

## Corporate Social Responsibility

**Learning Outcomes:** On completion of this session, learners will be able to:

- Define CSR.
- Discuss CSR and its content in the workplace.
- See how CSR works in SMEs and community organisations, in general.
- Discuss the benefits of using CSR as a strategy for businesses/organisations.
- Understand the steps involved in developing CSR
- Describe examples on how businesses/organisations can use CRS for their business strategy.
- Develop and evaluate the most appropriate way to use CSR for their business/organisation.
- Discuss why it is important to measure the impact of the use of CSR in a business/organisation.

Description of Activity/ Advice for Trainers	Duration (in minutes)	Materials/Equipment Required	Evaluation/Assessment
<p><u>Workshop Opening:</u></p> <ul style="list-style-type: none"> <li>• The trainer introduces the topic of CSR by having a small group discussion (two and two) asking participants what they know about CSR and their experience of CSR. The groups give their</li> </ul>	<u>30</u>	<ul style="list-style-type: none"> <li>• Flipchart/whiteboard and markers</li> <li>• Projector and screen</li> <li>• Laptop</li> <li>• PowerPoint slides</li> </ul>	The trainer evaluates the success of the session, based on the participation of all individuals in the activities. As a follow-up exercise, the trainer invites all participants to read chapter 5, of



<p>understanding of the term of CSR to the whole group.</p> <ul style="list-style-type: none"> <li>• The trainer summons up the reports and discuss the results and provide the groups his/her own definition.</li> <li>• The trainer introduces to the participants the conventions (ILO, OECD, RIO, Global compact) that is behind CSR.</li> <li>• Group discussion about the different conventions and what they really mean.</li> <li>• The groups take notes of the discussion on a flipchart to refer to in the feedback session during the workshop closing.</li> <li>• The trainer then provides some information and feedback for the group using a PowerPoint slides.</li> </ul>			<p>the Collaboration Management Manual.</p>
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<p><u>Activity 1: Presentation and Small Group Activity</u></p> <ul style="list-style-type: none"> <li>• The trainer introduces two questions to the group 1. What world would you like to live in? 2. How would you like to be perceived as a leader?</li> <li>• The trainer then leads a short group discussion and write down the comments from the group on a flip chart.</li> <li>• The trainer then leads a short group discussion, asking: ‘how can these questions have a future impact of CSR strategy in your business or organization?’</li> <li>• The trainer takes note of the key points on a flipchart.</li> <li>• The trainer then divides the participants into pairs/small groups to answer the following questions:             <ol style="list-style-type: none"> <li>1. Have you experienced any of these discussions in your own work environment in the past?</li> <li>2. Are these issues applicable to your organisation at the moment?</li> <li>3. How could a CSR strategy help you to develop your business/organisation?</li> </ol> </li> </ul>	<p><u>50</u></p>	<ul style="list-style-type: none"> <li>• Flipchart/whiteboard and markers</li> <li>• Projector and screen</li> <li>• Laptop</li> <li>• PowerPoint slides</li> </ul>	<p>The trainer evaluates the success of the session, based on the participation of all individuals in the activities. As a follow-up exercise, the trainer invites all participants to read chapter 5, of the Collaboration Management Manual.</p>
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<ul style="list-style-type: none"><li>• After 20 minutes, the trainer brings the whole group back together and hosts a feedback session from all groups.</li><li>• The trainer takes note of the key points from the discussion on a flipchart.</li></ul>			
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<p><u>Activity 2: Presentation and Individual Activity:</u></p> <ul style="list-style-type: none"> <li>• The trainer uses a PowerPoint slide to present the steps involved in developing a CSR work in a company with examples from other businesses/organisations.</li> <li>• The trainer then gives all learners a brief introduction how to work with risk analysis and its connection to CSR.</li> <li>• The trainer leads a short group discussion on how to start a CSR work, discussing the CSR steps with participants.</li> <li>• Following this discussion, the trainer invites all participants to work on their own – or with a partner if they are from the same organisation or business.</li> <li>• Through this individual activity, participants should reflect on the issues/possible development connected to CSR they have identified in their own business or organisation in the previous step and try to find out a draft for CSR in their own business or organisation and why they will act/make these efforts?</li> <li>• After 20 minutes, the trainer brings the whole group back together to discuss what they have</li> </ul>	<p><u>50</u></p>	<ul style="list-style-type: none"> <li>• Flipchart/whiteboard and markers</li> <li>• Projector and screen</li> <li>• Laptop</li> <li>• PowerPoint slides</li> </ul>	<p>The trainer evaluates the success of the session, based on the participation of all individuals in the activities. This session will also be evaluated based on the relevance of the goals set by participants for their own diversity plans. As a follow-up exercise, the trainer invites all participants to read chapter 5, of the Collaboration Management Manual, to enhance their understanding of how to develop a CSR strategy.</p>
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come up to and why they have made these choices.			
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<p><u>Activity 3: Group Discussion and Plenary Session</u></p> <ul style="list-style-type: none"> <li>• The trainer leads a short group discussion, asking: Why is it important to evaluate the CSR strategies/policies/investments?</li> <li>• In a plenary session, the trainer then invites participants to discuss different metrics they could use to measure the impact of their CSR work.</li> <li>• The trainer takes note of all key points on the flipchart.</li> <li>• The trainer then relates the evaluation of the CSR work to Circular Business Models, then there will be a short group discussion about how to handle different interest (you have to choose some interests and neglect others) and how to explain them on creditable way.</li> <li>• Again, the trainer takes note of the key points on a flipchart.</li> </ul>	<p><u>40</u></p>	<ul style="list-style-type: none"> <li>• Flipchart/whiteboard and markers</li> </ul>	<p>The trainer evaluates the success of the session, based on the participation of all individuals in the activities. As a follow-up exercise, the trainer invites all participants to read chapter 5, of the Collaboration Management Manual, to enhance their understanding of how to measure the impact of CSR.</p>
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<p><u>Workshop Close &amp; Evaluation</u></p> <ul style="list-style-type: none"> <li>• To close the workshop, the trainer shows the flipchart the different definitions of CSR that were shared by the participants at the beginning of the session.</li> <li>• The trainer then asks participants to comment on how they understand the topics of CSR now and if their understanding has been changed based on this workshop.</li> <li>• The trainer leads a short verbal feedback session or give the participants an evaluation form after that he/she thanks all participants for their contribution to the workshop and closes the session.</li> </ul>	10	<ul style="list-style-type: none"> <li>• Flipchart/whiteboard and markers.</li> </ul>	<p>The trainer evaluates the success of the workshop based on the feedback provided from all participants during this session. The trainer invites all participants to access additional training materials on the Circulink online platform.</p>
<b>Total time</b>	<b>3 hours</b>		

