



CENTRE for SUSTAINABILITY
and EXCELLENCE



CSR Practitioner Workshop

Designing & Implementing Effective CSR Strategies & Reports

IEMA Approved

This challenging 2-day course – offered for the first time globally - enables participants to acquire the skills and competencies required to become qualified CSR practitioners.

The key modules to be covered include:

- M 1 : CSR & Sustainable Development concepts
- M 2 : Future trends & Legislation for CSR in Europe & worldwide
- M 3 : The Stakeholder approach & CSR
- M 4 : CSR and Responsible Communication
- M 5 : Global Standards / Models / Guidelines & tools for practical CSR integration (GRI, UN Global Compact)
- M 6 : CSR / Sustainability Reporting
- M 7 : CSR Action Plan for your organisation (prerequisite for CSR practitioner Qualification)



Introduction

CSR refers to a whole range of fundamentals that organisations are expected to acknowledge and to reflect in their actions. It includes respecting human rights, fair treatment of the workforce, customers and suppliers, being good corporate citizens of the communities in which they operate and conservation of the natural environment.

Successful Corporate Social Responsibility Practitioners today, assure that commitment to CSR is deployed throughout the organisations they work in either as managers or as consultants. They design and implement CSR strategies to maintain high levels of confidence from stakeholders, by adopting a highly ethical approach to their daily actions and future plans that are transparent and accountable. They assist organisations to consider, and actively promote, social responsibility and ecological sustainability, now and for the future.

Workshop Objectives

This challenging 2-day course – offered for the first time globally - enables participants to acquire the skills and competencies required to become qualified CSR practitioners. Through specialized, detailed and highly focused training, it provides them with the tools and necessary practical framework of every CSR aspect. The course highlights current best practices and internationally applied guidelines. It also presents the notion and the tools for the proper management of CSR activities, as well as the good practices already applied by the best companies around the globe. The course content is updated regularly according to the latest international trends.

Upon completion of the course, trainees are able to apply their knowledge on all levels of CSR, from the development and implementation of effective CSR strategies, to CSR reporting and communication, and become proficient to act both as independent CSR consultants and as in-house CSR Managers. They are also awarded a professional certificate, acknowledged by the Institute of Environmental Management and Assessment (IEMA).

Quotes of Participants in CSE Seminars

"Introduction of the CSR concept at a critical stage in order to keep abreast of global development, keeping in mind the unique situations of Dubai as a city growing in leaps and bounds." Faiza Egbert, Assistant Quality Manger Emirates Flight Catering

"Clear presentation making the complex theoretical part of the course materials understandable. Really useful model for evaluating companies and other organisations in a structured way." Lachezar Boichev, Globul Bulgaria

"Detailed knowledge of the current trends and developments on the subject with a broad range of examples" Nadia Pierides, Cyprus Telecommunications Authority

"Consistency and constancy! Highly demanding and results focused." John Swannick, Lloyds TSB UK

"What I liked the most about the particular workshop was the combination of practical training with hands-on exercise." B. Giakoumakis, Manager, Hellenic Aerospace Industry



Who should attend

All professionals responsible for the management of CSR activities at mid-level or senior-level. General Managers, CSR professionals, Public Relations, Communication and/or Marketing managers, Human Resources Managers, Sustainability and Environmental professionals, who have so far achieved a good level of knowledge on CSR issues, through participation in relevant workshops, or through their job tasks and who wish to advance their understanding, bring added value to their organisation and get hold of an official business qualification.





By attending this workshop participants will:

- Become qualified CSR practitioners, certified by IEMA.
- Be proficient to develop and implement comprehensive CSR strategies and annual CSR reports.
- Learn how to effectively work with Stakeholders and exercise responsible communication.
- Become familiar with Global Standards, Models, Guide lines & tools for practical CSR integration (GRI, UN Global Compact).
- Acquire comprehensive knowledge on the practical methods that can be used in order to further develop corporate CSR strategy.
- Benefit from the exchange of information on the discussion topics of the workshop amongst a small number of participants.

Glossary

Corporate Social Responsibility: (Definition 1) the idea that businesses are accountable for their actions and should seek socially beneficial results as well as economically beneficial results. Other Terms are also used like Corporate Citizenship, Corporate Social Policy ,Corporate Sustainability, Corporate Responsibility.

Corporate Social Responsibility: (Definition 2) the voluntary commitment of businesses to include in their corporate practices, the Economic, Social, and Environmental criteria / actions, which are above and beyond legislative requirements, and are related with everyone influenced by their activities.

Stakeholder dialogue/engagement: being in regular contact with stakeholders with the purpose of receiving directions and prior notice in case of imminent problems.

Triple bottom line: the idea that an organisation should be measured on the basis of its economic results, environmental impact, and contribution to social well-being.

Greenhouse gas: Any gas that absorbs infrared radiation in the atmosphere. Greenhouse gases include water vapor, carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), halogenated fluorocarbons (HCFCs), ozone (O₃), perfluorinated carbons (PFCs), and hydrofluorocarbons (HFCs).

Carbon management: Is the process of choosing principles and action plans to deal with carbon emissions and their impact. These include statements on how much carbon is stored, by what means, for how long (footprint). Requires increased understanding of carbon cycle dynamics and improvement of the scientific resources available for measurement, as well as for policy needs.

Carbon offsetting : Carbon offsetting is the process of reducing greenhouse gas emissions by purchasing credits from others

through emissions reduction projects, or carbon trading schemes. The term often refers to voluntary acts, arranged by a commercial carbon offset provider. For example, this could be a renewable energy development in India, but tree planting has also been a common activity in offsetting.



Trainers CV

Nikos Avlonas, as one of the founders and Managing Director of the Centre for Sustainability and Excellence (CSE) specialized in Total Quality Management / Business Excellence, Balanced Scorecards, Corporate Social Responsibility (CSR), has carried out the design and implementation of systems and methodologies for dozens of leading companies in Europe, as well as CSR assurance engagements for more than 60 organisations. He was the project leader for the creation of the European Model and pertinent methodologies for CSR and he collaborated with leading corporations on the implementation of those methodologies. He has carried out numerous seminars and workshops attended by senior managers and executives from various leading corporations and he has also contributed various articles in international press.

Fotini Sfakianaki specializes in Training for Corporate and Political Communications – with an emphasis on Crisis Management. She has cooperated with various companies and organisations for the implementation of EU-funded educational and environmental programs, mainly as a content provider for subjects relevant to Media Relations, Crisis Communication and Corporate Responsibility. As a trainer she has extensive experience, having trained numerous executives and officials. She has participated, as a speaker, in many conferences, mainly in Europe, and contributed as a scientific advisor in “Think – Tanks” for Communication, Social Corporate Responsibility and New Media Technologies.

She is also a scientific collaborator and lecturer at the Department of Media and Communication (Laboratory for the New Technologies) at the University of Athens, teaching online Marketing, Political Communication and Crisis Communication Management. She has been responsible for the design and implementation of several professional Masters Degrees under the auspices of the European Union, among renowned European Universities. As a Communication Consultant she was involved in the set up of the Press Office at the Ministry of Public Order and during the pre-Olympic and Olympic period she was a full time member of the Crisis Communication Team for the 2004 Athens Olympics . Her field of expertise was International Media Relations.

Stefan Chrobok possesses extensive experience in European affairs consultancy and project management and collaborates with CSE on an consultancy basis as an affiliate .

He spent nearly seven years in Brussels, where he worked for and with a wide variety of companies in the private business sector, industry associations and non-profit organisations, covering diverse policy areas, ranging from trade and development to energy and communication technologies. During this time he actively participated in the debate on corporate social responsibility by contributing to the work of the SME round table of the EU multi-stakeholder forum on CSR, organising a high-level conference on Fair Trade and sustainable development in the European Parliament and by co-ordinating the work of a European development NGO on issues of CSR. Stefan was a member of the Brussels-based Coalition for Green and Social Procurement, submitted proposals on mainstreaming CSR to the European Commission and provided communication consultancy services to Ethibel, itself a consultancy in the field of ethical investments.

CSE Profile

The **Centre for Sustainability and Excellence (CSE)** is an international advisory, coaching and training organisation with offices in Athens, Brussels and Cyprus, specialised in sustainable development solutions. CSE works with private and public sector clients for the advancement of sustainability, within their operations and organizational framework.

As a leading training organization and through its **network of international partners**, CSE offers a wide choice of comprehensive training and executive coaching services, having trained more than 2000 participants worldwide.

CSE services have evolved from an application of advanced management methodologies and an understanding of the practical challenges faced by our clients to the implementation of strategic CSR activities. Our ultimate goal is to assist organisations and institutions to produce positive impact & added value for all their stakeholders (i.e. their customers, employees, suppliers, society, shareholders etc.).

In its on-going activities, CSE cooperates with key international players, such as the **Global Reporting Initiative (GRI)**, the **European Foundation for Quality Management (EFQM)**, the **World Council for Corporate Governance (WCFCG)**, **UN Global Compact**, the **European Business Ethics Network (EBEN)**, the **Forum for International Communications and the European Commission**.



Our worldwide activities

Belgium - Luxembourg - UK - Greece - Cyprus - Italy - Spain - Germany - Bulgaria - Romania - Baltic States - India - Egypt - United Arab Emirates (Dubai) - Saudi Arabia

Contact Information:

If you are interested in our workshop you can directly contact us at: research@cse-net.org or +30 210 8085565



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