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PUBLIC RELATIONS | PR-002

# Corporate Social Responsibility


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# Course content

## Why Attend

Corporate Social Responsibility (CSR) has become a strategic priority for organizations aiming to balance profitability with social, environmental, and ethical responsibilities. Modern businesses are expected to contribute positively to society while maintaining sustainable operations and strong governance standards. This course provides a comprehensive understanding of CSR principles, frameworks, and implementation strategies. Participants will learn how to design, manage, and evaluate CSR initiatives that align with corporate strategy, enhance reputation, and deliver measurable social impact.

## Course Methodology

This course combines strategic concepts with practical implementation approaches. Participants will engage in interactive discussions, real-world case studies, and group workshops focused on CSR program development. Practical exercises will include stakeholder mapping, CSR strategy design, sustainability reporting, and impact assessment. Examples from global corporations and industry-specific CSR initiatives will be used to illustrate best practices.

## Course Objectives

By the end of this course, participants will be able to:

- Understand the principles and importance of CSR in modern business
- Develop effective CSR strategies aligned with business objectives
- Identify key stakeholders and manage engagement effectively
- Design CSR initiatives with measurable outcomes
- Understand sustainability and environmental responsibility frameworks
- Apply CSR reporting standards and impact measurement tools
- Integrate CSR into corporate governance and decision-making
- Evaluate the social and environmental impact of business activities

# Course content

## Target Audience

- CSR and Sustainability Managers
- Corporate Executives and Senior Managers
- HR and Communications Professionals
- Project and Operations Managers
- Government and NGO Liaison Officers
- Consultants and Business Development Professionals

## Target Competencies

- CSR strategy development and execution
- Stakeholder engagement and communication
- Sustainability and ethical business practices
- Impact measurement and reporting
- Corporate governance and compliance
- Strategic thinking and organizational alignment
- Social and environmental responsibility awareness

## Course outline

### Day 1: Introduction to CSR and Sustainability

- Definition and evolution of CSR
- CSR vs sustainability vs ESG concepts
- Global CSR frameworks and standards
- Business case for CSR implementation
- Key challenges and opportunities

# Course content

## Course outline

### Day 2: CSR Strategy Development

- Aligning CSR with corporate strategy
- Stakeholder identification and analysis
- Materiality assessment
- Designing CSR programs and initiatives
- Setting CSR goals and KPIs

### Day 3: CSR Implementation and Project Management

- Planning and executing CSR initiatives
- Community engagement programs
- Environmental sustainability initiatives
- Employee involvement in CSR
- Managing CSR budgets and resources

### Day 4: CSR Reporting and Impact Measurement

- CSR reporting frameworks (GRI, ESG reporting basics)
- Measuring social and environmental impact
- Data collection and performance tracking
- Transparency and accountability in reporting
- Communicating CSR results effectively

### Day 5: CSR Best Practices and Case Studies

- Global CSR best practices and benchmarks
- Corporate case studies across industries
- CSR integration into corporate governance

# Course content

## Course outline

- Risk and reputation management
- Final workshop: developing a CSR strategy plan

# Seminar dates

## Available seminar dates

Live dates and pricing for Corporate Social Responsibility generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 9 - 13 November 2026 | Kuala lumpur - Malaysia | Classroom | **€2,040.-** |
| 16 - 20 November 2026 | London - U.K | Classroom | **€3,400.-** |
| 7 - 11 December 2026 | Amsterdam - Netherlands | Classroom | **€3,600.-** |
| 14 - 18 December 2026 | Munich - Germany | Classroom | **€3,360.-** |
| 21 - 25 December 2026 | London - U.K | Classroom | **€3,400.-** |
| 18 - 22 January 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 15 - 19 February 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 15 - 19 March 2027 | London - U.K | Classroom | **€3,360.-** |
| 19 - 23 April 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 17 - 21 May 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 21 - 25 June 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 19 - 23 July 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 16 - 20 August 2027 | Vienna - Austria | Classroom | **€3,400.-** |
| 20 - 24 September 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 18 - 22 October 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 15 - 19 November 2027 | Paris - France | Classroom | **€3,600.-** |
| 20 - 24 December 2027 | Barcelona - Spain | Classroom | **€3,080.-** |