

aractech

Global Learning for Operational Leaders

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

- 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

Target Audience

- CSR and Sustainability Managers
- Corporate Executives and Senior Managers
- HR and Communications Professionals
- Project and Operations Managers

Course outline

Detailed course outline

Day-by-day outline for Corporate Social Responsibility.

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

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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

Seminar dates

Available seminar dates

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

Date	Location	Format	Fee
18 - 22 May 2026	Istanbul	Classroom	€1,995
1 - 5 June 2026	Amsterdam	Classroom	€2,940
8 - 12 June 2026	London	Classroom	€2,975
15 - 19 June 2026	Barcelona	Classroom	€2,695
6 - 10 July 2026	Kuala Lumpur	Classroom	€1,785
20 - 24 July 2026	Istanbul	Classroom	€1,995
3 - 7 August 2026	Barcelona	Classroom	€2,695

Live online option

Online delivery is available at €1,250.