

An Introduction to Corporate Social Responsibility (CSR)

Terra Infirma Ltd

Terra Infirma is a cutting edge environmental and sustainability consultancy. The central ethos of our approach is to see environmental performance as a range of opportunities rather than a series of threats. Waste is seen as a wasted resource, legislation is seen as a business opportunity and environmental problems are simply designed out. This positive, proactive angle can deliver massive competitive advantages to our clients.

Delegates' Comments:

"Great day! Touched on the right issues in the right way. Thought provoking exercises – would recommend."

Government Office attendee

"Facilitator very knowledgeable and confident."

Local Authority attendee

Other Courses

Off the shelf courses in this series include:

- Green Business Techniques
- Waste Minimisation & Beyond
- Eco-Design for Beginners

For bespoke courses, tailored to your organisation's needs, please contact us for details.

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Course Aims

Many people talk about CSR, but few have more than a vague understanding of what it means to their business in practice. This one-day course has been designed to impart an understanding of the basic principles and implications of CSR and its underpinning concept, sustainable development.

Approach Taken

The course takes a solutions-oriented approach, showing how problems and barriers can be overcome. Inspirational case studies from around the world are used throughout. Practical exercises challenge the thinking of delegates and embed a deeper understanding of the principles of CSR and sustainable development.

Course Contents

1. What is CSR?
 This session considers the history of CSR and the sustainable development concept, the various definitions of sustainable development and sustainability, three models of sustainability and the precautionary principle.
2. Environmental Issues and Solutions
 Two models of environmental sustainability are presented: eco-efficiency and the eco-system model. The pros and cons of each are considered along with a number of examples of how these can be translated into effective solutions.
3. Social/Economic Issues and Solutions
 The implications of applying sustainable development principles to socio-economic factors will be discussed. A variety of social and economic solutions will be explored.
4. Planning and Delivering Sustainability
 A range of techniques for planning and delivering sustainability will be explored including backcasting, stakeholder engagement and planned/emergent change management. Delegates will apply these techniques to their own business activities.

Costs

The one-day course costs £1295.00 to run plus £50.00 per delegate (max 20) ex VAT. For example, the total cost for 10 delegates will be £1795.00 ex VAT. This includes course materials, but excludes venue and catering costs.