



Corporate Responsibility

WHO IS IT FOR?

Senior managers and specialists, within an organisation who are starting to get involved in corporate responsibility (CR), or are interested in developing their knowledge of CR.

AIM OF THE COURSE

To provide an overview of CR, and introduce some of the CR related national and international guidelines and standards, discuss their relevance to organisations, and the potential impact on their suppliers and subcontractors.

LEARNING OBJECTIVES

Delegates will gain a broad overview of the principles and issues likely to impact on their organisation, and at the completion of the course delegates will be able to:

- Recognise the key components of a CR approach
- Build stronger relationships with employees, suppliers, customers and the community to meet the intent of CR
- Devise and establish a strategy which positions their organisation to be able to report their CR performance
- Decide on which areas of CR are most appropriate for the organisation to focus on

COURSE CONTENT

- An overview of CR
- An introduction to some of the CR related national and international guidelines and standards, and discussion of their application
- Discussions on establishing CR policy, reporting and transparency
- The assurance process
- The tensions, problems and benefits of social responsibility facing organisations
- Overview of the principles and issues of CSR
- Enhancing your organisation's position
- Building your brand
- Adding credible value to your products and services
- Reducing costs

DURATION

One day programme.

CERTIFICATION

On successful completion of the course, candidates will be awarded a Praxis42 'Corporate Social Responsibility' certificate.