

Delivering corporate social responsibility



A practical guide to developing and implementing a CSR strategy – and making it work

Corporate social responsibility, or CSR, has moved steadily up the business agenda over the last few years – but what exactly is the business case for CSR? How can companies put CSR principles into practice, particularly in these resource-straitened times? And what roles do the board, employees, customers, politicians and all manner of other stakeholders have to play in turning CSR theory into good corporate behaviours?

This practical one-day course has been carefully created to help delegates work through the practical and commercial challenges of implementing a CSR strategy – one which balances the often conflicting demands of regulatory compliance, commercial opportunity and high stakeholder expectations.

Programme

09:00

Registration & tea/coffee

A background to CSR

What is CSR and what are its benefits?
The history of CSR and how it has impacted companies
Risk management and reputational issues

Current legislation and compliance issues

In the UK, Europe and United Nations

Engaging with the key stakeholders

Understanding the motivations and expectations of key shareholder groups

CSR management (1)

Approaches, compliance systems and how to make it work

CSR management (2)

Developments in external reporting
The impact of the Companies Act 2006
Indices and their challenges

CSR and the role of the board

Where does CSR report and how does it relate to other business matters?

CSR in the workplace and employee perceptions

What are your responsibilities to employees and contractors? Communicating ethical standards to employees

Customers and supply chain perceptions

Customer analysis and understanding the supply chain

CSR in the community

The benefits of community engagement

CSR and environmental management

Managing environmental impacts of business operations

Questions

17:00

Close