



## **UNIT 2002 – AN INTRODUCTION TO CORPORATE SOCIAL RESPONSIBILITY (1 DAY)**

CSR is concerned with how organisations conduct their activities in an ethical way and how these activities impact socially, economically and environmentally. CSR is a form of strategic management, and this introductory course is designed to provide an overview of why CSR matters, and what it can bring to an organisation.

### **Target Audience:**

This Unit is suitable for inside and outside sales personnel and Strategic or senior managers or their representatives, who are interested in ethical, environmental and socially responsible practices within their organisation.

On completion of this Unit delegates will be able to:

1. Explain the principles of CSR and its' relevance and significance to the industry.
2. Identify the principle stakeholders in CSR.
3. Identify the main elements of a CSR policy
4. Describe how CSR is aligned to each organisation's corporate strategy.
5. Identify appropriate CSR strategies, indicators and metrics that can be used within your organisation.