

Business Case for CSR

This training course is designed for busy corporate social responsibility professionals who want to get up to speed on the latest evidence for the Business Case for CSR and sustainability.

If you want to find out how CSR can improve your brand value and reputation, employee motivation and engagement, and bring you greater operational effectiveness – this training is for you. Through many practical examples and case studies we will teach how to recognise the most important business benefits from CSR for your organisation.

Benefits to you and your company

- Knowledge of the Business Case for CSR will improve your company's commitment to CSR
- Better understanding of the business reasons for engaging on CSR will help align CSR strategy with core business
- More profitable CSR programmes and initiatives
- Gaining the ability to develop a sound business case for CSR which underpins metrics and management systems
- Increase in internal buy-in for CSR activities
- Gives you a tools/materials to convince others to CSR

Who is the course designed for?

- Aimed primarily at anyone responsible for developing the Business Case for CSR
- People who need to know and communicate the Business Case for CSR
- CSR professionals who have remit on strategy and/or responsibility for CSR will get significant insights that will help with 'selling' CSR internally
- Management with responsibility for CSR and other decision makers

Learning outcomes

The course will help you to

- Identify the most profitable aspects of CSR for your organisation
- Know and Show the generic Business Case for CSR
- Begin to identify your organisation's Business Case for CSR
- Increase internal and external engagement on CSR
- Talk more convincingly to your CFO and CEO.

Participants will understand the nuts and bolts of building the Business Case for CSR, and walk away ready to identify and articulate their companies' reasons for engaging in CSR agenda.

Course content

We believe there is no other course currently offered in Poland designed to help making your CSR programmes as profitable, effective and successful as possible.

The Meta-Evidence

- The history and importance of the evidence for and against the Business Case for CSR
- Introducing one version of the full Business Case for CSR – from BITC, along with several examples of profitable CSR
- Other Business Case frameworks

- Why the Business Case matters to : executives, the board, middle management, other employees, investors, stakeholders

The Specific Evidence

- How you can build your own Business Case for CSR
- Formulating a plan of action on measuring and managing CSR in the same way as other areas of your organisation
- Materiality and the Business Case for CSR – How to make your Business Case robust, reliable and radical
- Begin to articulate the Business Case for your organisation

Pitching the Business Case

- Issues for the future of the Business Case for CSR
- What management wants to know about the Business Case for CSR
- How to measure and manage so that you can accurately identify the costs and benefits of CSR
- How to win friends and influence people using nothing more than the Business Case for CSR
- What investors want to see from your organisation on CSR, the Business Case and Materiality
- Be part of our very own Dragon's Den on pitching for more spending on CSR in your organisation

Making it happen for your business:

The course is full of practical steps you may need to cover – from ensuring you've got the right framework for CSR to help identify the related business benefits to calculating the Business Case for CSR within your organisation. We will also provide you resources including guides, spreadsheets and handy checklists for easy implementation.

Trainers

Dwayne Baraka is a career Thinker, Speaker, Facilitator and CSR Expert. As a CR professional he has worked on the corporate strategy of several of the FTSE 100 and many more besides including for tech companies, housing associations, construction companies and loads of others. He has written award winning articles on CSR and has been an Editor of the Encyclopedia of Corporate Social Responsibility since 2010. He has worked in CSR in Australia, Belarus, Belgium, Canada, Ireland, Latvia, Lebanon, Norway, UAE, USA and UK. Dwayne is also committed to putting numbers on 'soft' CSR disciplines and believes that there are virtually no companies that cannot make their business more profitable through CSR.

Teresa Aldea is experienced in managing CSR programmes for multinational companies from various sectors (financial, insurance, transport, food producers, manufacturers, etc) and led projects in the UK as well as Egypt, India, Bahrain, France, Netherlands, US, Canada, Argentina, etc. Having learned the best practice from leading companies in the CSR agenda, Teresa is now a trusted advisor, guiding companies through CSR strategy development projects, communication and reporting activities as well as stakeholder engagement programmes. With MSc in Environment Management and as an Associate Member of IEMA, Teresa also worked on various EMS and carbon footprint projects.

Date: 14 May 2014 **Place:** Central Warsaw **Cost:** 1,500 zł per person

Booking: <http://www.eventbrite.co.uk/e/business-case-for-csr-tickets-11003986219>