



*Training Course:
Corporate Social Responsibility Workshop*

*10 - 14 June 2024
Kuala Lumpur (Malaysia)
Royale Chulan Kuala Lumpur*

Training Course: Corporate Social Responsibility Workshop

Training Course code: SC235080 From: 10 - 14 June 2024 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur Training Course Fees: 5445 € Euro

Introduction:

Welcome to the CSR Workshop, a training program designed by Global Horizon Training Center. In this five-day workshop, we will be discussing corporate social responsibility CSR, its importance in the modern business world, and how organizations can implement CSR practices to create a positive impact on society and the environment.

Objectives:

By the end of this workshop, participants will be able to:

- Understand the concept and importance of CSR
- Recognize the benefits of implementing CSR practices in an organization
- Identify the key elements of a successful CSR program
- Develop a CSR strategy that aligns with their organization's goals
- Evaluate and measure the impact of their organization's CSR initiatives

Target Audience:

This training program is designed for managers, executives, and professionals in all industries who are interested in implementing CSR practices in their organizations.

Outlines:

Day 1:

Introduction to CSR

- What is CSR and why is it important?
- The evolution of CSR
- Examples of successful CSR programs

- The business case for CSR

Day 2:

Key Elements of a Successful CSR Program

- Stakeholder engagement and management
- Environmental sustainability
- Corporate philanthropy
- Employee engagement and volunteerism

Day 3:

Developing a CSR Strategy

- Conducting a CSR audit
- Setting goals and objectives
- Developing an action plan
- Aligning CSR with business objectives

Day 4:

Implementation and Execution

- Communicating CSR internally and externally
- Managing partnerships and collaborations
- Monitoring and evaluating CSR initiatives
- Addressing challenges and roadblocks

Day 5:

Measuring and Reporting on CSR

- Evaluating the impact of CSR initiatives
- Metrics and indicators for measuring CSR
- Reporting on CSR to stakeholders

- Continuous improvement and innovation

Registration form on the Training Course: Corporate Social Responsibility Workshop

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