

€ TRAINING

Corporate Social Responsibility



21 - 25 October 2019
Lisbon (Portugal)



Corporate Social Responsibility

REF: M12404 DATE: 21 - 25 October 2019 Venue: Lisbon (Portugal) - Fee: 4500 Euro

Overview:

In an ever more competitive economy, in which companies are increasingly held directly responsible for the consequences of their impact on society from an environmental, social and economic point of view, it is necessary to be prepared to face these challenges in order to strengthen legitimisation to operate and to seize all opportunities for growth, innovation and reputational advantage. The management of these processes, in the interest of all stakeholders, to create shared value for both the company and the community by outlining a solid and effective social responsibility policy that is well integrated with a company's strategy requires specific competencies and sensitivities.

Objectives:

Advanced course in Corporate Social Responsibility is aimed at providing a wide overview of the current trends in corporate social responsibility policies and of the advantages, the tools and the practices associated with the world of social responsibility: design and analysis, stakeholder management, sustainability reporting, sustainable human resources management, environmental policy and sustainable marketing initiatives, strategic philanthropy, communication and valorisation of social responsibility initiatives.

Intended recipients:

The training initiative is aimed at company and organisation representatives who wish to explore in depth the topics of sustainability and social responsibility as levers to build up reputation and create a competitive market advantage.

This course is structured in order to deliver the knowledge and the skills necessary to Project Managers and Project Leaders.

Its contents are:

- Introduction to Project Management, Organizational Influences and Project Life Cycle.
- Project Integration Management.
- Project Scope Management.
- Project Schedule Management.
- Project Cost Management.
- Project Quality Management.
- Project Human Resource Management.
- Project Communications Management.
- Project Risk Management.
- Project Procurement Management.
- Project Stakeholder Management.
- Stimulation test.

Contents:

Introduction:

- Social responsibility in the age of the reputation economy.
- The responsible company: definitions and scenarios.
- Objectives and advantages.
- Essential timeline.
- The three dimensions of CSR.
- Sustainability as a lever to enhance innovation, competitiveness and reputation.

Approaches and directions for the future:

- Corporate Social Responsibility and shared value creation.
- Emergent issues.
- From Corporate Social Responsibility to Corporate Social Innovation.
- Social responsibility 3.0.
- Best practices.

Main social responsibility areas of intervention:

- Social responsibility and chain of value: an analysis and design approach.
- Corporate governance and ethics.
- Environmental impact and sustainability policies.
- Sustainable human resources management and corporate welfare.
- Sustainable marketing and CRM.
- Supply and responsible supply chain management.
- Strategic philanthropy and the company-community partnership.
- Responsibilities towards the customer-citizen.
- Best practices.

Stakeholders: information, relations, engagement:

- The company's relation to its environment.
- The new centrality of the stakeholder.
- Internal and external stakeholders.
- Mapping, understanding and interacting with stakeholders.
- Setting up a relational strategy.
- Best practices.

The tools:

- Principles of economic, social and environmental accounting.
- Main environmental management and certification systems.
- SA 8000.
- OCSE guidelines.
- ISO 26000.
- PMI guidelines and sustainability indicators.
- Other voluntary management and disclosure tools.

The sustainability balance sheet:

- Accounting for sustainability.
- The sustainability balance sheet: contents, objectives, perimeter.
- The GRI standard.
- Structure, process organisation, KPIs.
- The evolution and new frontiers of accounting: the Integrated Report.
- The multimedia balance sheet.
- Best Practices.

Communicating social responsibility:

- The balance sheet as a relational and communication tool.
- Providing value to your own performance and creating reputation.
- Doing and communicating; finding the right mix.
- Designing social responsibility communication.
- The golden rules.
- Best Practices.