9204

Virtual

40 hours

EGP 9,000

Course Description:

This course provides an in-depth understanding of Corporate Social Responsibility (CSR) and related areas such as Compliance, Risk, and Corporate Governance. It examines the relationships among a firm's executive leadership, governing board, and stakeholders, exploring various governance models in both for-profit and non-profit sectors within the U.S. It also covers the roles and responsibilities of each party, as outlined in legal codes and current best practices. The course discusses the functions of different board committees and their interactions with regulatory agencies, such as the Central Bank of Egypt.

A core part of the course explores the "purpose of CSR" from multiple perspectives and its relationship with Environmental, Social, and Governance (ESG) factors, with insights from prominent global and Egyptian thought leaders.

Banks today face numerous global challenges and ethical considerations. These challenges often bring differing expectations regarding the economic, social, and environmental responsibilities that organizations should uphold. This course guides participants through the principles and techniques of CSR, helping them develop and implement CSR frameworks that comply with international standards and align with the "triple bottom line" — Profit, People, and Planet — rather than focusing solely on profits.

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Target Audience:

Middle and Senior Management in CSR Department.

Course Objectives

- Define strategic management principles to drive responsible business decisions.
- Set the core principles and pillars of CSR and their impact on business success.
- Explain ESG and CSR reporting frameworks to enhance transparency.
- Clarify the relationship between Corporate Governance and CSR.
- Develop skills to Stakeholder Engagement.
- Identify Stakeholder Engagement.

Course Outline

Module 1: Strategic Management

Chapter 1: Understanding Strategy

Session One: What is Strategy?
- Origin of strategy.
- Definition of strategy.
- Strategy in our daily routine.
- Are you a strategic thinker?
- Exercise: Strategic Thinking.
- Assignment.

Chapter 2: The Framework of Strategic Management

Session One: Building Blocks of Strategic Management
- What is strategic management?
- Components of strategic management.
- Corporation's Value Chain.
- Exercise: SWOT analysis.
- Assignment.

Chapter 3: Strategic Direction and Planning

Session One: Shaping Strategic Direction and Plans
- Strategic direction.
- Hierarchy of Strategy.
- Plans and evaluation.
- Exercise: Portfolio analysis BCG.
- Assignment.

Chapter 4: Change Management

Session One: Leading and Managing Change
- People and fear of change.
- Embrace and manage the change.

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- Exercise: Change management.
- Assignment.

Module 2: CSR & Main Pillars and Enhancing Brand Reputation

Session one: CSR & Its Main Pillars

- Environmental sustainability: Implementing practices to reduce carbon emissions, manage waste effectively, and use resources wisely.
- Ethical labor practices: Promoting fair working conditions, fostering diversity, and ensuring inclusion within the workforce.
- Community engagement: Contributing to local communities through charitable donations, volunteer work, and partnerships.
- Transparency and accountability: Maintaining open communication about business practices and being responsible for their outcomes.
- Assignment.

Session Two: Enhancing Brand Reputation – Part I

- Promoting Sustainability: Reducing environmental impact and promoting practices that contribute to ecological balance.
- Supporting Community Development: Engaging with and investing in local communities to foster economic growth and social well-being.
- Ensuring Ethical Practices: Upholding high standards of integrity, fairness, and respect in all business operations and interactions.
- Attracting and Retaining Talent: Creating a positive workplace culture that appeals to employees, fostering loyalty and reducing turnover.
- Driving Innovation: Encouraging creative solutions to social and environmental challenges, which can also lead to new business opportunities.
- Assignment.

Session Three: Enhancing Brand Reputation – Part II

- Meeting Regulatory Requirements: Complying with legal standards and regulations related to social and environmental responsibilities.
- Engaging Stakeholders: Building strong relationships with customers, employees, suppliers, and the community through open dialogue and collaboration.

- Contributing to Economic Development: Supporting initiatives that promote economic growth, job creation, and social equity.
- CSR and its relationship with Compliance, Corporate governance & Risk.
- Assignment.

Module 3: ESG & CSR Reporting Frameworks

Session One: Global Reporting and Standards

- Global Reporting Initiative (GRI): Provides guidelines for sustainability reporting.
- Sustainability Accounting Standards Board (SASB): Offers standards for reporting on sustainability metrics.
- Stakeholder Engagement Platforms.
- Assessment and Certification: Tools like B Corp Certification or ISO 26000 that assess and validate CSR practices.
- Joining industry-specific groups or coalitions focused on CSR best practices and sharing resources.
- Assignment.

Session Two: Environmental and Social Dimensions

- Climate change impact: Carbon footprint, emissions, and energy use.
- Resource management: Water usage, waste management, and sustainable sourcing.
- Biodiversity: Effects on ecosystems and wildlife.
- Waste Management: Practices for reducing, recycling, and responsibly disposing of waste.
- Community Engagement: Supporting local communities through philanthropy and volunteerism.
- Assignment.

Session Three: Integrating CSR into Strategy & Practice

- Environmental Stewardship: Initiatives to reduce environmental impact, such as sustainability programs.
- Ethical Labor Practices: Commitment to fair labor practices and employee well-being.
- Case Study: Finance and CSR at Banco W: In Search of the Missing Link.
- Assignment.

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Module 4 – Corporate Governance & CSR

Session One: Corporate Governance Frameworks & Structures
- Frameworks and Standards
  - OECD Principles of Corporate Governance
  - The UK Corporate Governance Code
  - The Sarbanes-Oxley Act (SOX) in the U.S.
- Board of Directors: Composed of individuals responsible for overseeing the company's management and making key decisions.
- Independence: A mix of independent and non-independent directors is crucial for objective decision-making.
- Governance Structures: Encourage ethical behavior through codes of conduct, compliance programs, and oversight mechanisms.
- Assignment.

Session Two: Linking Governance to CSR & ESG
- CSR Policies: Are often grounded in these ethical frameworks, guiding companies to operate in a socially responsible manner. Strong governance helps ensure that CSR initiatives are genuine and impactful.
- Governance is one of the three pillars of ESG, focusing on how a company is directed and controlled.
- Strong governance practices are essential for ensuring accountability, transparency, and ethical behavior, which are critical for effective ESG performance.
- Ethical Standards: Implement and enforce a robust code of ethics that guides CSR activities and decision-making processes.
- Regular Reporting: Publish integrated reports that outline governance practices alongside CSR activities, highlighting their interconnections and impacts.
- Assignment.

Module 5: Stakeholder Engagement

Session One: Managing Stakeholders Effectively
- Stakeholders Analysis.
- Identification of stakeholder management styles and customer needs.
- How Stakeholders will fit into a project?
- Understanding Stakeholder Behavior Style.

- How Our Behavioral Style Interacts with Stakeholders' Styles?
- Identifying Stakeholder Needs.
- Strategies for effective collaboration with each stakeholder.
- Recognition of ways to secure stakeholder agreement.
- Assignment.

Session One: Progression Plan
- Creation of a progression plan.
- Distinction of the six different persuasion styles.
- On-going Stakeholder Management.
- Long-term success of the project relies on stakeholder satisfaction and involvement.
- Stating various methods to build ongoing relationships.
- Assignment.

Assessment Strategy:
- 40% assignments.
- 60% participation.
- The cut-off score is 70% of the total grade which is 100.

Upon Successful Completion of this Course, participants will obtain:
3.6 CEUs.

Course Language:
English.

Prerequisites:
Intermediate level of English.