

CSR & SUSTAINABILITY

The two day course will train you on how to manage corporate social responsibility and sustainability within your business. You will learn how to enhance stakeholder relationships and create positive business practices, with strong CSR strategies.

YOU WILL LEARN:

- » Current perspectives of CSR
- » How CSR strategies are changing and evolving
- » How CSR is being embraced into business models
- » Terminology associated with CSR
- » Critical links between CSR and risk management
- » How best to communicate CSR ideas and programmes
- » Social and environmental approaches to CSR
- » How to develop successful CSR programmes
- » The links between CSR, issue and stakeholder management
- » KPIs and measuring CSR outcomes
- » Links between green marketing and innovation

DAY 1:

- » Role and purpose of CSR: current trends in CSR communications
- » Key concepts in CSR: is CSR just risk reduction?
- » Parallel terms and concepts: sustainability, corporate citizenship and social performance
- » CSR as a key part of reputation management
- » CSR and the critical issue of brand congruence
- » CSR aligned with corporate values

LSPR TRAINING

Short, intensive courses for practicing PR and communications professionals.

Class groups are kept small to ensure the quality of the training.

COURSES

- Advanced Management
- Branding
- Business Strategy for PR
- Business Writing
- Critical Incident Management
- CSR & Sustainability
- Human Resource Management
- Impression Management
- Leadership
- Personal Branding
- PR & Reputation Management
- Presentation Skills
- Press Release Writing
- Risk Management
- Social Media & Online Marketing
- Crisis Media Communications

QUALIFICATION

Courses are CPD approved.
Diploma / Adv. Certificate / Certificate

DURATION

1 to 5 day courses

LOCATION

Central London, UK.

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- » CSR and risk and issue management
- » CSR and social media: the importance of engagement
- » CSR and brand narratives
- » CSR and Key Performance Indicators
- » Requirements of developing internal and external campaigns
- » CSR and message control
- » CSR and stakeholder management: identification, mapping and engagement
- » CSR and social marketing: how CSR improves brand equity and reputation

DAY 2:

- » Strategic nature of CSR: importance of strategy development
- » CSR and HR: involving employees – internal communications
- » Examples of good CSR practice in terms of social and environmental perspectives: M&S's Plan A, Unilever (Pampers) and vaccination
- » Cause-related marketing
- » Identifying social causes: challenges of selecting a social issue
- » Socially responsible investment (SRI)
- » Green and environmental marketing
- » Challenges presented by environmental issues
- » Measuring environmental issues
- » Climate change and biodiversity loss
- » Sustainable practices: fishing, wood, food and ecotourism
- » Management and CSR: measuring and performance targets

RECOGNITION

The Advanced Certificate is approved and recognised by the: Continuing Professional Development (CPD): www.cpduk.co.uk

AWARD

CPD-Approved LSPR Professional Development – based on the exercises set within the training sessions.

DELIVERY AND ASSESSMENT

During the sessions, alongside presentations, we will refer to a number of current case studies and work on practical exercises. We want to encourage the sharing of ideas, engage in discussions, practise the concepts and gain feedback from the trainers. The classes are small in number, in order that participants benefit fully from a consultative approach.