



TRAINING

RAISING AWARENESS AT CORPORATE SOCIAL RESPONSIBILITY

Duration: 1 day (REF-CPO-TCSR-2023)

Opportunities

ENGAGEMENT: consolidate pride of people of belonging to an organization clearly committed to societal issues

LEGACY: strengthen the brand image and promote sustainable development projects

BUSINESS GROWTH : develop responsible business and sustainable procurement as a viable source of growth

Context

CSR holds an increasingly prominent place in the strategic orientations of a certain number of organizations which, in fact, have the need to develop an ad hoc CSR policy and transpose it into the reality of their activities. CSR is no longer just a means of limiting risks or improving its growth and/or profitability, but is part of a real awareness and commitment to issues relating to the environment, human capital, ethics and sustainable procurement.

Trainer

CPO Plus expertise stems from 20 years of experience at high-level in companies, with a trainer having held strategic and operational responsibilities, in highly globalized and competitive market environments, having developed expertise in CSR and Sustainable Procurement . Your trainer is **CCE certified** (certificate of competency in company training) and certified by AFNOR as **ICA Social Responsibility Assessor** based on the ISO26000, the CSR global standard, and accredited **auditor** by the Médiateur des Entreprises for RFAR label (Supplier Relationship & Sustainable Procurement).

Definition

“Corporate social responsibility (CSR) is the responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behavior” (Source: iso.org)

Goals

As companies are increasingly challenged about their CSR commitment, involving their standard functions at different levels (HR, Finance, Procurement, etc.), the key stages of a CSR approach will be presented, how to deploy them within an organization with the following objectives:

Summary of the training (educational and professional objectives):

Training aims :

- Raising awareness of CSR
- Raising awareness related to the environment, human capital, ethics and sustainable procurement
- Identify the impacts in terms of procurement policy
- Engage in long-term actions with key partners and stakeholders



Targeted knowledge and skills (knowledge, and/or know-how, and/or interpersonal skills):

<p>At the end of this training, the learner should be able to:</p> <ul style="list-style-type: none"> ▪ Understand the objectives, principles and guidelines of CSR ▪ Identify the main guidance of value creation of a CSR approach ▪ Define the roadmap of a CSR policy and its main processes ▪ Communicate on actions, define key indicators

COURSE OUTLINE

Outline	Content
Part 1	<p>CSR objectives</p> <ul style="list-style-type: none"> ▪ Historical backgrounds, key principles, why it matters ▪ Legal aspects : regulations, laws, treaties ▪ CSRD and ESRS: a new step forward
	<p>The pillars of CSR</p> <ul style="list-style-type: none"> ▪ Key principles / RSE roadmap / materiality matrix ▪ ISO 26000 standards / SDGs / Labels / ESG et GRI
	<p>Value creation through CSR</p> <ul style="list-style-type: none"> ▪ Risk mitigations, cost optimization, business growth, public health and well-being
	<p>Sustainable procurement</p> <ul style="list-style-type: none"> ▪ Key principles / ISO 20400 standard / best practices ▪ Supplier Ethics Charter / CSR Performance / Inclusive Purchasing
Part 2	<p>Workshops / Breakout sessions</p> <ul style="list-style-type: none"> ▪ Identify and evaluate initiatives related to CSR ▪ How to engage employees in a CSR approach ▪ Identify possible actions in a partnership approach ▪ Define the internal/external communication needed to promote sustainable purchasing ▪ Establish internal/external performance indicators

This training session will be based on interactivity where participants will be ready to share their experiences and evoke situations to fuel discussions, draw comparisons and, ultimately, understand the basis of CSR.

Profile of participants

- Developing an awareness in CSR / wishing to initiate a CSR approach in their organization

Prerequisites

- None

Number of participants

- Up to 12 ideally (recommended)

Lineup and tools: Round table, Panel discussion, Case study, Questions / answers, Video projection