



Lagos Centre for Sustainable Business

2017 Sustainability / CSR Course Brochure

All courses are available on call in all African countries and Dubai, UAE

Corporate Social Responsibility (CSR) has evolved beyond mere “Corporate Philanthropy” as it was understood in the past. In today's economic and social environment, issues related to social responsibility and sustainability are gaining more and more importance, both in the public and private sectors. Business goals are inseparable from the societies and environments within which they operate. While short-term economic gain can be pursued, the failure to take pro-active measures to access longer-term social and environmental impacts makes those business practices vulnerable to a wide range of risks, and therefore unsustainable. CSR can be understood as a management concept and a process that integrates social and environmental concerns in business operations and an organization's interactions with the full range of its stakeholders.

Benefits of Effective CSR to your Organization

- ⇒ *Improved financial performance;*
- ⇒ *Enhanced Brand Image & Reputation;*
- ⇒ *Easier Access to Capital;*
- ⇒ *Increased Sales and Customer Loyalty;*
- ⇒ *Meeting International Standards and Export Requirements;*
- ⇒ *Increased Ability to Attract and Retain Employees;*
- ⇒ *Reduced Regulatory Oversight;*
- ⇒ *Reduced Insurance Premiums and Increased Bank Guarantees;*
- ⇒ *Additional Value for Financial and Insurance Institutions; and*
- ⇒ *Easier Regulatory Functions*

The United Nations Guiding Principles on Business and Human Rights (UNGPs) clearly identifies that businesses should operate in a manner that respects human rights. The Global Compact asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labor standards, the environment and anti-corruption. A number of agreements and initiatives have been formulated globally to uphold sustainability and increase transparency. It has become increasingly difficult to ignore the trend and for many organizations, this has resulted to an improved bottom-line. We therefore work to



help organizations fulfil this purpose through site audits and a number of training programs.

Upcoming Training Programs

In partnership with *Arche Advisors USA* and the *International Network for Corporate Social Responsibility*, we provide a range of CSR trainings for all levels of CSR practitioners all around Africa. All training programs can be tailored to address your organization's specific needs, certified and delivered in-house at a very competitive rate.



Introduction to CSR and Sustainability (Basic Course)

[Click here to download 2017 Calendar](#)

Course Details

Background

This course was designed in line with CSR global best practice, the UN Global Compact principles and the Sustainable Development Goals.

The objective of this course is to introduce the participant to the concept of Corporate Social Responsibility today, operationalizing the term and ensuring a cohesive definition of CSR and its applications for corporate sustainability. The learning materials and tools available through the courses allow participants acquire relevant introductory knowledge that will help them and their organizations to better address social responsibility concerns as a business risk.

Objectives

By the end of this course, participants are expected to meet the following learning objectives are to:

- define and summarize the concept of Corporate Social Responsibility;
- review alternative definitions of CSR and their strengths and limitations;
- understand the intrinsic link between CSR and Sustainability
- assess comparative needs for CSR including insurance and investment risks;
- understand how to apply CSR in the public sector; and
- distinguish between the application of CSR in various practical situations.

Course Contents

The course consists of seven modules:

- Introduction



- CSR Definitions Explored – What is and What is Not CSR
- Making a business case – Private Sector Approach
- CSR in the Public Sector
- The United Nations on CSR
- Applying Definitions in Practice - Practical Examples of CSR - Case Studies
- Exercises and testing understanding

Target Audience

The course aims to address the needs of old and new employees who are currently involved in CSR at an implementation level, or would like to be involved in CSR, and wish to apply and be embedded the concept of CSR in their organisation. Also, graduates intending to start a career in CSR, marketing, sustainability, corporate governance are encouraged to register. Business Practitioners, NGOs, International Organisations and Governments intending to understand CSR as a concept of business sustainability and/or national development will benefit from the training program.

[Click Here to Register](#)

.....



Triple helix of sustainability

[Lagos Centre for Sustainable Business](#)

[Click here to download Calendar](#)



CSR Practitioners' Training

May 2016 Session

Certified by Arche Advisors USA

Background



This training is designed to enable participants to acquire the skills and competences required to become CSR practitioners through specialized, detailed and highly focused classroom teaching and review of CSR case studies from around the world including Nigeria and other African countries. It provides participants with the tools and necessary practical CSR framework to function as a CSR Practitioner in any part of the world. Emphasis will be on Strategy, Implementation, Reporting and Communication.

Objectives

Upon completion of the course, trainees are able to:

- Apply the knowledge and skills gained in middle CSR management levels
- Develop and implement an effective CSR strategy
- Develop CSR reporting and communication models in line with global best practices.
- Acquire a world class certificate in Corporate Social Responsibility (CSR)

Course Contents

The course consists of the following:

- What is and what is not CSR
- Importance of CSR in Different Sectors of the Economy
- Making a Business Case – Private Sector
- CSR in the Public Sector
- Public Sector CSR Strategies – Analyses and Case Studies
- CSR Strategy and Global Standards – Case Studies
- Corporate Governance and Sustainability
- Global Models: Presentations and Description – Global Reporting Initiative (G3), UN Global Compact, CDP, UN Guiding Principles, ISO 26000, etc.
- Responsible CSR Communications and Strategy
- CSR and the Supply Chain
- Stakeholder Engagement
- Reporting - Integrated Reporting based on GRI and IIRC Guidelines
- External Assurance and how to communicate to gain Reporting Credibility
- The Concept of CSR, Corporate Governance and Business Ethics in Africa
- The Importance of Implementing Effective CSR Programs in Africa – Case Studies
- The Intrinsic Link between CSR and National Development
- The Role of CSR Practitioners and Future Trends in Africa
- Beyond Basic CSR – Importance of Human Rights Due Diligence
- UN Guiding Principles on Business and Human Rights – An African Perspective: The
- HRDD as a Strategic Investment
- Exercises and Testing of Understanding

Requirements

Even though there are no formal educational requirements, admission is a selective process based on professional achievement and organizational responsibility. We expect participants on this program to have basic understanding of CSR either through education or practice.



Who should attend?

Company Managers, CSR Practitioners, Public Relations Managers, Marketing Managers, Human Resources Managers, Sustainability and Environmental Professionals who wish to advance their understanding, bring added value to their organization or get hold of a globally accepted CSR Certificate to progress their career.

Team Attendance

This program is appropriate for individuals as well as teams of executives from the same organization. When colleagues attend a program together, the organization benefits from their shared knowledge and common vision. This, in turn, enables participants to enhance their ability to pursue business goals as a team, effect critical transformations, and transfer knowledge.

.....

[Click Here to Register](#)



Test Audit Nov 2016

Executive CSR Workshops - Strategies to Create Shared Stakeholder Value

[Click here to view training calendar](#)

.....

Course Background

In Africa, most businesses know that corporate social responsibility (CSR) is integral to long-term business success, but many CSR programs are either misconstrued to mean “Corporate Philanthropy” or are not part of a coherent portfolio—often they are unstructured, unconnected, poorly managed and have little to do with the company's business goals. The goal of all CSR activities is to create shared value for all stakeholders while delivering business results. Every organization (private or public) will benefit from a strategically planned CSR policy with a unified central vision. Therefore, there is the need to strategically engage all units in the complexities of significance CSR work.

This program is designed to help senior executives to understand global standards for CSR, refocus CSR and sustainability efforts in ways that benefit society and the organization. You will learn how to examine your current CSR programs with a



critical eye and develop an overarching CSR strategy that creates value and achieve sustainability. By bringing greater alignment and direction to your CSR activities and identifying the right KPIs to measure results effectively, participants will become better able to maximize the value of CSR budgets or investments for all stakeholders and for the business while building a solid foundation for sustainable business.

Program Outcomes

At the end of the program, participants will be able to:

- ❖ Realistically assess current CSR and sustainability efforts and design an action plan for achieving better impact
- ❖ Design a functional CSR strategy while maintaining a broad array of activities with distinct purposes
- ❖ Prioritize budgets and investments that will incrementally improve organization's ability to deliver shared stakeholder value
- ❖ Make a strong case for an organization's CSR strategy and report effectively on social, environmental, and business impact—internally and externally
- ❖ Adopt global best practice in communicating, reporting and reviewing CSR programs
- ❖ Improve coordination of CSR efforts across the organization
- ❖ Create positive, productive relationships with internal and external stakeholders
- ❖ Successfully engage third party CSR auditors while identifying areas for interest
- ❖ Improve bottom-line through effective CSR programs.

Site / Project Assessment (Audit)

The CSR team will attend your site - factory, construction site, shipping yard, agricultural farm, regulatory agency, bank/insurance office etc., a few days before the 2-day workshop to help you conduct an initial test assessment of your current CSR program with the view of consolidating your efforts around company goals and objectives.

Study method

Through presentations, small group discussions, exercises, and recent case studies from around the world, participants will examine the practical approaches successful companies are using to integrate CSR strategies with the long-term needs of the business and evolve their strategies as business needs change.

Participants will learn from our expert team and the diverse experiences of other executives, including how to maximize the shared value delivered by CSR programs—and how to effectively measure and communicate that value.

Core topics include:

- Understanding CSR
- CSR as Regulatory Tool – Public Sector
- Examining the social and environmental impacts of business activities to identify opportunities



- Conducting an inventory of current CSR programs (Private and Public Sector Approach)
- Creating a blueprint for change
- Redefining environmental and social benefits within three distinct areas—Philanthropy, Operational Impact, and Shared Value
- Consolidating your efforts around company goals and objectives
- Evolving your CSR activities to align with global best practices
- Building your ability to create shared value for all stakeholders
- Making the business case for your CSR strategy
- Implementing Social Responsibility Program
- Training subordinates and capacity building
- Integrating CSR best practices into key business areas, disseminating policy effectively, and embedding CSR within organizational culture
- Integrating social responsibility metrics into general performance management systems
- Measuring social and business impact
- Communicating the goals and impact of CSR efforts to colleagues, shareholders, and other stakeholders

Managing Risk and Decision Making

- Evaluating complex environments and potential impacts before investing capital or making business decisions
- Identifying current vulnerabilities and predicting future pitfalls
- Preparing for crisis scenarios
- Integrating CSR initiatives in vendor and supplier agreements
- Interacting effectively with diverse internal and external stakeholders
- Decision making tools in CSR

Who is Right for the Program?

This program is designed primarily for decision makers who direct corporate social responsibility programs at large established companies and agencies of government or who oversee related departments such as public affairs, philanthropy, sustainability, environmental health and safety, or community affairs.

They include:

- CEO/Founder/Chairman Board of Directors
- Executive Director – CSR, Marketing, Corporate Communications, Sustainability, etc.
- Deputy Director - Corporate Communications, Corporate and Community Relations, Corporate Social Responsibility
- Director of Environmental Health and Safety
- Chief Sustainability Officer
- Head of the Company Foundation, etc.

Requirements

Although there are no formal educational requirements, admission is a selective process based on professional achievement and organizational responsibility. We expect participants on this program to have good understanding on decision making



processes in large establishments and multinationals companies. Therefore, we look for professionals who have demonstrated business talent and leadership potential.

Team Attendance

This program is appropriate for individuals as well as teams of executives from the same organization. When colleagues attend a program together, the organization benefits from their shared knowledge and common vision. Their combined learning will facilitate rapid and effective implementation of frameworks and approaches. This, in turn, enables participants to enhance their ability to pursue business goals as a team, effect critical transformations, and transfer knowledge.

[Click Here to Register](#)

GRI Certified Sustainability Reporting Course

[Click here to view training calendar](#)

Course Background

A Sustainability or Integrated Report is a report about the economic, environmental and social impacts caused by an organization through its everyday activities, the organization's policies and practices to manage these impacts, and how these factors affect the core business of the organization. The Nigerian Stock Exchange recently announced that it has released its 2015 Sustainability Report titled "Ushering in a new era of sustainability in the Nigerian market place". The report, the second edition, demonstrates how The Exchange showcases the importance of sustainable business practices in delivering value and supporting economic growth.

A variety of organizations, both listed and non-listed, can benefit in multiple ways from publishing a sustainability/integrated report. The most widely used framework for sustainability reports are the Global Reporting Initiative (GRI) Guidelines for Sustainability Reporting. These guidelines have recently been transformed into the GRI Standards on Sustainability Reporting. In order to help mainstreaming sustainability reporting, the GRI has embarked on a global capacity building program supported by its local training partners. This course is based on the GRI Standards on Sustainability Reporting. Although primarily addressing sustainability reporting this course also addresses integrated reporting and its linkages with sustainability reporting.

Aim and objectives of this course

The aim of this course is to equip participants to manage a structured process for the development of an organization's sustainability, and sharpening their skills to contribute to the report. By doing so, their ability to assess and evaluate sustainability reports is also enhanced.

Specific objectives include:



- Develop an understanding of the broader context of sustainability reporting;
- Develop the skills to manage each step in the sustainability reporting process;
- Study examples how various organizations have implemented sustainability / integrated reporting;
- Develop the ability to assess a sustainability/integrated report; and
- Understand the structure of and relationships between the GRI Series of Standards.

Who should attend?

- Business leaders
- Board members and other executives
- Sustainability managers
- Financial officers
- Stakeholder engagement practitioners
- Community engagement and development officers
- Corporate communication managers and officers
- Officials from all tiers of government
- Academics
- Trade unions representatives
- Representatives from non-governmental organizations (NGOs)
- Consultants
- Students

Approach to the course

This course is highly interactive and includes:

- Interactive presentations
 - Class and small group discussions
 - Studying examples of sustainability/integrated reporting
 - A post-course assessment of an actual sustainability/integrated report
- GRI certified training material forms the backbone of the course. Many examples from actual sustainability/integrated reports will be used to illustrate good practices.

Outline of the two-day course

The course covers the following topics:

- Conceptual introduction to sustainability and integrated reporting;
- Planning the sustainability reporting process;
- Engaging with stakeholders and enhancing the credibility of the sustainability reporting process;
- Defining the content of the sustainability report;
- Monitoring information for inclusion in the sustainability report;
- Final preparation and communication of the sustainability report;



- In accordance options for GRI sustainability reports;
- Assessment of a sustainability/integrated report using the GRI guidelines;
- External assurance of sustainability/integrated reports.

Certificate

This course is internationally certified by the GRI. Successful participants will receive an internationally recognized certificate from the GRI through our partners.

[Click Here to Register](#)

.....

Business Risks and Sustainability Management: Principles and Practice in SMEs

[Click here to view training calendar](#)

COURSE SUMMARY

SMEs might think that sustainability is only relevant to large companies—that for a small business, the administrative and financial costs outweigh the benefits. However the aim of an average entrepreneur (SMEs, owners in particular) extends beyond profit-making. Business growth and expansion constitute key objectives of SMEs. In a study conducted by Idemobi (2012), it was revealed that over 70% of SMEs die within five years of establishment. This means that less than 30% of SMEs can survive various business challenges and risks.

In many ways, SMEs are the original sustainable businesses. Close links to customers, employees and suppliers, and the integration of business with family life mean that SMEs are often better than large firms at understanding communities and the natural environment. Sustainability and the legacy of the firm are a part of SMEs' day-to-day activities – even if they don't call it "sustainability." The concept of sustainability as used here is defined as the continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce, their families, the local and global community as well as future generations (Crals and Vereeck, 2004).

SMEs that integrate sustainability into their core business strategy can benefit from lower costs, reduced risk, access to funds, competition and new opportunities. This course is therefore designed to help participants deepen and strengthen their sustainability efforts, by introducing new research on how sustainability principles and practice can inform goals and actions in small and medium-sized entities (SMEs). The course examines SMEs risks and suggests strategies that could be used in their management in order to enhance their sustainability. It emphasizes sustainability in all its dimensions, including all "three E's" of environment,



economics, and equity while also outlining the prerequisites of sustainability to include the three P's of People, Planet and Profit (Cral and Vereek, 2004).

Benefits include:

- Describing and Defining Sustainability in line with Global Best Practices
- Analysing SME Business Risks
- Making a Business Case for Sustainability – Role of SMEs in Economic Development
- Understanding the Environmental, Social, and Economic drivers of Sustainability Challenges in Africa
- Knowledge of Effective SME Risk Management Programme
- Formulating Effective Sustainability Programmes
- Success Factors to Sustainable Entrepreneurship
- Appraising and Evaluating New Sustainability Practices and Programmes

Who Should Attend

- Entrepreneurs
- Mid to higher management staff in SMEs
- Start-ups

COURSE OUTLINE

Defining Sustainability - An SME approach

Developing an SME approach to sustainability in business practice, business support or public policy will rely on understanding the dynamics of such a diverse sector. Firstly, SMEs are not scaled-down versions of large organisations and in fact their needs are extremely varied even within the sector itself. Medium-sized enterprises will, for example, clearly possess more developed managerial and organisational structures than do most small enterprises

Role of SMEs in Economic Development

SMEs have a number of significant contributions to the economic growth and development of Nigeria. Ariyo (2008) affirms that SMEs account for 97% of all businesses in Nigeria employs 50% of Nigeria's workforce and produce 50% of Nigeria's industrial output. Moreso, SMEs enhance the distribution of economic growth in a decentralized and more equitable manner, eliminating concentrated areas of population and enable equitable distribution of wealth in an emerging economy (Nowduri, 2012). SMEs also participate actively in the mobilization of the natural resources and reduce supply in the labour market (Ogechukwu, 2011).

Business Risks Facing SMEs

SMEs and large firms operate in the same business environment but there are evidences that they derive different benefits and opportunities therein. More so, they are exposed to diverse categories of risks. This is because of their differences in economic capacity including asses to human capital and material resources. Kelkar



(2008) posits that SMEs are weak in terms of business plan, management structure and in decision making when compared to large organizations. This further increases SMEs' inability to absorb most business uncertainties and risks. According to Suh (2010) SMEs sector is worst affected by the economic environment and is the first to be hit by any external shock. As a result, there are more SMEs closures than establishments, with approximately only 1% of SMEs growing from having five or less employees to ten or more (Mead and Liedholin 1998; cited in Smith and Watkins, 2012). The implication is that SMEs face a wider range of business risks which are rooted in both the internal and external environment of the enterprises (AIRMIC, ALARM and IRM, 2002).

SMEs Risks Management

Head (2009) defines risk management as the process of planning, organizing, directing and controlling resources to achieve given objectives when good or bad events are possible. Vaughan and Vaughan (2001) consider risk management as a scientific approach to dealing with pure risks by anticipating possible accidental losses and designing and implementing procedures that minimize the occurrence of loss or the financial impact of the losses that do occur. The authors further submit that the main objective of risk management is to ensure that the organisation is not prevented from achieving its primary objectives as a result of losses that might arise from its operations.

SMEs Sustainability

The aim of an average entrepreneur (SMEs, owners in particular) extends beyond profit-making. Business growth and expansion constitute key objectives of SMEs. However, in a study conducted by Idemobi (2012), it was revealed that over 70% of SMEs die within five years of establishment. This means that less than 30% of SMEs can survive various business challenges.

Business Perspectives and Future Trends

Through interactive assignments, participants will explore the advantages of sustainability-related planning in a SME context, focusing on the “triple bottom line” of economic, ecological, and social progress. An interactive project will focus on hands-on sustainability planning for organisations and their staff.

Wrap-up

Questions and Answers and further consultations

Corporate Social Responsibility (CSR) Principles in the Public Sector

[Click here to view training calendar](#)

This is more focused CSR training designed to enable participants acquire the skills and competences required to become CSR regulators and practitioners in the public sector through specialized, detailed and interactive classroom setting and review of



CSR case studies from around the world. It provides participants with the tools and necessary practical CSR framework to function as CSR managers in MDAs and other regulatory agencies. Emphasis will be on Oversight, Policy Formulation and Implementation, Reporting and Communication.

Objectives

Upon completion of the course, trainees are able to:

- Apply the knowledge and skills gained in middle CSR management levels
- Develop and implement an effective CSR strategy as a Regulatory Tool
- Develop CSR reporting and communication models in line with global best practices.
- Acquire a world class certificate in Corporate Social Responsibility (CSR) and Sustainability

Course Contents

The course consists of the following:

- Overview
- Evolution of CSR
- CSR and the Economy
- Making a Business Case - Private Sector
- Public Sector CSR Strategies - Case Studies
- CSR as an Effective Regulatory Tool
- CSR Strategy and Global Standards - Case Studies
- Corporate Governance and Sustainability
- Global Models: Presentations and Description - Global Reporting Initiative (G3), UN Global Compact, CDP, UN Guiding Principles, ISO 26000, etc.
- Implementing a Responsible CSR Communication
- Wrap up

Requirements

Even though there are no formal educational requirements, admission is a selective process based on professional achievement and organisational responsibility. We expect participants on this programme to have basic understanding of CSR either through education or practice.

Who should attend?

MDA/MNC Employees, CSR Managers, Company Managers, CSR Practitioners, Public Relations Managers, Marketing Managers, Human Resources Managers, Sustainability and Environmental Professionals who wish to advance their understanding, bring added value to their organisation or get hold of a globally accepted CSR Certificate to progress their career.

Team Attendance

This programme is appropriate for individuals as well as teams of executives from the same organisation. When colleagues attend a programme together, the organi-



sation benefits from their shared knowledge and common vision. This, in turn, enables participants to enhance their ability to pursue business goals as a team, effect critical transformations, and transfer knowledge.

[Click Here to Register](#)

.....

Integrating CSR Principles in the Maritime Industry

Date: On Call

Fee: N250,000.00 per participant

Duration: 3 – 5 days

Over the years, the focus of business has changed; as it is no longer based on return of profit to the social only, otherwise known as “Corporate Philanthropy” but on creating **shared value** for the community at large. It achieves a win-win situation between the State, business and the wider society. Integrating CSR into corporate thought is not about changing how organisations *spend* their money but it is about how they *earn* them as well.

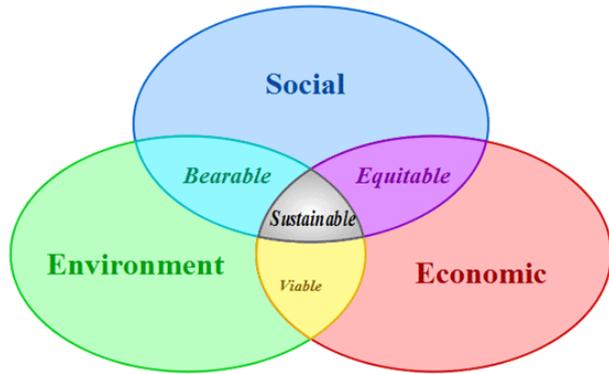
There is now urgent need to institute CSR in line with global best practices in the maritime sector.

Background

This program is designed to help senior executives to understand global standards for CSR, refocus CSR and sustainability efforts in ways that benefit society and the organisation. They will learn how to examine the current CSR programs (if any) with a critical eye and develop an overarching CSR strategy that creates value and achieve sustainability. By bringing greater alignment and direction to your CSR activities and identifying the right KPIs to measure results effectively, the executives will become better able to maximize the value of their CSR budgets or investments for all stakeholders and for the organisation while building a solid foundation for sustainable nation.

What is Corporate Social Responsibility (CSR)?

CSR is a code of conduct through which an organization achieves its business goals maintaining the decorum of law, ethical and international standards for safety of people involved in the organization, and protection of environment.



Some of the core training areas include:

- ✚ Importance of CSR as a regulatory tool
- ✚ Making a Business case
- ✚ CSR Concept in the Public Sector
- ✚ CSR Strategy and Global Standards – Case Studies
- ✚ Corporate Governance and Sustainability Management in the Maritime Sector
- ✚ Global Models: Presentations and Description – Global Reporting Initiative (G3), UN Global Compact, CDP
- ✚ Responsible CSR Communications and Strategy
- ✚ Stakeholder Engagement
- ✚ CSR and Integrated Reporting based on GRI and IIRC Guidelines
- ✚ External Assurance and how to communicate to gain Reporting Credibility
- ✚ The Concept of CSR, Corporate Governance and Business Ethics in Africa
- ✚ Current International and Local Legislations
- ✚ The Importance of Implementing Effective CSR Programs in Africa – Case Studies
- ✚ The Intrinsic Link between CSR and Business & Human Rights
- ✚ The Role of CSR Practitioners and Future Trends in Africa
- ✚ Beyond Basic CSR – Importance of Human Rights Due Diligence
- ✚ UN Guiding Principles on Business and Human Rights – An African Perspective
- ✚ HRDD as a Strategic Investment
- ✚ Testing Understanding

Additional topics on Managing Risk and Decision Making include:

- ❖ Evaluating complex environments and potential impacts before investing capital or making business decisions
- ❖ Identifying current vulnerabilities and predicting future pitfalls
- ❖ Preparing for crisis scenarios
- ❖ Integrating CSR initiatives in vendor and supplier agreements
- ❖ Interacting effectively with diverse internal and external stakeholders

Program Outcome

At the end of the program, participants will be able to:



- Realistically assess current CSR and sustainability efforts and design an action plan for achieving better impact
- Design a functional CSR strategy while maintaining a broad array of activities with distinct purposes
- Prioritize budgets and investments that will incrementally improve organisation's ability to deliver shared stakeholder value
- Make a strong case for an organization's CSR strategy and report effectively on social, environmental, and business impact—internally and externally
- Adopt global best practice in communicating, reporting and reviewing CSR programs
- Improve coordination of CSR efforts across the organisation
- Create positive, productive relationships with internal and external stakeholders
- Successfully engage third party CSR auditors while identifying areas for interest
- Improve bottom-line through effective CSR programs.

Optional Topics include:

- ✚ Examining the social and environmental impacts of the organisation's activities to identify opportunities
- ✚ Conducting an inventory of the current CSR programs (if any)
- ✚ Creating a blueprint for change
- ✚ Redefining environmental and social benefits within three distinct areas—Philanthropy, Operational Impact, and Shared Value
- ✚ Consolidating CSR efforts around organisational goals and objectives
- ✚ Evolving organisation's CSR activities to align with global best practices
- ✚ Building organisation's ability to create shared value for all stakeholders
- ✚ Developing an effective social responsibility program
- ✚ Training subordinates and capacity building
- ✚ Integrating CSR best practices into key business areas, disseminating policy effectively, and embedding CSR within organisational culture
- ✚ Integrating social responsibility metrics into general performance management systems
- ✚ Measuring social and business impact
- ✚ Communicating the goals and impact of CSR efforts to colleagues, shareholders, and other stakeholders

Along with IMO and other Maritime conventions, Do We Need CSR?

- ✓ Shipping is an internationally governed body by IMO with several regulations for protection of environment (MARPOL), safety of workers (SOLAS), welfare of shipping professionals (ILO-MLC) etc. Therefore, the question arises that do we need Corporate Social Responsibility?
- ✓ CSR is not imposed on the company but adopted by it and when such initiative is taken, the company or organization will set a fine standard for itself, its employees, and other players of the industry.



Conclusion: Summing it up!

Thus, CSR would help the shipping industry for:

- Developing green ships right from building and operation to scrapping
- Welfare of ships' crew and their family in term of safety, security, health and communication
- Going a step further than IMO and other international regulations to ensure the basic rights
- Develop unity in diversity whether it's age, sex, or nationality.
- Transparency in company objectives
- Communicating company policy in ethical way to associates and suppliers—supply chain management
- Better employee and organization relationship
- Making a shipping company a Quality shipping organization
- Provide for Efficient National Regulatory System

[Click Here to Register](#)

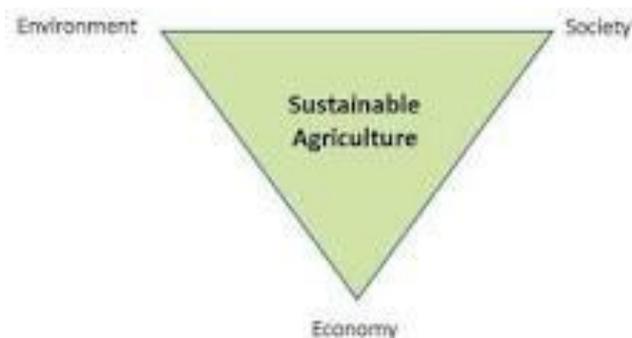
.....

CSR Strategies for Sustainable Agriculture

On Call

Fee: N250,000.00

Duration: 2 days





Background

Competition of export agricultural products has made it mandatory in most countries of the world to adopt Corporate Social Responsibility (CSR) in order to sustain their business. This includes food beverages and other agricultural products. Africa is not an exception as the world has now become a global community.

Companies sourcing raw materials from the Continent of Africa like other parts of the world are required to meet international regulations and initiatives to remain in business and often times increase their market share. International programs such as the Sustainable Palm Oil initiative requires multinational companies (MNCs) to apply CSR programs globally. Many members of the CSR consortium for food and beverage companies, AIM-Progress, do business here in Africa. These are also large international brands like Unilever, Coca-Cola, McDonald's, Mars, Cargill, Carlsberg, Danone, Pepsico, Diageo, and SAB Miller. They have corporate codes of conduct that they expect all their operations to comply with, wherever they are located. Suppliers must also meet CSR standards for responsible sourcing including large and small agricultural producers. Therefore, irrespective of national legislations, organisations whether small or large are required to follow certain international guidelines. We therefore help both policy makers and the private sector understand CSR sustainability strategies and be able to apply them effectively.

Top Benefits

At the end of the three days Masterclass, participants will have the confidence and know-how to:

- Communicate effectively on CSR Sustainability Concepts in the sector
- Aware of global best practices
- Identify organizational risks and opportunities in the Agricultural sustainability scope
- Adhere to and exceed regulatory expectations through Sustainability and CSR excellence



- Practically apply CSR Sustainability concepts in stakeholder management, strategic implementation, operational level actions, and basic level reporting disclosures
- Comprehend CSR communication methodologies
- Be able to apply CSR Sustainability strategy as a competitive advantage in the marketplace – locally and internationally
- Be able to create Investor confidence through effective CSR Sustainability concepts

Key Topics include

- CSR Sustainability Concepts
- Sustainability and CSR Trends and Legislation
- Stakeholder Engagement
- Sustainability Strategy
- Sustainability Reporting
- Green Marketing

Who should attend?

Sustainability is a rapidly expanding area of focus for all industries and sectors. This course is recommended for individuals with any experience level and across department functions who currently have some Sustainability and CSR responsibilities or may anticipate such responsibilities in the future. Ideal participants may have duties or roles in:

- CSR/Sustainability
- Governance and Risk Management
- Human Resources
- Marketing/Communications/PR
- Supply Chain/Logistics
- Health and Safety
- Environment
- Quality
- Operations
- Corporate Philanthropy/Foundations

Key learning areas include -

- ✚ Building organisation's ability to create shared value for their stakeholders including host communities



- ✚ Integrating Sustainability / CSR best practices into key business areas, disseminating policy effectively, and embedding CSR within organisational culture
- ✚ Evolving organisation's sustainability / CSR activities to align with global best practices
- ✚ Redefining environmental and social benefits within three distinct areas—Philanthropy, Operational Impact, and Shared Value
- ✚ Consolidating Sustainability / CSR efforts around organisational goals and objectives
- ✚ Integrating social responsibility metrics into general performance management systems
- ✚ Measuring social and business impact

IEMA Courses Africa



IEMA Accredited Sustainability / CSR Practitioner Training Courses in Africa

Accredited Continuing Professional Development (CPD)

The **Certificate in Sustainability Strategy** © is accredited by the Institute of Environmental Management and Assessment (IEMA) the professional body for over 15,000 environment and sustainability professionals from around the globe.

IEMA sets the accreditation criteria for the content and delivery of environment and sustainability training through robust quality assurance processes and provides professional development support in line with the IEMA Environmental Skills Map. IEMA's standards are used to deliver global sustainability and improve sustainability in organisations in all sectors and at all levels. Employees with the knowledge and skills to manage sustainability issues can drive productivity and competitiveness.

De Bernards Consulting is the only IEMA accredited providers for this course in Africa and we have over the years differentiated ourselves as a leading Sustainability /



CSR training provider in the region. Our world acclaimed Sustainability / CSR experts will provide you with one day intensive training on CSR Practitioners' course (optional) followed by two days training on Sustainability Strategy to equip you with world class knowledge and skills required to succeed as a Sustainability / CSR Practitioner.

Register for the **IEMA Certificate in Sustainability Strategy** © and receive a **15% discount on IEMA Membership**.

Attend our activity based **in-company workshop** or **Public training course** that will review the following modules:

- *Sustainability and Corporate Social Responsibility – Context and Definition*
- *Sustainability and Corporate Social Responsibility Dilemma*
- *Sustainable Strategic Growth Model - a solution to the Sustainability and CSR dilemma*
- *Sustainability Footprints – tools for growth*
- *The Politics of Sustainability*
- *Case studies*

Each Module is delivered using interactive classroom lectures.

Why Take an IEMA Accredited Sustainability qualification?

If your goal is to become a CSR Sustainability practitioner, IEMA qualifications and membership of IEMA will help you achieve that. There are a range of membership levels dependent on your level of knowledge, industry experience and qualifica-



tions. IEMA membership provides a wide range of benefits available for people with a level of responsibility for sustainable business. In addition, IEMA qualifications

- Are globally recognised
- Cover sustainability and CSR needs across all industry sectors
- Will help you and your organisation improve sustainability and environmental performance
- Will assist you with your job search or career development

Requirements - Even though there are no formal educational requirements, admission is a selective process based on professional achievement and organisational responsibility. We expect participants on this programme to have basic understanding of CSR either through education or practice.

Who should attend? Sustainability and Environmental Professionals, MDA/MNC Employees, CSR Managers, Company Managers, CSR Practitioners, Public Relations Managers, Marketing Managers and Directors, Human Resources Managers and anyone who wishes to advance their understanding, bring added value to their organisation or get hold of the highly sort after and globally recognised CSR Sustainability Certificate to progress their career.

Team Attendance - This programme is appropriate for individuals as well as teams of executives from the same organisation. When colleagues attend a programme together, the organisation benefits from their shared knowledge and common vision. This, in turn, enables participants to enhance their ability to pursue business goals as a team, effect critical transformations, and transfer knowledge.

Next Available Date: 27th – 28th April 2017

Venue: Lagos Chamber of Commerce and Industry Conference Centre (LCCI), Ikeja, Lagos – Nigeria

Fee: NGN350,000.00 (£600) Per Participant

5% Early Bird Discount – Deadline 3rd March 2017



.....

All courses are also available for one-and-one coaching and can be custom designed and delivered in-house.

For further enquiries, please contact

De Bernard's Ltd

105 Kunle Akinosi Street

Off Oshodi – Apapa Expressway

Lagos, Nigeria

Phone: +234 (0) 81 718 1482 / 80 643 18057 / 81 086 10473

Email: admin@debernardsltd.com / debernardsltd@gmail.com

Web: www.debernardsltd.com

Lead Facilitators



Eustace Onuegbu is a certified CSR/Sustainability Practitioner and Trainer. He is presently serving as the President of International Network for Corporate Social Responsibility (INCSR) and the CEO of De Bernard's Consulting Ltd. Eustace is the initiator, vice chair and co-host of the International Conferences on Business and Human Rights and has worked with institutions and organisations such as University of Lagos Nigeria, African Free Zones Association, Arche Advisors Inc. USA, etc on

Sustainable Development, Corporate Human Rights and Corporate Social Responsibility. Eustace has also made several representations to international organisations including the United Nations, African Union, ECOWAS, The Federal House of Representatives, Abuja Nigeria, etc.

Eustace is a seasoned CSR resource person and an avid advocate of instituting global best practices in the conduct of Corporate Social Responsibility (CSR) in Africa. Eustace has degree in Marketing from Abia State University, Uturu in Nigeria, another in International Business and Management from Amsterdam School of Business, The Netherlands and a post graduate degree in International Human Rights Law from Birmingham City University in United Kingdom.



Olawale Emmanuel Olayide holds a PhD in Agricultural Economics from the University of Ibadan, Nigeria and a Post-Doctoral Research Fellowship at the Kwame Nkrumah University of Science and Technology, Kumasi, Ghana. He is currently a Research Fellow and Sub-Dean at the University of Ibadan Centre for Sustainable Development. He is a diligent, versatile, enterprising, and enthusiastic facilitator. He possesses demonstrable competencies in leadership, research and administration.

Olawale has authored over 30 publications in form of edited books, chapters in books, peer-reviewed journal articles and monographs. He is also the Editor of the African Journal of Sustainable Development. Olawale is a Member of the Board of the International Sustainable Development Research and the Chairperson of the Thematic Working Group on Africa. He is a Member of the African Union Commission Expert Team on the Malabo Declaration Reporting Process.



Lata Iyer is an established Practitioner and Consultant on Sustainability / Corporate Social Responsibility (CSR). She has been in the field for over 15 years and has worked in several parts of the developing world. She joined the profession at a time the entire corporate world in the west was grappling with the vexing task of monitoring the burgeoning manufacturing sector in China. Working for CSCC, Los Angeles (now Specialized Technology Resources, Inc.), a leading global provider of socially responsible supply chain consulting services, she had a rich exposure and learned about Sustainability Standards and

best practices.

Lata has monitored and conducted audits in 30 plus countries alongside some the best in the industry. She is presently on freelance with Arche Advisors USA and De Bernards Consulting working on training, researching, monitoring engagements around Africa and Asia. She is regularly invited to speak on Sustainability and CSR, and was recently the keynote speaker at the MS University, a leading educational institution in India



Lowellyne James PHD

**An Author, Academic, & Consultant
CEO Sustainability & CSR Insights**

Sustainability & CSR Insights is a consultancy firm established to deliver sustainability strategy consultancy and training. Pioneered the development of the



world's first accredited Certificate in Sustainability Strategy

Course Leader MSc Program in Quality Management - A desire to engage with students, practitioners and business leaders led to the successfully launch of Robert Gordon University's Quality Management Awards, Quality Strategies for Business and World Quality Day seminar series. Founding member of the Sustainability Advisory Group, Institute of Chartered Accountants Scotland

Chairman CQI North of Scotland Branch - Supported the development of the inaugural CQI North of Scotland Branch Quality Management Practitioner Awards as well as providing advice and networking opportunities for quality management professionals. An active Member of the CQI's ISO 9000 Committee and Educational Committee

Chartered Management Institute Ambassador - Promoting the work of the Chartered Management Institute in developing "Better led and better managed organisations" as a Member of the CMI's Subject Matter Experts Group and a reviewer for the CMI Management Book of the Year

.....

Note: This document is constantly updated to include current training courses.

Copyright © 2017 De Bernardis Ltd. All rights reserved