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PUBLIC RELATIONS | PR-002

Corporate Social Responsibility

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Course content

Why Attend

Corporate Social Responsibility (CSR) has become a strategic priority for organizations aiming to balance profitability with social, environmental, and ethical responsibilities. Modern businesses are expected to contribute positively to society while maintaining sustainable operations and strong governance standards. This course provides a comprehensive understanding of CSR principles, frameworks, and implementation strategies. Participants will learn how to design, manage, and evaluate CSR initiatives that align with corporate strategy, enhance reputation, and deliver measurable social impact.

Course Methodology

This course combines strategic concepts with practical implementation approaches. Participants will engage in interactive discussions, real-world case studies, and group workshops focused on CSR program development. Practical exercises will include stakeholder mapping, CSR strategy design, sustainability reporting, and impact assessment. Examples from global corporations and industry-specific CSR initiatives will be used to illustrate best practices.

Course Objectives

By the end of this course, participants will be able to:

- Understand the principles and importance of CSR in modern business
- Develop effective CSR strategies aligned with business objectives
- Identify key stakeholders and manage engagement effectively
- Design CSR initiatives with measurable outcomes
- Understand sustainability and environmental responsibility frameworks
- Apply CSR reporting standards and impact measurement tools
- Integrate CSR into corporate governance and decision-making
- Evaluate the social and environmental impact of business activities

Course content

Target Audience

- CSR and Sustainability Managers
- Corporate Executives and Senior Managers
- HR and Communications Professionals
- Project and Operations Managers
- Government and NGO Liaison Officers
- Consultants and Business Development Professionals

Target Competencies

- CSR strategy development and execution
- Stakeholder engagement and communication
- Sustainability and ethical business practices
- Impact measurement and reporting
- Corporate governance and compliance
- Strategic thinking and organizational alignment
- Social and environmental responsibility awareness

Course outline

Day 1: Introduction to CSR and Sustainability

- Definition and evolution of CSR
- CSR vs sustainability vs ESG concepts
- Global CSR frameworks and standards
- Business case for CSR implementation
- Key challenges and opportunities

Course content

Course outline

Day 2: CSR Strategy Development

- Aligning CSR with corporate strategy
- Stakeholder identification and analysis
- Materiality assessment
- Designing CSR programs and initiatives
- Setting CSR goals and KPIs

Day 3: CSR Implementation and Project Management

- Planning and executing CSR initiatives
- Community engagement programs
- Environmental sustainability initiatives
- Employee involvement in CSR
- Managing CSR budgets and resources

Day 4: CSR Reporting and Impact Measurement

- CSR reporting frameworks (GRI, ESG reporting basics)
- Measuring social and environmental impact
- Data collection and performance tracking
- Transparency and accountability in reporting
- Communicating CSR results effectively

Day 5: CSR Best Practices and Case Studies

- Global CSR best practices and benchmarks
- Corporate case studies across industries
- CSR integration into corporate governance

Course content

Course outline

- Risk and reputation management
- Final workshop: developing a CSR strategy plan

Seminar dates

Available seminar dates

Live dates and pricing for Corporate Social Responsibility generated from the course details page.

Date	Location	Format	Fee
6 - 10 July 2026	Kuala lumpur - Malaysia	Classroom	**€2,550.-**
20 - 24 July 2026	Istanbul - Turkey	Classroom	**€2,850.-**
3 - 7 August 2026	Barcelona - Spain	Classroom	**€3,850.-**
10 - 14 August 2026	Vienna - Austria	Classroom	**€4,250.-**
7 - 11 September 2026	Amsterdam - Netherlands	Classroom	**€4,200.-**
14 - 18 September 2026	Istanbul - Turkey	Classroom	**€2,850.-**
5 - 9 October 2026	Paris - France	Classroom	**€3,850.-**
12 - 16 October 2026	Barcelona - Spain	Classroom	**€4,400.-**
9 - 13 November 2026	Kuala lumpur - Malaysia	Classroom	**€2,550.-**
16 - 20 November 2026	London - U.K	Classroom	**€4,250.-**
7 - 11 December 2026	Amsterdam - Netherlands	Classroom	**€4,500.-**
14 - 18 December 2026	Munich - Germany	Classroom	**€4,200.-**
21 - 25 December 2026	London - U.K	Classroom	**€4,250.-**

Live online option	Online delivery is available at €1,850.-.