

CORPORATE SOCIAL RESPONSIBILITY

COURSE CONTENT OVERVIEW

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Corporate social responsibility and sustainability are important issues for all businesses and ones that stakeholders have increasingly high expectations of. This Corporate Social Responsibility course aims to help learners understand how they can develop a CSR and sustainability strategy that ensures their business works in ways that are environmentally, socially and economically sustainable. By the end of the course, learners will have a good awareness of why CSR is important and how it can be implemented in their workplace.

Module One: What is Corporate Social Responsibility?

This module looks at what is meant by CSR and sustainability and why they are important factors for a business to consider. The module looks at the benefits of having a CSR strategy and outlines the role that stakeholders play.

- What is corporate social responsibility?
- What is sustainability?
- Why is corporate social responsibility important?
- Benefits of corporate social responsibility
- Stakeholders
- Implementing CSR and sustainability
- Case study - Marks and Spencer

Module Two: CSR and the Law

This module outlines the rules, regulations, certification schemes and guidance documents that are available and which are relevant to developing a CSR and sustainability strategy.

- ISO 26000 and 20121
- ISO 14001
- EU EMAS
- Environmental legislation
- SA8000
- The UN Global Compact
- The UN Global Goals
- The Companies Act 2006
- Other relevant legislation

Module Three: Improving CSR

This module looks at some practical ways to improve CSR and sustainability in a business and uses a range of real life examples of companies that have taken these approaches and been successful.

- Re-engineer the process
- Redesign the process, product or service
- Be transparent
- Work on a global scale
- Back the environment
- Support the local community
- Support your employees
- Support staff training

Module Four: Creating a CSR Strategy

This module explains why CSR and sustainability need to be part of a company's mission statement and an integral part of the business' decisions. The module also looks at how businesses can measure and improve their performance.

- Commitment to sustainability
- The mission statement
- Developing a CSR strategy
- Improving performance
- Measuring performance
- Encouraging employee commitment
- Reward systems
- Reporting

Aims of the Training

By the end of this course learners will:

- Understand what corporate social responsibility (CSR) is.
- Understand why corporate social responsibility is important to businesses and stakeholders.
- Develop a knowledge of the benefits of incorporating corporate social responsibility into a business.
- Be aware of the consequences of running a company without taking into account corporate social responsibility.
- Understand the laws, guidance and regulations that are relevant to corporate social responsibility.
- Develop an understanding of what makes a good corporate social responsibility strategy and have the necessary knowledge to implement one.