

# Training Course on Corporate Social Responsibility (CSR) and Impact Measurement

## Professional Development Training Course Outline

|          |                    |               |                         |
|----------|--------------------|---------------|-------------------------|
| Category | CEOs and Directors | Duration      | 10 Days                 |
| Base Fee | \$3,000 USD        | Delivery Mode | Online / On-site Hybrid |

### Course Introduction

Training Course on Corporate Social Responsibility (CSR) and Impact Measurement provides essential knowledge and practical skills in **Corporate Social Responsibility (CSR)** and **Impact Measurement**. In today's dynamic business landscape, **sustainable practices** and **ethical governance** are no longer optional but crucial for long-term success and **stakeholder engagement**. This program delves into the evolving trends of CSR, including **ESG integration**, **circular economy principles**, and **social innovation**, equipping participants to design, implement, and rigorously measure the effectiveness of their organization's social and environmental initiatives.

Participants will gain a deep understanding of how effective CSR strategies drive **brand reputation**, foster **employee engagement**, enhance **investor confidence**, and contribute to tangible **community development**. The course emphasizes **data-driven decision-making** and the use of robust **impact assessment frameworks** to demonstrate the **Return on Investment (ROI)** of CSR programs. By mastering the principles of **sustainable business**, attendees will be empowered to lead impactful change, navigate complex **regulatory landscapes**, and build resilient, purpose-driven organizations that positively contribute to both society and the planet.

### Programme Curriculum

#### Training Course on Corporate Social Responsibility (CSR) and Impact Measurement

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10 days

### Course Objectives

1. Understand the historical trajectory and **current trends** shaping corporate social responsibility globally.
2. Develop and integrate **CSR strategies** that align with core business objectives and **sustainable development goals (SDGs)**.
3. Learn to effectively incorporate **Environmental, Social, and Governance (ESG)** factors into business operations and reporting.
4. Master techniques for effective **stakeholder engagement**, including employees, customers, investors, and communities.
5. Apply leading **impact measurement methodologies** and **KPIs (Key Performance Indicators)** for CSR initiatives.
6. Utilize **data analytics** and **transparent reporting** practices to communicate CSR performance and impact.
7. Implement strategies for building **ethical and sustainable supply chains**.
8. Explore and apply **circular economy** concepts to minimize waste and maximize resource efficiency.
9. Drive **social innovation** within the organization to address societal challenges through business solutions.
10. Identify and mitigate **CSR-related risks** to enhance organizational **resilience** and reputation.
11. Understand the role of **green technology** and **sustainable investments** in advancing CSR goals.
12. Develop and implement **DEI initiatives** as a core component of responsible business practices.
13. Foster an internal culture that embraces **purpose-driven work**, **employee well-being**, and **CSR ambassadorship**.

### Organizational Benefits

- Build a strong public image and foster greater **consumer loyalty** through demonstrated commitment to social and environmental good.
- Attract **socially responsible investment (SRI)** by demonstrating robust ESG performance and transparent impact reporting.
- Cultivate a highly motivated workforce, reduce turnover, and attract top talent seeking purpose-driven employment.
- Proactively address social and environmental risks, ensuring compliance with evolving **sustainability regulations** and avoiding potential liabilities.

- Drive internal innovation through the pursuit of sustainable solutions, leading to new products, services, and market opportunities.
- Identify opportunities for resource optimization, waste reduction, and energy savings through sustainable practices.
- Build stronger, more positive relationships with communities, suppliers, and government entities.
- Secure **long-term business growth** and financial performance by integrating sustainability into core business strategy.

## Target Audience

1. CSR Professionals & Managers
2. Sustainability Officers
3. ESG Analysts & Investors
4. Human Resources (HR) Professionals
5. Marketing & Communications Professionals
6. Business Leaders & Executives
7. Non-profit & Social Enterprise Leaders.

## Course Outline

### Module 1: Foundations of Corporate Social Responsibility (CSR)

- Defining CSR: Evolution from philanthropy to strategic imperative.
- The Business Case for CSR: Enhancing brand, reputation, and financial performance.
- Key CSR Pillars: Environmental, Social, Economic, and Governance.
- Global CSR Landscape: Trends, regulations, and international agreements (e.g., UN Global Compact).
- **Case Study:** Patagonia's commitment to environmental activism and supply chain transparency.

### Module 2: Understanding the UN Sustainable Development Goals (SDGs)

- Introduction to the 17 SDGs and their relevance to business.
- Mapping organizational impact to specific SDGs.
- Integrating SDGs into corporate strategy and reporting.
- Collaborative approaches to achieving SDG targets.
- **Case Study:** Unilever's Sustainable Living Plan and its alignment with various SDGs.

### Module 3: ESG Integration: Environmental Focus

- Climate Change Mitigation & Adaptation: Carbon footprint, renewable energy, energy efficiency.
- Waste Management & Circular Economy Principles.
- Water Stewardship & Biodiversity Conservation.
- Sustainable Sourcing & Resource Efficiency.
- **Case Study:** Interface Inc.'s journey to becoming a fully sustainable, carbon-neutral company.

### Module 4: ESG Integration: Social Focus

- Labor Practices, Human Rights, and Fair Wages.
- Diversity, Equity, Inclusion, and Belonging (DEIB) in the Workplace.

- Community Engagement & Local Economic Development.
- Health, Safety, and Well-being for Employees and Communities.
- **Case Study:** The Body Shop's pioneering work in fair trade and ethical sourcing.

### **Module 5: ESG Integration: Governance Focus**

- Ethical Leadership & Corporate Governance Structures.
- Anti-Corruption & Bribery Policies.
- Data Privacy & Cybersecurity.
- Stakeholder Dialogue & Transparency in Decision-Making.
- **Case Study:** Siemens' transformation in corporate governance after past compliance issues.

### **Module 6: Developing a Strategic CSR Plan**

- Needs Assessment: Identifying key social and environmental issues relevant to your business.
- Setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) CSR Goals.
- Resource Allocation and Budgeting for CSR Initiatives.
- Internal and External Stakeholder Mapping and Engagement Strategies.
- **Case Study:** Google's comprehensive CSR initiatives, from renewable energy to community grants.

### **Module 7: Introduction to Impact Measurement**

- Why Measure Impact: Demonstrating ROI, accountability, and continuous improvement.
- Key Concepts: Inputs, Outputs, Outcomes, and Impact.
- Quantitative vs. Qualitative Impact Measurement.
- Challenges in Measuring Social and Environmental Impact.
- **Case Study:** A non-profit organization demonstrating the challenge of attributing social change to specific interventions.

### **Module 8: Selecting and Developing Impact Indicators (KPIs)**

- Defining Relevant and Measurable Key Performance Indicators (KPIs).
- Developing Logic Models and Theories of Change.
- Baselines, Targets, and Benchmarking.
- Data Collection Methods for Impact Measurement.
- **Case Study:** A multinational corporation tracking reductions in water usage and emissions across its operations.

### **Module 9: Impact Assessment Methodologies**

- Social Return on Investment (SROI) Methodology.
- Life Cycle Assessment (LCA) for Environmental Impact.
- Stakeholder Surveys and Interviews.
- Cost-Benefit Analysis for CSR Programs.
- **Case Study:** A social enterprise using SROI to demonstrate the value created for its community.

### **Module 10: Reporting and Communicating CSR Impact**

- Global Reporting Initiative (GRI) Standards for Sustainability Reporting.
- Integrated Reporting (
- Communicating Impact to Diverse Stakeholders (Annual Reports, Websites, Social Media).
- Avoiding "Greenwashing" and Ensuring Authenticity.

- **Case Study:** A leading apparel company publishing a comprehensive, transparent sustainability report.

### **Module 11: Engaging Employees in CSR**

- Creating a Culture of Responsibility: Internal communication and training.
- Employee Volunteering and Philanthropy Programs.
- Integrating CSR into Performance Reviews and Incentives.
- Empowering Employees as CSR Ambassadors.
- **Case Study:** Salesforce's 1-1-1 model of integrated philanthropy and employee engagement.

### **Module 12: Building Ethical and Sustainable Supply Chains**

- Mapping Your Supply Chain for Social and Environmental Risks.
- Supplier Code of Conduct and Due Diligence.
- Promoting Fair Labor Practices and Human Rights in the Supply Chain.
- Traceability and Transparency in Sourcing.
- **Case Study:** Nike's efforts to improve labor conditions and sustainability in its global supply chain.

### **Module 13: Crisis Management and CSR**

- Identifying and Assessing CSR-Related Risks.
- Developing Crisis Communication Strategies for CSR Failures.
- Reputation Management in the Face of Scrutiny.
- Learning from Past CSR Controversies and Building Resilience.
- **Case Study:** A company's response to a product recall or environmental incident, highlighting best and worst practices.

### **Module 14: Innovation and Future Trends in CSR**

- The Rise of Impact Investing and Blended Finance.
- Technology's Role in CSR: AI, Blockchain for Transparency.
- The Future of Work and its Social Implications.
- Emerging Regulatory Landscapes and Green Finance.
- **Case Study:** Innovative start-ups leveraging technology for social good (e.g., carbon capture technologies, sustainable materials).

### **Module 15: Leading CSR Initiatives for Long-Term Value**

- Developing a Personal Leadership Brand in CSR.
- Influencing Organizational Culture for Sustainable Change.
- Building Partnerships and Collaborations for Greater Impact.
- Measuring Long-Term Value Creation from CSR.
- **Case Study:** A CEO who successfully transformed their company into a recognized leader in sustainability.

### **Training Methodology**

This course utilizes a **highly interactive and practical training methodology** designed for maximum engagement and knowledge retention. It combines:

- **Expert-Led Lectures:** Delivering foundational concepts and advanced insights.

- **Interactive Workshops:** Hands-on exercises for practical application of tools and frameworks.
- **Real-World Case Studies:** In-depth analysis of successful and challenging CSR initiatives from diverse industries.
- **Group Discussions & Peer Learning:** Facilitating knowledge sharing and diverse perspectives.
- **Role-Playing & Simulations:** Practicing stakeholder engagement and crisis communication scenarios.
- **Guest Speaker Sessions:** Insights from leading CSR practitioners and industry experts.
- **Action Planning & Project Work:** Participants will develop a preliminary CSR strategy and impact measurement plan for their own organizations.
- **Digital Resources:** Access to templates, checklists, and relevant industry reports.

**Register as a group from 3 participants for a Discount**

Send us an email: [info@fineskilltrainingcenter.org](mailto:info@fineskilltrainingcenter.org) or call +254769199797

### ***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

### ***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

### **Key Notes**

- a. The participant must be conversant with English.
- b. Upon completion of training the participant will be issued with an Authorized Training Certificate
- c. Course duration is flexible and the contents can be modified to fit any number of days.
- d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- e. One-year post-training support Consultation and Coaching provided after the course.
- f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## **Upcoming Scheduled Sessions**

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| Start Date  | End Date    | Location | Price   |
|-------------|-------------|----------|---------|
| 21 Sep 2026 | 02 Oct 2026 | Online   | \$2,000 |
| 21 Sep 2026 | 02 Oct 2026 | Physical | \$3,000 |
| 21 Sep 2026 | 02 Oct 2026 | Physical | \$0     |
| 21 Sep 2026 | 02 Oct 2026 | Physical | \$0     |
| 21 Sep 2026 | 02 Oct 2026 | Physical | \$0     |
| 21 Sep 2026 | 02 Oct 2026 | Physical | \$0     |
| 21 Sep 2026 | 02 Oct 2026 | Physical | \$0     |
| 21 Sep 2026 | 02 Oct 2026 | Physical | \$0     |

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