



*Training Course:
Strategic Corporate Social Responsibility*

*30 August - 3 September 2027
Casablanca (Morocco)*

Training Course: Strategic Corporate Social Responsibility

Training Course code: LS234748 From: 30 August - 3 September 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This **Strategic Corporate Social Responsibility SCSR** training course provides an in-depth exploration of how businesses can integrate social responsibility strategies into their operations, creating a positive impact on society, the environment, and the economy. It aims to empower managers, professional leaders, policymakers, and academic professionals with the knowledge and skills required to implement effective SCSR strategies, enhancing organizational sustainability and fostering a positive brand image.

As one of the most powerful non-financial indicators of a company's development, operating style, and market positioning, SCSR is vital for improving business performance. The benefits of a tailored SCSR strategy are clear: increased employee retention, operational efficiency, cost reductions, enhanced investor relations, and sustainable growth. This course will provide participants with the tools to design, implement, and evaluate SCSR strategies tailored to their organizational needs.

Course Objectives

By the end of this **Strategic Corporate Social Responsibility SCSR** training course, participants will:

- Gain a comprehensive understanding of Corporate Social Responsibility CSR and its integration into business strategy.
- Explore the different dimensions of Strategic Corporate Social Responsibility and how they impact organizations.
- Learn how to analyze and report on the impact of CSR initiatives.
- Develop skills for engaging stakeholders effectively in CSR initiatives.
- Create strategic plans that align with the social, economic, and environmental goals of the organization.

Target Audience

This training is ideal for professionals in leadership roles or those aspiring to engage in SCSR initiatives:

- Executives involved in strategic and operational functions.
- Senior and Middle Management engaged in corporate governance, change management, or organizational development.
- HR Personnel at all levels focused on employee engagement and organizational development.
- Corporate Lawyers aiming to improve understanding of the legal aspects and trends in corporate responsibility.
- Communication, Strategy, and Sustainability Professionals involved in business strategy, supplier relations, community engagement, and government affairs.

Course Outline

Day 1: Understanding Corporate Social Responsibility and Its Legal Framework

- Definition and Scope of SCSR
- The Practical Dimensions of SCSR
- The Business Case for SCSR
- SCSR as a Risk Management Tool
- Non-Economic Reporting and Diversity in CSR
- Corporate Governance Codes and Regulations
- Sustainability Standards and Voluntary Schemes

Day 2: How to Approach Strategic Corporate Social Responsibility - Different Dimensions I

- SCSR and Environmental Sustainability
- Sustainable Supply Chains and Traceability
- Business Ethics and SCSR
- Responsible Enterprise Restructuring
- Employee Engagement in SCSR
- Building a Responsible Management Framework

Day 3: How to Approach Strategic Corporate Social Responsibility - Different Dimensions II

- Responsible Investment
- CSR in the Oil and Gas Sector
- Social Safeguards in SCSR
- Addressing Conflict through SCSR
- The Role of SCSR in Community Development
- Building Social Capital and Reputation

Day 4: Implementing Strategic Corporate Social Responsibility SCSR

- Finding Your "Materiality"
- Gathering and Analyzing Data
- Defining and Crafting an Effective SCSR Strategy
- Implementation: Best Practices and Case Studies
- Measuring and Assessing the Impact of CSR Programs
- Reporting SCSR: Tools and Frameworks

Day 5: The Importance of Stakeholder Management

- Engaging Internal Stakeholders Management and Employees
- Building Alliances with External Stakeholders
- Engaging Governmental and Regulatory Actors
- Collaboration with the Third Sector
- Leading CSR Initiatives: Connecting Leadership
- Developing Effective Communication Strategies
- Managing Reputational Risks in SCSR

Registration form on the Training Course: Strategic Corporate Social Responsibility

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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