

Corporate Social Responsibility (CSR): defining a winning strategy



DD-27 2 Days (14 Hours)

Description

Awareness of Sustainable Development issues among stakeholders in our society is now effective. Within companies, taking into account social responsibility can be experienced as a real opportunity for sustainable growth. This training helps you identify the major challenges of sustainable development for the company and the keys to implementation.

Who is this training for ?

For whom

CSR Manager. Sustainable development manager. Director, manager, internal consultant in charge of leading a socially responsible approach, or wishing to assess the opportunity for Sustainable Development thinking in their organization.

Prerequisites

None.

Training objectives

- Appropriate the concepts and issues of Sustainable Development and Corporate Social Responsibility (CSR)
- Evaluate the opportunity to reflect on CSR for your company or organization
- Develop a concrete, adapted CSR strategy

Training program

Développement Durable et Responsabilité Sociétale des Entreprises (RSE)

- Create a dedicated organization.
- Mobilize stakeholders.
- Communicate and train internally.

Les changements de références induits par la RSE

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- What is the assessment today in France? The change in the time scale, the space reference, performance indicators.
- Taking stakeholders into account.
- New economic models (functional, collaborative, circular economies, etc.).
- CSR: source of innovation, new businesses for companies.
- The impact on the professions (Purchasing, Human Resources, Marketing, Communication, Logistics, etc.).

Construire sa stratégie RSE : un outil, des étapes. L'ISO 26000 : une norme internationale, base de travail pour l'entreprise. Les étapes incontournables.

- Internal and external diagnosis to identify issues around the activity cycle.
- Define your priority issues, the materiality matrix.
- Formulate your CSR strategy : vision, ambition and areas of commitment.
- Deploy your strategy: be structured in action.
- Monitor and measure the effectiveness of CSR action plans.
- Communicate to make progress visible without falling into green washing.

Accompagner le changement

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