

CORPORATE SOCIAL RESPONSIBILITY: ORGANISATIONS AND COMMUNITY RELATIONSHIP

Dates: Flexible, Venue: Aberdeen / London UK Duration: 2 Weeks

DESCRIPTION

Customers and investors are increasingly becoming aware of the relationship between business activities and communities. Stakeholders are more interested in what a business stands for and what contribution it makes to the society. Corporate Social Responsibility (CSR) provides a platform for organisations to be involved in economic development in a way that that can be much more powerful and benefit the society. This course is designed for corporate and non-corporate executives from all sectors and functions including corporate communications, public affairs, HR, marketing and advertising. The course provides an ideal opportunity for participants to strategically manage the complexities balancing business objectives in an ethical way while taking account of the impact economically, socially, environmentally and in terms of human rights.

WHO SHOULD ATTEND CEO's, Company Directors, Senior Sustainability/ CSR Managers, HR Executive, Communication Directors, Senior Policy Makers & Public Officers, HSE Directors/Managers, and Managers who plan or serves as an interface between their company and stakeholders/society.

BENEFITS FOR EACH DELEGATE

- Pre-arrival Documentation including Visa Support Letters
- Assistance with securing suitable Accommodation
- Welcome Pack
- Course Material
- Access to Internet and BBC News Channels
- An opportunity to meet wide range of business executives from different organisations and background
- Lunch and Light Refreshments
- Course Certificate
- Complimentary Airport Transfers
- Complimentary laptop
- Follow-up meeting/visit discussing progress and share further challenges with the aim to provide solutions

COURSE OBJECTIVE CONTENT

- Environmental challenge and business
- Sustainable Development and CSR
- Business response to environmental challenge
- Understanding the concept CSR
- CSR drivers
- Benefits of CSR sustainability
- Setting the stage for high performance through CSR
- CSR frameworks/Models

- CSR codes and standards
- Communicating CSR
- Engaging Stakeholders
- Organisation and community relationship strategy
- Negotiation and conflict management
- Reporting CSR
- Conclusion

LEARNING OUTCOME

By the end of the course participants will have a firsthand knowledge and understanding of CSR and how it contributes to improving organisational performance. Delegates will be able to develop new perspective of engaging with communities strategically. Furthermore, delegates will be able to independently use the techniques and tools learnt to manage trends and broader stakeholder issues