

CSR: Corporate Social Responsibility

Seminar Outline

► Overview:

Corporate Social Responsibility (CSR) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of law, ethical standards, and international norms. Nowadays, CSR is becoming an added value to the companies.

► Objectives:

This seminar is an advanced course examining cutting-edge tools and communications strategies for CSR to help your company become a leader in CSR. Advanced topics including sustainability reporting, international standards, the Millennium Development Goals and the human rights dimension will be covered. It is an in-depth analysis of contemporary CSR issues, trends, challenges, standards, and strategies. An emphasis will be put on exploring environmental, social, and governance risks and subsequent brand enhancement. It helps build the capacity to develop or implement CSR within your own organization, based on international standards.

► Possible Attendance:

This training is designed for those people seeking an in-depth understanding of contemporary CSR issues. It is recommended for CSR practitioners as well as other CSR professionals who wish to advance their current level of CSR knowledge for their projects.

Attendants may include:

- Project Managers and Leaders
- CSI Managers
- Operational Managers
- Branch Managers
- Strategic Business Unit Managers
- Office Secretaries
- Administrators
- Personnel Assistance
- Interested people

► Structure:

8 hours to be carried out over 2 days including presentation, workshop, valuable supporting documents for Corporate Social Responsibility review and implementation.

► Contents:

The seminar key focus:

- Identify Corporate Social Responsibility tasks and resources
- Global trends and standards for CSR (including ISO 26000 and Global Compact)
- Business, biodiversity, climate change, and the environment
- CSR, HRM and diversity
- Non-Financial risk management and assessment
- Human Rights and CSR
- Product responsibility
- Health and safety
- Supply chains and capacity building
- Corporate governance and soft law
- Community investment
- Socially responsible investment
- Staff and senior management buy-in
- Communication and CSR
- Involving stakeholders in governance structures
- Sustainability reporting: Global Reporting Initiative (GRI) and stakeholder engagement
- Raising the bar: International Finance Corporation (IFC) Performance Standards and Equator Principles
- The bigger picture: from community investment to poverty alleviation
- The global human dimension: human rights and the role of business
- CSR Planning
 - Order tasks using the work breakdown structure
 - Schedule tasks effectively
 - Use basic planning tools (Network Diagram, Gantt chart...)
 - Prepare a Corporate Social Responsibility budget
 - Identify and risk management
 - Prepare a final plan
 - Execute and terminate CSR initiative
 - Develop and manage a change control process

Throughout the seminar there will be opportunities for questions, and where appropriate, case studies will be discussed.