

Corporate Social Responsibility

A one-day workshop

Training objectives

The purpose of this seminar is to:

- Communicate the concepts of Corporate Social Responsibility (CSR)
- Equip the participants with fundamental CSR development skills
- Explain how to assess the best approach to CSR implementation in different organizations

Training method

The training method involves:

- Description of the theory
- Reinforcement of the theory by case studies
- Involvement of the participants by techniques such as role play and games
- Reinforcement of the learning by techniques such as mini-quiz
- Resolution of queries by question-and-answer

Training content

The training covers topics such as:

- Historical Background to CSR
- Stakeholder engagement, relationships and issues
- Stakeholder networks
- CSR Frameworks
 - Business ethics
 - CSR risk and value drivers
 - CSR links to organization strategy
- Sustainability Reporting:
 - Economic impacts
 - Environmental impacts
 - Social impacts
- Measuring Return on Investment of the CSR initiative

Who should attend

The seminar is intended for CEOs, Executives, Managers, Supervisors and HR Managers