

Sustainable Development Manager - CSR (Corporate Social Responsibility)



DD-27 8 Days (48 Hours)

Description

Today, responsible management chooses to commit their companies to the path of sustainable development by identifying and assuming their social responsibility. Their challenge is then to reconcile economic performance, respect for the environment and social responsibility. Driving, guiding and coordinating all of the societal actions to be carried out then becomes the mission of Sustainable Development Managers. This cycle is dedicated to them. In this training, they will find the tools and methods to carry out their projects. The first part ensures understanding of the issues and concepts of CSR, the second module focuses on the diagnosis and formalization of a CSR action plan involving the entire company. Finally, part 3 is devoted to communication and promotion of the CSR approach.

Who is this training for ?

For whom

Director, responsible for Sustainable Development. Project manager or Sustainable Development or CSR (Corporate Social Responsibility) project manager. Director, manager wishing to get involved in Sustainable Development.

Prerequisites

None.

Training objectives

- Take charge of your mission as Sustainable Development-CSR manager.
- Understand the issues and principles of Corporate Social Responsibility (CSR).
- Acquire the theoretical bases and appropriate the tools to lead a Sustainable Development approach- CSR in your company.
- Integrate the project management and change management dimensions.

Training program

PARTIE 1 : Les fondamentaux de la RSE (3 jours)

- 1 - Understand the issues and principles of Sustainable Development
- Know the foundations of Sustainable Development, the key events.
- Recall the major milestones, the key players and founding texts: the global pact and the Sustainable Development Goals (SDGs).
- Identify the applicable regulatory context: duty of vigilance law, Sapin II law, AGEC law, Climate & Resilience law, relative law to the publication of non-financial information (DPEF), etc.
- Understand the connection between Sustainable Development and Corporate Social Responsibility (CSR) and Organizations (RSO).
- Scenario
- 2 - Discover ISO 26000: international standard
- ISO 26000: help to understand and deploy the approach.
- The 7 guiding principles of CSR: understand and share them.
- The 7 central questions and the 36 areas of action to launch your approach.
- Scenario
- 3 - Implement Corporate Social Responsibility (CSR)
- The essential steps to structure the approach.
- Work with stakeholders: identify them, prioritize them and better understand their expectations.
- Know the different internal and external CSR diagnostic tools: self-diagnosis to evaluate current practices, carry out a carbon assessment and/or an energy assessment, carry out a regulatory assessment, carry out benchmarking , rely on ISO 26000 etc.
- Formulate your CSR strategy.
- Scenario
- 4 - The mission of the CSR manager
- Understand the challenges, the key activities, the specificities (hierarchical reporting, transversality, etc.) of the mission.
- Clarify responsibilities, build and lead a network of correspondents.

PARTIE 2 : Construire un projet RSE à travers un cas "fil rouge" (3 jours)

- 1 - Implement the CSR approach in the company
- Map the stakeholders.
- Identify and prioritize CSR issues.
- Develop a materiality matrix.
- Define a CSR policy, anchor the project in the company's strategy and values.
- Set measurable objectives.
- Formalize and follow the action plan.
- The CSR dashboard: choose the right indicators.
- Scenario
- 2 - Get involved the entire company
- The notion of CSR governance.
- Identify CSR achievements and good practices within the different professions:
- R&D : product life cycle analysis, eco-design;
- Human Resources at the heart of the approach;
- the role of purchasing, commitment to responsible purchasing ;
- logistics;
- marketing;
- communication.
- Scenario

PARTIE 3 : Accompagner, suivre, valoriser la démarche RSE (2 jours)

- 1 - Finding your way around extra-financial reporting
- The foundation of extra-financial reporting.
- Focus on the extra-financial performance declaration and contributions of the CSRD.
- The concept of key performance indicators.
- Evaluating the quality of reporting
- Scenario
- 2 - Communicate about your CSR approach
- The challenges of internal and external communication.
- Institutional and corporate communication.
- Product communication responsible.
- Responsible events.
- The promotion of the CSR approach.
- Scenario
- 3 - Guarantee results over time
- The conditions for the success of the CSR approach.
- Supporting change, removing resistance.
- Training and raising awareness about CSR.
- Scenario