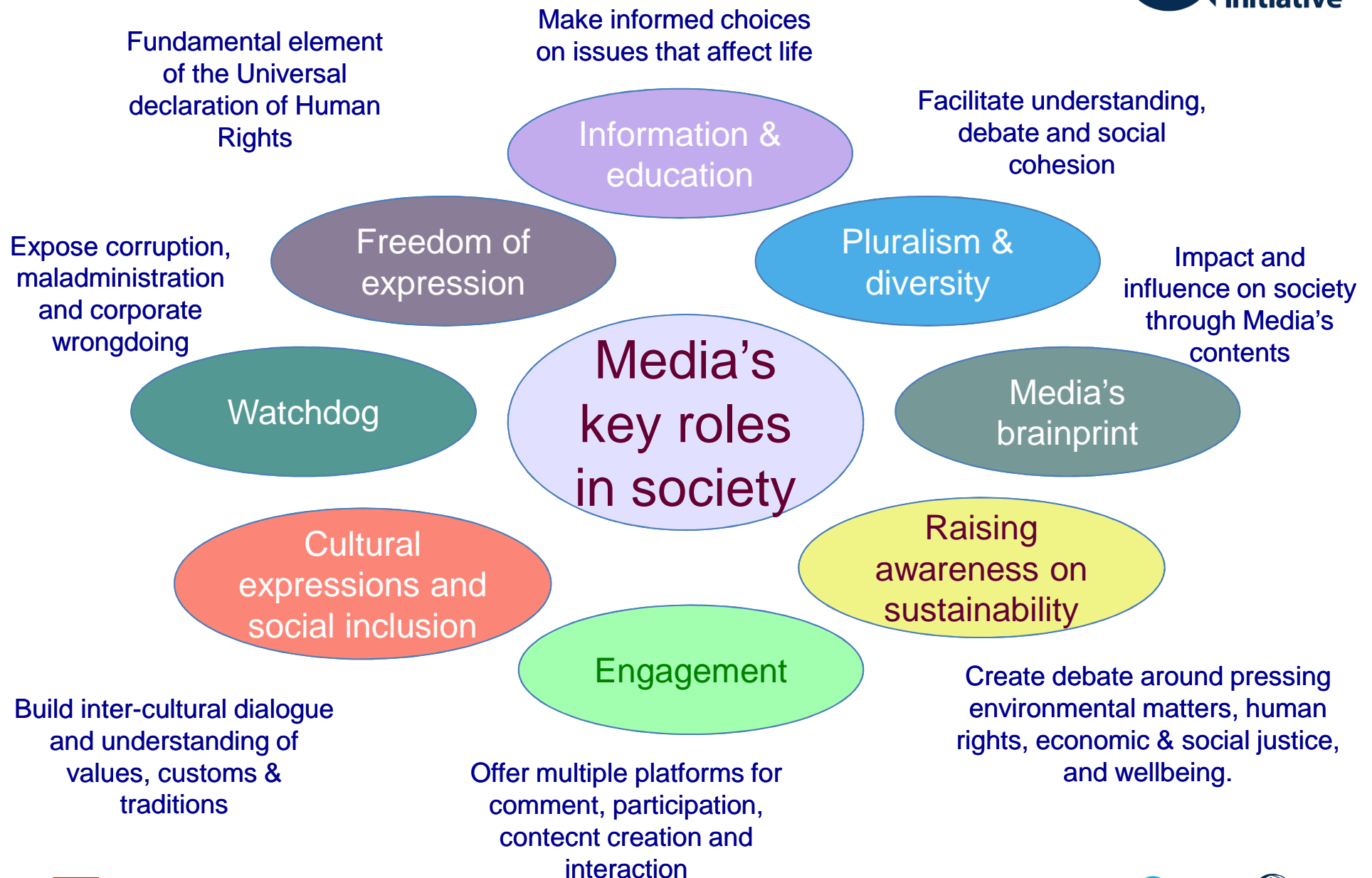
The Global Reporting Initiative (GRI)

Media organizations hold a powerful position in society through the impact and influence of their content.

It is therefore essential that they are responsible, transparent and accountable.

The GRI Media Sector Supplement has been created to assist media organizations in clearly articulating their role in supporting progress towards a sustainable society and to develop ways to measure and improve their performance.





CSR in the Media sector guide

The Guide is the first publication of the French Forum CSR Médias, in partnership with the ORSE (French Study Center for Corporate Social Responsibility). It is intended to lay the groundwork for a dialogue between CSR experts and all players and observers in the Media sector.



The French Forum RSE Médias brings together French Media companies involved in CSR



ORSE is the French Study Center for Corporate Social Responsibility (non-profit organization created in June 2000). The network brings together over 100 members to study and promote Socially Responsible Investment (SRI) and Corporate Social Responsibility (CSR).



#1

Accessibility

"Media accessibility" refers to our ability to use, read, listen to, watch, comment on, share and contribute to all forms of media. A range of physical, social, financial, geographical and generational limits can disrupt or prevent our use of the media. The digital divide for example (which excludes part of the audience from the tools and practices of information and communication technology) can result from several of these causes.

#2

Media Literacy

The GRI MSS suggests Media Literacy to be included into Media companies' CSR policies. They are therefore invited to implement "a management approach to empower audiences and society at large to develop skills to understand and engage with content, improve digital literacy, produce content, express themselves and, critically consume and analyze content."

#3

Journalism Ethics & Codes of conduct

Information is an essential part of media content, where print and audiovisual journalists are the most visible players. Their professional identity is based much more on personal ethics and professional codes of conduct than on technical capacity and administrative status. Codes of conduct express the collective morality of a profession, dictating what is permitted or prohibited. Ethics refers instead to individual challenges, the answers to which may vary depending on the context.

#4

Environmental Impact

For the media, the distribution of content depends on the chosen support or channel, which in turn rely on the availability of natural resources. The depletion of these resources, especially the plundering and social conflicts potentially related to their extraction, can threaten the reputation and image of the media.

#5

Youth Protection

The use of the media by a young public had already inspired many regulations by the public authorities, long before the Internet raised new challenges for minor protection. Youth protection goes hand in hand with media literacy (practical factsheet #2). It falls systematically within the CSR of the media sector in all areas of content production, as it has now been extended to Internet content, video games and social media.

#6

Representation & Promotion of Diversity

In the media sector, diversity acquires specific meaning, through the representation of national, social and cultural diversity in media content, on the one hand, and the diversity of the content itself (geographical spread, genre, era, etc.) on the other. Fostered by the regulator and NGOs, main French television channels and media companies adopted a transverse management body to deal with the diversity issue.

#7

Public Awareness of Sustainable Development

The media can contribute, through their content, to providing the public with the tools to understand the key sustainable development issues. As direct or indirect information providers, the media have a potential power to raise awareness of sustainable development, which requires, above all, a behavioural change.

Examples of committing CSR-related standards

Collapse of Rana Plaza – 24.04.2013

Facts (reminder) : several suppliers of various brands were established in a building which collapsed resulting in :

→ At least 1 127 casualties + 2 500 survivors

Involved brands : Bonmarche, C&A Foundation, Loblaw, BRAC USA, The Children's Place, Walmart, Asda and the Walmart Foundation, Camaieu, El Corte Ingles, Gueldenpfennig, H&M, Inditex, KiK, LPP SA, Mango, Mascot, Premier Clothing et Primark



Examples of committing standards resulting from the collapse

→ « **The Rana-Plaza Arrangement** » : credible, transparent and independent system for delivering support to the victims of Rana Plaza

<http://www.ranaplaza-arrangement.org/>

→ **The Alliance** (North American apparel companies) : Bangladesh Worker Safety Initiative, a binding, five-year undertaking that will be transparent, results-oriented, measurable and verifiable with the intent of improving safety in Bangladeshi ready-made garment (RMG) factories.

<http://www.bangladeshworkersafety.org/>

→ **The Accord** (EU) : independent agreement designed to make all garment factories in Bangladesh safe workplaces. It includes independent safety inspections at factories and public reporting of the results of these inspections.

<http://bangladeshaccord.org/>



Conclusion

- Quality & CSR policies should be implemented on a voluntary basis as often as possible
- The benefits resulting from the prevention of risks inherent to quality & CSR management exceed by far their initial cost
- This relies on the internal leadership and involvement of all stakeholders, amongst which the staff members, the customers and the suppliers play a key role.

