

CSR Strategies for Sustainable Agricultural Sector

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

Fee: N250,000.00 per participant

Key Facilitator(s)

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