

# € TRAINING

Corporate Social Responsibility



7 - 11 October 2024  
Casablanca (Morocco)  
New Hotel



# Corporate Social Responsibility

REF: X1483 DATE: 7 - 11 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

A Corporate Social Responsibility CSR program is a strategic initiative undertaken by businesses to contribute positively to society and the environment. It involves integrating social and environmental concerns into the company's operations and interactions with stakeholders. Through CSR, organizations aim to make a meaningful impact beyond profit generation by addressing societal challenges and promoting sustainable practices.

## Program Objectives:

At the end of this program the participants will be able to:

- Establish a CSR management system: create necessary policies, operational action plans, and reporting mechanisms for these activities that span all CSR themes. Ensure that policies are defined, resources allocated to create and execute action plans to implement the policies, and track and report on KPIs and results.
- Ensuring top management's commitment, most especially the CEO is communicated across the whole company.
- Create the role of CSR expert to a decision-making level to manage policy development and implementation.
- Development of relationships with all stakeholders Shareholders, employees, NGOs, partners, customers, etc.
- Integrate into regular reporting e.g. annual reports

## Targeted Audience:

- Employees and Customers
- Shareholders
- Non-governmental organizations NGOs
- Government agencies

## Program Outlines:

### Unit 1:

#### Corporate Social Responsibility in the Reputation Economy:

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

## Unit 2:

### 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.

## Unit 3:

### 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.

## Unit 4:

### Stakeholders, and Communicating Social Responsibility:

- Company-Environment Relationship.
- Stakeholder Centrality.
- Internal and External Stakeholders.
- Stakeholder Mapping and Interaction.
- Relational Strategy Development.
- Balance Sheet as Communication Tool.
- Social Responsibility Communication Strategy.

## Unit 5:

### The Tools and the Sustainability Balance Sheet

- Principles of economic, social, and environmental accounting.
- Main environmental management and certification systems.
- SA 8000, OCSE guidelines, and ISO 26000.
- PMI guidelines and sustainability indicators.
- Accounting for sustainability.
- The sustainability balance sheet: contents, objectives, perimeter.
- The GRI standard.