CSR ✓
ACCREDITATION
Show that you **care**

Corporate Social Responsibility
Training Course

Value driven organisations
ensure sustainable profitability.

CORPORATE SOCIAL RESPONSIBILITY
ACCREDITED COMPANY
CSRA

A **comprehensive** one or two day CSR training course

Corporate Social Responsibility (CSR) has become one of the standard business influences of our time. Organisations committed to CSR benefit from improved reputation and competitive advantage. Positive CSR improves an organisation's public image and relationships with stakeholders, staff, clients, suppliers and consumers.

Driven by heightened consumer awareness about environmental issues, coupled with tightening government regulations and reduced funds available for community projects, organisations are now looking for innovative ways to meet their social responsibilities. It is clear that organisations who understand their social responsibilities and explore ways in which CSR can be built into strategy are more likely to reap the rewards of enhanced competitive positions in the future. This will benefit not only their shareholders but all stakeholders involved and society at large.

The training course is for those who wish to develop their organisation's CSR policy including CEOs/MDs, executive teams, senior leadership, HR managers and CSR professionals. The course is also suitable for anyone who wants to gain a better understanding of the importance of CSR in the workplace.

Throughout the training, learners will develop an awareness of why CSR adds clear benefits to their organisation and how these can be incorporated into day-to-day business practice. The course features a range of real-life examples of organisations with successful CSR policies, which helps learners to understand why taking care of people, the environment and the economy are vital for the long-term growth of every organisation.

Courses ultimately provide the building blocks for learners to create CSR policy for the organisations they work for, understand drivers, outcomes and how to measure results and impacts for stakeholders, the communities they are part of and society at large.

For organisations who wish to go on and achieve CSR Accreditation the course is an invaluable companion piece for creating a relevant and comprehensive application document.

This training course aims to help organisations understand how they can **create a CSR policy** that supports environmental, workplace, community and philanthropic issues and how they can work in ways that **deliver positive outcomes.**

The course is divided into **7 modules** and includes an assessment at the conclusion.

What is Corporate Social Responsibility?
Discover why CSR is important to all organisations. CSR can take many forms depending on an organisation and industry sector. In order for a organisation to define its CSR policy, it needs to explore its responsibilities to itself and its shareholders.

The benefits of CSR
CSR has many advantages that apply to every organisation, regardless of its size, purpose or sector. Positive CSR improves a organisation's public image and relationship with consumers. It is all about positive reputation.

CSR and legal requirements
Learn how legal certifications such as ISO 26000, ISO 20121, ISO 14001, EU EMAS, Environmental Legislation, SA8000, UN Global Goals, UNSDG, the Social Value Act 2013 and other relevant legislation can impact on your CSR Policy.

The CSR Four Pillars
Examine the CSR Four Pillars - Environment, Workplace, Community and Philanthropic. Learn how to Integrate these concepts throughout an organisation's CSR policy. Auditing, evidencing and reporting CSR activity against the Four Pillars.

Creating a CSR Strategy
Spotlight Stakeholder engagement, develop a CSR strategy, improve performance, encourage employee commitment and internal engagement, integrate reward systems and reporting.

Communicating CSR policy
Most practices related to CSR will involve some form of internal and external communication such as CSR reports, annual reports, PR and social media channels. We will show how communication of your CSR outcomes delivers positive narrative through all marketing channels.

CSR Accreditation
CSR Accreditation exists to enhance an organisation's reputation for socially responsible action, openness, integrity and accountability, to strengthen stakeholder trust in an organisation. It will also help to review processes and encourage efficiencies both environmental and business leading to improved performance and profitability.

Visit our website for more **www.csr-accreditation.co.uk**

The aims of the course are to;

1. Understand what Corporate Social Responsibility (CSR) is.

2. Understand why CSR is important to organisations and all stakeholders.

3. Appreciate the drivers for CSR.

4. Develop a knowledge of the benefits of incorporating CSR into a business.

5. Be aware of the consequences of running an organisation without consideration of CSR.

6. Understand the laws, guidance and regulations relevant to CSR.

7. Identify your own key CSR stakeholders and devise strategies for working with them successfully.

8. Better understand our CSR Four Pillars definitions.

9. Develop an understanding of what makes a good CSR strategy and have the skills to implement one.

10. Understand the importance of key performance indicators.

11. Develop stakeholder and internal engagement.

12. Enable you to create an outline CSR report.

13. Be able to create a programme for delivering a CSR strategy within an organisation.

14. The importance of under-standing and measuring impact.

15. Different dimensions of the impact of CSR.

16. The challenges of assessing impacts.

17. Understand the positive communication of your CSR policy – on and offline.

18. The major trends that will affect what is meant by CSR over the coming years.

The Institute of Administrative Management (IAM) is one of the oldest management institutes in the UK, having inspired professional business managers and administrators since 1915.

Our focus is on developing professional administrators, administrative managers and managers. We do this through our membership services and qualification programmes to help individuals develop skills, build successful careers and fulfil their potential.

Candidates will also receive;

Presentation Notes
Accompanying notes for the positive benefits of CSR to your organisation.

Four Pillars Worksheets
An explanation and benefits of the Four Pillars of CSR.

CSR Policy Template
Working Word Document for formatting a CSR Policy.

Guidance for Accreditation Manual
For candidates who wish to pursue Accreditation.

Certificate of Training
Signed by CSR-A for proof of completion.

Demonstrate your commitment to CSR now and **become a CSR Leader.**

Call **01494 444494** to find out more about costs and application or visit **www.csr-accreditation.co.uk**

Take our free **CSR Accreditation assessment survey** online visit **www.csr-accreditation.co.uk/csr-assessment-survey/**

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