

Corporate Social Responsibility

Course code: PR-002



SPARK TRAINING

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— Workshop Overview

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.

Why Attend

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

Who Should Attend

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

— Learning Objectives

- 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 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

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
- Risk and reputation management

- Final workshop: developing a CSR strategy plan

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Paris - France	€1,925
12 - 16 October 2026	Barcelona - Spain	€2,200
9 - 13 November 2026	Kuala Lumpur - Malaysia	€1,400
16 - 20 November 2026	London - United Kingdom	€2,125
7 - 11 December 2026	Amsterdam - Netherlands	€2,250
14 - 18 December 2026	Munich - Germany	€2,100
21 - 25 December 2026	London - United Kingdom	€2,125
18 - 22 January 2027	Istanbul - Türkiye	€1,425

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.