

The fundamentals of CSR (Corporate Social Responsibility)



DD-27 1 Days (7 Hours)



Description

Sustainable development is essential for businesses today. Present in everyone's minds, the civic attitudes of daily life tend to be deployed in the life of societies and organizations. This training day gives you the keys to understanding what sustainable development really is and discovering its economic, social and environmental dimensions. It also allows you to discover how the company can assert its social responsibility and how everyone can become a daily player in their company.

Who is this training for ?

For whom

Anyone wanting to understand the fundamentals of sustainable development and CSR (Corporate Social Responsibility).

Prerequisites

None.

Training objectives

- Understand the guiding principles of sustainable development and CSR (Corporate Social Responsibility)
- Identify avenues of action within companies and organizations (collective and individual)

Training program

1 - Les fondations du développement durable

- The findings which led to the concept of sustainable development.
- The key dates, the founding texts.
- The 3 founding Ps: Profit, People, Planet.
- The key players: citizens, governments, communities, NGOs, businesses...

2 - La Responsabilité Sociétale des Entreprises (RSE)

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- Definition of CSR, principles of action.
- The risks and opportunities approach to CSR.
- New management methods in the company: towards responsible growth.
- CSR standards and benchmarks, focus on ISO 26000.
- Build a CSR approach:
 - prioritize and listen to your stakeholders;
 - identify your priority issues and define your strategy;
 - deploy action within the company and monitor the results.

3 - Les métiers acteurs dans leur organisation

- What CSR implies in terms of developments for the company's professions: HR, purchasing, communication, IT, ...
- Discovery of good practices.
- Your personal commitment.