

Advanced Certified CSR-Practitioner Training

October 26 & 27, 2015 – Dubai

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Agenda

Day 1

DURATION	MODULES
08:30 – 9:00	Check-in
9:00 – 11:00	<p>MODULE 1: Sustainability (CSR) and the Business Case for Adoption</p> <ul style="list-style-type: none"> ▪ CSR & Sustainable Development Concepts ▪ Definitions and Interpretations of Sustainability (CSR) ▪ The Business Case <p>Videos for Discussion: Shell, Nike and other cases</p> <p>MODULE 2: Current Global & Local Legislation for CSR and GHG Emissions</p> <ul style="list-style-type: none"> ▪ Kyoto Protocol ▪ Legislation for GHG Emissions and Sustainability Reporting ▪ Global Overview and Trends
11:00 – 11:15	BREAK
11:15 – 12:30	<p>MODULE 3: Sustainability (CSR) Strategy and Related Global Standards and Guidelines</p> <ul style="list-style-type: none"> ▪ The importance of Stakeholders ▪ How to Create a Strategy and Engage with the Stakeholders
12:30 – 1:15	LUNCH
1:15 – 3:00	<p>MODULE 3: Sustainability (CSR) Strategy and Related Global Standards and Guidelines</p> <ul style="list-style-type: none"> ▪ The Importance of SROI ▪ The Importance of Sustainability and Materiality Assessment ▪ The Most Important Standards and Guidelines for Sustainability ▪ Case Study: Lloyds Banking Group
3:00-3:15	BREAK
3:15 – 5:00	<p>MODULE 4: Responsible Communication and How to Avoid Greenwashing</p> <ul style="list-style-type: none"> ▪ Legislation for Marketing ▪ Green and Cause-Related Marketing ▪ How to Avoid Greenwashing ▪ Case Study: AUDI

Day 2

DURATION	CONTENT
9:00 – 9:30	Pre-course Assignment Presentations
9:30 – 11:00	<p>MODULE 5: The Importance of Sustainability (CSR) in Supply Chain and Carbon Footprint Reduction</p> <ul style="list-style-type: none"> ▪ Sustainability and Supply Chain ▪ Standards Applied to Supply Chain ▪ Carbon Reduction and CDP ▪ The Importance of LCA ▪ Case Studies: Apple, IKEA
11:00 – 11:15	BREAK
11:15 – 12:30	<p>MODULE 5: The Importance of Sustainability (CSR) in Supply Chain and Carbon Footprint Reduction</p> <ul style="list-style-type: none"> ▪ The Importance of product LCA (Life Cycle Analysis) ▪ Exercise: Identify your Carbon Footprint
12:30 – 1:15	LUNCH
1:15 – 3:00	<p>MODULE 6: Sustainability (CSR) and Intergrated Reporting based on GRI and IIRC Guidelines</p> <ul style="list-style-type: none"> ▪ Steps for Sustainability Report Creation ▪ Sustainability Reporting Trends ▪ The GRI G4 Guidelines and How to Use Them ▪ The New Integrated Reporting Guidelines from IIRC ▪ Case Studies and Exercise: Understanding Reporting
3:00 – 3:15	BREAK
3:15 – 4:30	<p>MODULE 7: External Assurance and How to Communicate and Gain Credibility in Your Report</p> <ul style="list-style-type: none"> ▪ Good Practices for Sustainability Report Communication ▪ The Importance of Assurance and Related Guidelines
4:30 – 5:00	<p>MODULE 8: The Role of the Sustainability (CSR) Practitioner / Future Trends and Practitioner Assignment</p> <ul style="list-style-type: none"> ▪ The Role of Sustainability Practitioner ▪ Tips for Sustainability Integration ▪ Small Medium Enterprises and tips for apply Sustainability ▪ Future Trends <p>Practitioner Assignment: Mandatory for Becoming a Certified Sustainability Professional</p>

