

# COURSE OVERVIEW SS0422 CSR Foundation & Execution

### **Course Title**

**CSR Foundation & Execution** 

#### **Course Date/Venue**

September 22-26, 2024/Boardroom 1, Elite Byblos Hotel Al Barsha, Sheikh Zayed Road, Dubai, UAE

# Course Reference

SS0422

# **Course Duration/Credits**

Five days/3.0 CEUs/30 PDHs

# **Course Description**









80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.

Corporate Social Responsibility (CSR) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. With some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law". CSR aims to embrace responsibility for corporate actions and to a positive encourage impact on the environment and stakeholders including consumers. employees, investors, communities and others.

CSR is not about pressuring firms into engaging in philanthropy or obligating them to shoulder additional responsibility for different social problems. Considered broadly, CSR is about establishing and perpetuating social norms that make economic markets more transparent and effective in serving societal interests.

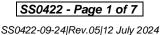






















It is likely to become an increasingly essential framework for reconciling individual interests and the social good. Because of this, CSR plays an increasingly influential role in every aspect of business, from corporate strategy to marketing and human resource management.

This course is designed to provide participants an overview on the basic principles of CSR and sustainability. It covers the key concepts and principles of sustainability and CSR; the definition of CSR and how it is applied CSR related concepts; stakeholder engagement, the best practices for preparing annual stakeholder engagement plan; social and environmental systems; driving environmental and social benefit within three distinct areas — engaging in philanthropy, optimizing operational impact and creating shared value; the global reporting initiative (GRI) main principles and guidelines; the local and international trends and legislation in CSR; and evolving the CSR activities to align with organizational goals and capabilities.

Further, the course will also cover the key principles of a CSR strategy; making the business case for the CSR strategy; identifying opportunities that benefit the organization as well as the community; building the ability to create shared business and social value over time; how company activities impact the environment and community; how organizational behaviour is impacted by CSR; the concept of triple bottom line (profit, people, plant) and the importance of taking it into consideration when analysing the company overall performance; integrating CSR best practices into key business areas, disseminating policy effectively and embedding CSR within the culture; sustainability programs and initiatives; good and bad business behavior across different sectors; components of a CSR action plan for your organization; building CSR expertise and capabilities; integrating social responsibility metrics into general performance management systems; measuring social and business impact; and communicating the goals and impact of CSR efforts to colleagues, shareholders and other stakeholders.

#### **Course Objectives**

Upon the successful completion of this course, each participant will be able to:-

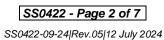
- Apply and gain a basic knowledge on CSR and sustainability principles
- Discuss the key concepts and principles of sustainability and CSR
- Explain the definition of CSR and how it is applied
- Identify CSR related concepts such as carbon footprint, green marketing, etc.
- Recognize the main principles and guidelines of Global Reporting Initiative (GRI)
- Determine the local and international trends and legislation in CSR
- Explain the key principles of a CSR strategy
- Recognize how company activities impact the environment and community and how organizational behavior is impacted by CSR
- Identify the concept of triple bottom line (profit, people, planet) and the importance of taking into consideration when analyzing the company overall performance
- Participate in sustainability programs and initiatives
- Identify good and bad business behavior across different sectors



















- Develop the components of a CSR action plan for their own organization
- Define stakeholder engagement and apply the best practices for preparing annual stakeholder engagement plan
- Identify social and environmental systems in which the company operates to target relevant opportunities for impact
- Carryout environmental and social benefit within three distinct areas engaging in philanthropy, optimizing operational impact and creating shared value
- Determine the CSR activities to align with organizational goals and capabilities
- Explain the business case for the CSR strategy
- Identify opportunities that benefit the organization as well as the community
- Create shared business and social value over time
- Discuss how organizational behaviour is impacted by CSR
- Integrate CSR best practices into key business areas, disseminating policy effectively and embedding CSR within the culture
- Identify CSR expertise and capabilities
- Discuss social responsibility metrics into general performance management systems
- Measure social and business impact
- Communicate the goals and impact of CSR efforts to colleagues, shareholders and other stakeholders

# Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive "Haward Smart Training Kit" (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials, sample video clips of the instructor's actual lectures & practical sessions during the course conveniently saved in a **Tablet PC**.

#### Who Should Attend

This course provides a basic knowledge on CSR and sustainability principles for employees who perform at a level in a range of contexts that requires general supervision to ensure effectiveness and efficiency.

#### Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures

80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

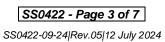
In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.



















# **Course Certificate(s)**

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

#### **Certificate Accreditations**

Certificates are accredited by the following international accreditation organizations:-

The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

BAC British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

#### **Accommodation**

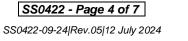
Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.



















# **Course Instructor(s)**

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Dr. Chris Le Roux**, PhD, MSc, BSc, PMI-PMP, PMI-CAPM is a **Senior Project & Management Consultant** with over **45 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **Project & Contracts** Management Skills, **Project & Construction** Management, **Project** Planning, Scheduling & Control, **Project** Management, Project Delivery & Governance Framework, **Project** Management Practices, **Project** Management Disciplines, **Project Risk** Management, **Risk** Identification Tools & Techniques, **Project** Life Cycle, **Project Stakeholder** & Governance,

Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Leadership Orientation Programme, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Leadership & Team Building, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Office Management & Administration Skills, Controlling Your Time & Managing Stress, Crisis Management, Strategic Human Resources Management, Change Management, Negotiation Skills, Strategic Planning, Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis. He was the Psychologist & Project Manager wherein he was responsible in the project management and private psychology practices.

#### Course Fee

**US\$ 5,500** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

#### **Course Program**

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1: Sunday, 22<sup>nd</sup> of September 2024

0730 – 0800	Registration & Coffee
0800 - 0815	Welcome & Introduction
0815 - 0830	PRE-TEST



















0830 - 0900	The Key Concepts & Principles of Sustainability & CSR
0900 - 0930	The Definition of CSR & How it is Applied
0930 - 0945	Break
0945 - 1030	CSR Related Concepts such as Carbon Footprint, Green Marketing, etc.
1030 - 1230	Stakeholder Engagement, the Best Practices for Preparing Annual
1030 - 1230	Stakeholder Engagement Plan
1230 - 1245	Break
1245 – 1420	Social & Environmental Systems in which the Company Operates to
1243 - 1420	Target Relevant Opportunities for Impact
1420 - 1430	Recap
1430	Lunch & End of Day One

Monday, 23rd of September 2024 Day 2:

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	Driving Environmental & Social Benefit within Three Distinct Areas -
0730 - 0830	Engaging in Philanthropy, Optimizing Operational Impact & Creating
	Shared Value
0830 - 0930	Global Reporting Initiative (GRI) Main Principles & Guidelines
0930 - 0945	Break
0945 - 1100	Local & International Trends & Legislation in CSR
1100 - 1230	Evolving the CSR Activities to Align with Organizational Goals &
1100 - 1230	Capabilities
1230 – 1245	Break
1245 – 1420	Key Principles of a CSR Strategy
1420 – 1430	Recap
1430	Lunch & End of Day Two

Tuesday, 24th of September 2024 Day 3:

0730 - 0830	Making the Business Case for the CSR Strategy
0830 - 0930	Identifying Opportunities that Benefit the Organization as well as the
0030 - 0930	Community
0930 - 0945	Break
0945 - 1100	Building the Ability to Create Shared Business & Social Value Over
	Time
1100 - 1230	How Company Activities Impact the Environment and Community
1230 - 1245	Break
1245 - 1420	How Organizational Behaviour is Impacted by CSR
1420 - 1430	Recap
1430	Lunch & End of Day Three

Wednesday, 25th of September 2024 Dav 4:

Duy 7.	Weariesday, 20 or depterment 2024
	The Concept of Triple Bottom Line (Profit, People, Plant) & the
0730 - 0830	Importance of Taking it into Consideration when Analysing the
	Company Overall Performance
0020 0020	Integrating CSR Best Practices into Key Business Areas, Disseminating
0830 - 0930	Policy Effectively & Embedding CSR within the Culture
0930 - 0945	Break
0945 - 1100	Sustainability Programs & Initiatives
1100 - 1230	Good & Bad Business Behavior Across Different Sectors
1230 - 1245	Break
1245 - 1420	Components of a CSR Action Plan for Your Organization
1420 - 1430	Recap
1430	Lunch & End of Day Four



















Day 5: Thursday, 26th of September 2024

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0730 - 0930	Building CSR Expertise & Capabilities
0930 - 0945	Break
0945 - 1100	Integrating Social Responsibility Metrics into General Performance
	Management Systems
1100 - 1230	Measuring Social & Business Impact
1230 - 1245	Break
1245 - 1345	Communicating the Goals & Impact of CSR Efforts to Colleagues,
	Shareholders & other Stakeholders
1345 - 1400	Course Conclusion
1400 - 1415	POST-TEST
1415 - 1430	Presentation of Course Certificates
1430	Lunch & End of Course

# **Practical Sessions**

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



# **Course Coordinator**

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