Training Course on Corporate Social Responsibility (CSR) and Impact Measurement

Professional Development Training Course Outline

Category	CEOs and Directors	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Training Course on Corporate Social Responsibility (CSR) and Impact Measurement provides essential knowledge and practical skills in **Corporate Social Responsibility (CSR)** and **Impact Measurement**. In today's dynamic business landscape, **sustainable practices** and **ethical governance** are no longer optional but crucial for long-term success and **stakeholder engagement**. This program delves into the evolving trends of CSR, including **ESG integration**, **circular economy principles**, and **social innovation**, equipping participants to design, implement, and rigorously measure the effectiveness of their organization's social and environmental initiatives.

Participants will gain a deep understanding of how effective CSR strategies drive **brand reputation** , foster **employee engagement**, enhance **investor confidence**, and contribute to tangible **community development**. The course emphasizes **data-driven decision-making** and the use of robust **impact assessment frameworks** to demonstrate the **Return on Investment (ROI)** of CSR programs. By mastering the principles of **sustainable business**, attendees will be empowered to lead impactful change, navigate complex **regulatory landscapes**, and build resilient, purpose-driven organizations that positively contribute to both society and the planet.

Programme Curriculum

Training Course on Corporate Social Responsibility (CSR) and Impact Measurement

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Course Objectives

1. Understand the historical trajectory and **current trends** shaping corporate social responsibility globally.
2. Develop and integrate **CSR strategies** that align with core business objectives and **sustainable development goals (SDGs)**.
3. Learn to effectively incorporate **Environmental, Social, and Governance (ESG)** factors into business operations and reporting.
4. Master techniques for effective **stakeholder engagement**, including employees, customers, investors, and communities.
5. Apply leading **impact measurement methodologies** and **KPIs (Key Performance Indicators)** for CSR initiatives.
6. Utilize **data analytics** and **transparent reporting** practices to communicate CSR performance and impact.
7. Implement strategies for building **ethical and sustainable supply chains**.
8. Explore and apply **circular economy** concepts to minimize waste and maximize resource efficiency.
9. Drive **social innovation** within the organization to address societal challenges through business solutions.
10. Identify and mitigate **CSR-related risks** to enhance organizational **resilience** and reputation.
11. Understand the role of **green technology** and **sustainable investments** in advancing CSR goals.
12. Develop and implement **DEI initiatives** as a core component of responsible business practices.
13. Foster an internal culture that embraces **purpose-driven work**, **employee well-being**, and **CSR ambassadorship**.

Organizational Benefits

- Build a strong public image and foster greater **consumer loyalty** through demonstrated commitment to social and environmental good.
- Attract **socially responsible investment (SRI)** by demonstrating robust ESG performance and transparent impact reporting.
- Cultivate a highly motivated workforce, reduce turnover, and attract top talent seeking purpose-driven employment.
- Proactively address social and environmental risks, ensuring compliance with evolving **sustainability regulations** and avoiding potential liabilities.

- Drive internal innovation through the pursuit of sustainable solutions, leading to new products, services, and market opportunities.
- Identify opportunities for resource optimization, waste reduction, and energy savings through sustainable practices.
- Build stronger, more positive relationships with communities, suppliers, and government entities.
- Secure **long-term business growth** and financial performance by integrating sustainability into core business strategy.

Target Audience

1. CSR Professionals & Managers
2. Sustainability Officers
3. ESG Analysts & Investors
4. Human Resources (HR) Professionals
5. Marketing & Communications Professionals
6. Business Leaders & Executives
7. Non-profit & Social Enterprise Leaders.

Course Outline

Module 1: Foundations of Corporate Social Responsibility (CSR)

- Defining CSR: Evolution from philanthropy to strategic imperative.
- The Business Case for CSR: Enhancing brand, reputation, and financial performance.
- Key CSR Pillars: Environmental, Social, Economic, and Governance.
- Global CSR Landscape: Trends, regulations, and international agreements (e.g., UN Global Compact).
- **Case Study:** Patagonia's commitment to environmental activism and supply chain transparency.

Module 2: Understanding the UN Sustainable Development Goals (SDGs)

- Introduction to the 17 SDGs and their relevance to business.
- Mapping organizational impact to specific SDGs.
- Integrating SDGs into corporate strategy and reporting.
- Collaborative approaches to achieving SDG targets.
- **Case Study:** Unilever's Sustainable Living Plan and its alignment with various SDGs.

Module 3: ESG Integration: Environmental Focus

- Climate Change Mitigation & Adaptation: Carbon footprint, renewable energy, energy efficiency.
- Waste Management & Circular Economy Principles.
- Water Stewardship & Biodiversity Conservation.
- Sustainable Sourcing & Resource Efficiency.
- **Case Study:** Interface Inc.'s journey to becoming a fully sustainable, carbon-neutral company.

Module 4: ESG Integration: Social Focus

- Labor Practices, Human Rights, and Fair Wages.
- Diversity, Equity, Inclusion, and Belonging (DEIB) in the Workplace.

- Community Engagement & Local Economic Development.
- Health, Safety, and Well-being for Employees and Communities.
- **Case Study:** The Body Shop's pioneering work in fair trade and ethical sourcing.

Module 5: ESG Integration: Governance Focus

- Ethical Leadership & Corporate Governance Structures.
- Anti-Corruption & Bribery Policies.
- Data Privacy & Cybersecurity.
- Stakeholder Dialogue & Transparency in Decision-Making.
- **Case Study:** Siemens' transformation in corporate governance after past compliance issues.

Module 6: Developing a Strategic CSR Plan

- Needs Assessment: Identifying key social and environmental issues relevant to your business.
- Setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) CSR Goals.
- Resource Allocation and Budgeting for CSR Initiatives.
- Internal and External Stakeholder Mapping and Engagement Strategies.
- **Case Study:** Google's comprehensive CSR initiatives, from renewable energy to community grants.

Module 7: Introduction to Impact Measurement

- Why Measure Impact: Demonstrating ROI, accountability, and continuous improvement.
- Key Concepts: Inputs, Outputs, Outcomes, and Impact.
- Quantitative vs. Qualitative Impact Measurement.
- Challenges in Measuring Social and Environmental Impact.
- **Case Study:** A non-profit organization demonstrating the challenge of attributing social change to specific interventions.

Module 8: Selecting and Developing Impact Indicators (KPIs)

- Defining Relevant and Measurable Key Performance Indicators (KPIs).
- Developing Logic Models and Theories of Change.
- Baselines, Targets, and Benchmarking.
- Data Collection Methods for Impact Measurement.
- **Case Study:** A multinational corporation tracking reductions in water usage and emissions across its operations.

Module 9: Impact Assessment Methodologies

- Social Return on Investment (SROI) Methodology.
- Life Cycle Assessment (LCA) for Environmental Impact.
- Stakeholder Surveys and Interviews.
- Cost-Benefit Analysis for CSR Programs.
- **Case Study:** A social enterprise using SROI to demonstrate the value created for its community.

Module 10: Reporting and Communicating CSR Impact

- Global Reporting Initiative (GRI) Standards for Sustainability Reporting.
- Integrated Reporting (
- Communicating Impact to Diverse Stakeholders (Annual Reports, Websites, Social Media).
- Avoiding "Greenwashing" and Ensuring Authenticity.

- **Case Study:** A leading apparel company publishing a comprehensive, transparent sustainability report.

Module 11: Engaging Employees in CSR

- Creating a Culture of Responsibility: Internal communication and training.
- Employee Volunteering and Philanthropy Programs.
- Integrating CSR into Performance Reviews and Incentives.
- Empowering Employees as CSR Ambassadors.
- **Case Study:** Salesforce's 1-1-1 model of integrated philanthropy and employee engagement.

Module 12: Building Ethical and Sustainable Supply Chains

- Mapping Your Supply Chain for Social and Environmental Risks.
- Supplier Code of Conduct and Due Diligence.
- Promoting Fair Labor Practices and Human Rights in the Supply Chain.
- Traceability and Transparency in Sourcing.
- **Case Study:** Nike's efforts to improve labor conditions and sustainability in its global supply chain.

Module 13: Crisis Management and CSR

- Identifying and Assessing CSR-Related Risks.
- Developing Crisis Communication Strategies for CSR Failures.
- Reputation Management in the Face of Scrutiny.
- Learning from Past CSR Controversies and Building Resilience.
- **Case Study:** A company's response to a product recall or environmental incident, highlighting best and worst practices.

Module 14: Innovation and Future Trends in CSR

- The Rise of Impact Investing and Blended Finance.
- Technology's Role in CSR: AI, Blockchain for Transparency.
- The Future of Work and its Social Implications.
- Emerging Regulatory Landscapes and Green Finance.
- **Case Study:** Innovative start-ups leveraging technology for social good (e.g., carbon capture technologies, sustainable materials).

Module 15: Leading CSR Initiatives for Long-Term Value

- Developing a Personal Leadership Brand in CSR.
- Influencing Organizational Culture for Sustainable Change.
- Building Partnerships and Collaborations for Greater Impact.
- Measuring Long-Term Value Creation from CSR.
- **Case Study:** A CEO who successfully transformed their company into a recognized leader in sustainability.

Training Methodology

This course utilizes a **highly interactive and practical training methodology** designed for maximum engagement and knowledge retention. It combines:

- **Expert-Led Lectures:** Delivering foundational concepts and advanced insights.

- **Interactive Workshops:** Hands-on exercises for practical application of tools and frameworks.
- **Real-World Case Studies:** In-depth analysis of successful and challenging CSR initiatives from diverse industries.
- **Group Discussions & Peer Learning:** Facilitating knowledge sharing and diverse perspectives.
- **Role-Playing & Simulations:** Practicing stakeholder engagement and crisis communication scenarios.
- **Guest Speaker Sessions:** Insights from leading CSR practitioners and industry experts.
- **Action Planning & Project Work:** Participants will develop a preliminary CSR strategy and impact measurement plan for their own organizations.
- **Digital Resources:** Access to templates, checklists, and relevant industry reports.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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