



الشبكة العربية للمسؤولية  
الإجتماعية للمؤسسات  
Arabia CSR Network®



## CSR ADVANCED CERTIFIED TRAINING COURSE

23<sup>rd</sup> - 25<sup>th</sup> February 2021

### OUTLINE

CSR and Sustainability are not static concepts. They work in tandem with and in response to the tectonic forces changing and re-shaping the global market. To develop the right approach for changing social contexts to emerging market scenarios, organisations are essentially required to have an in-depth and advanced understanding of CSR and Sustainability.

This training will provide a thorough and structured look at the theoretical precepts and practical approaches to CSR and Corporate Sustainability. It will take delegates through the whole spectrum of the evolution of CSR, key trends and developments, strategy, measuring CSR performance and best in class examples.

This course is intended for people with a certain degree of exposure to CSR and Sustainability, having a rudimentary understanding of key CSR concepts and terms, and basic Business Project Planning and Management.

### COURSE DETAILS

The content of the two-day course is divided into thematic sessions, and will be delivered by a group of expert trainers using a combination of pedagogy, discussion and exercises.

The content is divided into the following:

- *Evaluating the Internal and External Environment*
- *Approaches to CSR and Sustainability*
- *Stakeholder Analysis and Materiality*
- *Developing CSR Strategy – a Framework*
- *Monitoring and Performance Measurement*
- *From CSR Implementation to Sustainability Reporting*
- *Best Practice Case Examples*

### WHO SHOULD ATTEND

- *Top level executives*
- *Mid level management*
- *CSR managers*
- *Sustainability Focal Points*
- *Internal and external specialists*
- *Marketing, PR and brand specialists*
- *NGOs, Academics and Researchers*

### CERTIFICATE OF PARTICIPATION

This certified training comes with a value added; - participants have the opportunity to get a certificate of participation at the end of the training.

### USD 2,000

This will include the training materials and necessary handouts.

### USD 1,800

If you register 30 days before the training

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For more details or to register  
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