



Social responsibility training course

Independent validation for sustainable business



Be the **CSR enabler** for your organisation

Corporate Social Responsibility (CSR) is now the most important business influencer of our time. Organisations committed to social responsibility benefit the environment and community whilst also benefiting themselves through improved reputation and competitive advantage.

Effective social responsibility policy improves an organisation's public image and relationships with stakeholders. Driven by heightened consumer awareness about environmental issues, tightening government regulations and reduced funds for community projects, companies are looking for innovative ways to meet their social responsibilities. It is clear that organisations who understand and include this in business strategy will reap the rewards of enhanced competitive position, benefiting shareholders, stakeholders and society at large.

The CSR-A course is delivered online in six, one hour long modules, via an interactive presentation and downloaded student materials or can be face to face at a specified venue, as a one or two day event.

The training course is for those responsible for CSR policy including senior leadership, HR managers and CSR professionals. It is also suitable for individuals who wants to gain a better understanding of the importance of social responsibility in the workplace.

Learners will develop an awareness of why social responsibility provides clear benefits for an organisation and explores how these benefits can be incorporated into day-to-day business practice. Featuring a range of real-life examples, the course helps learners to understand why effective CSR policy is vital for the long-term growth of every organisation. Participants will explore motivations, potential outcomes and how to measure results and impacts for stakeholders.

For organisations who wish to achieve CSR accreditation, the course is an invaluable educational tool for creating a comprehensive application document.

The CSR-A training course is endorsed by IAM (Institute of Administrative Management) and Buckinghamshire New University. 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.

The IAM's primary focus is on developing professional administrators, administrative managers and managers. They do this through their membership services and qualification programmes to help individuals develop skills, build successful careers and fulfil their potential.



**BUCKINGHAMSHIRE
NEW UNIVERSITY**
EST. 1891



Comprehensive support materials are provided and certification is supplied on course completion.

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Sarah Sandle – Marketing Executive – Embark Group

The course is divided into 6 modules. Each module focuses on a specific topic, leading delegates through a logical narrative path. Completion of the course results in an understanding of how to create and maintain an effective social responsibility policy.

CSR-A TRAINING MODULE 1



What Is **Corporate Social Responsibility?**

Discover why social responsibility is vital to all businesses. CSR can take many forms depending on an organisation and industry sector. In order to define CSR policy, we explore the responsibilities a company has to its stakeholders.

CSR-A TRAINING MODULE 2



The **Benefits** of CSR

Social responsibility has benefits for every organisation, regardless of size or industry sector. Good policy improves public image and relationships with stakeholders. It drives business efficiency, increases resilience, productivity and ultimately profitability.

CSR-A TRAINING MODULE 3



Legal **Requirements & Other Global Pressures**

An overview of the concepts and language of legislation and regulation. Explore how legal certifications such as ISO 26000, ISO 20121, ISO 14001, EU EMAS, Environmental Legislation, SA8000, UN Global Goals, UN SDG, the Social Value Act 2013 and legislation has impact on your CSR Policy.

CSR-A TRAINING MODULE 4



The **Four Pillars** of CSR

Examining the CSR-A Four Pillars of environment, workplace, community and philanthropy. Explore how to categorise your activity, recording, evidencing and reporting to create a comprehensive CSR policy.

CSR-A TRAINING MODULE 5



CSR **Strategy, Policy & Procedure**

A strategic approach enables organisations to develop a CSR policy that is integrated into business strategy. Explore stakeholder engagement, employee engagement, integrated reward systems, impact reporting and more.

CSR-A TRAINING MODULE 6



Communicating CSR

Reputational benefit from socially responsible activity requires some form of storytelling. Communications can take the form of social impact reports, PR and social media content and deliver positive narrative through all your marketing channels.

The **learning aims** of the course are to:

- Understand the concept of Corporate Social Responsibility (CSR).
- Understand why CSR is important to all organisations and stakeholders.
- Explore the motivations for embracing CSR.
- Understand the benefits of embedding CSR policy into a business strategy.
- Explore laws, guidance and regulations and other global pressures relevant to CSR policy.
- Identify key CSR stakeholders and devise strategies for engaging them.
- Explore the CSR-A Four Pillars.
- Understand what makes a good CSR strategy.
- Benchmark activity for your organisation.
- Learn how to develop stakeholder and internal engagement.
- Create an implementation programme.
- Understand the importance of impact measurement and reporting.
- Explore the communication benefits of CSR.
- Stay ahead of potential changes in regulation and legislation.

The CSR-A course was great as an introduction to CSR, sharing some great resources to use. I particularly enjoyed the collaborative aspect chatting with other course attendees about their experiences. Would definitely recommend CSR-A to anyone interested in CSR.

Sarah Sandle – Marketing Executive – Embark Group

(The course) inspired me to not only put my own business through the accreditation, but to become a CSR enabler for small businesses. It is easy to follow and gives a great foundation for your own CSR strategy and to acknowledge what you are already doing within your business. Highly recommended.

Fiona Doonican – Virtual Assistant

The course was really inspiring and reinforced existing knowledge of CSR as well as some interesting new areas to think about developing. A wide range of subjects covered and felt really motivated after the course finished.

Jenny Jackson – Head of Corporate Partnerships DEBRA

It provided me with the core foundations of CSR, which gave me the confidence to start my journey looking for a new role in CSR. The course was delivered at a good pace with plenty of opportunity to ask questions and share as a group. I would recommend this course to anyone starting out in CSR."

ANON – From Customer Survey

The course is presented in an engaging, informative way and although it was via zoom it felt as though we were IRL. It has group participation and the course suits complete novices to those with a better understanding and looking to put together a policy or continue on to accreditation.

ANON – From Customer Survey

I highly recommend the course. You will be amazed at what you already do and will come away seeing the world through a new set of eyes. The ladies who run the course make it really understandable and enjoyable. Everyone should add this to their business.

ANON – From Customer Survey

To find out when our next available online course is scheduled [click here](#).

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

Call **01494 444494** or visit www.csr-accreditation.com to find out more about CSR education, accreditation and communication

Find out now where you are on your CSR journey with our online Interactive Roadmap <https://csrroadmap.herokuapp.com/>

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Environmental, Social, and Governance

