

## **Integrating Corporate Social Responsibility into Business Strategy**

**26 February, 2012**

Corporate Social Responsibility (CSR) is becoming an integral part of corporate strategy, management practices, business operations and product development for a number of leading companies. Integrating CSR into management practice is key to maximising its contribution to business success and to achieving sustainability within the company. The fundamental challenge is how to embed CSR into the way companies operate, internally and externally.

The Dubai Chamber Centre for Responsible is organizing a one day workshop on **'Integrating Corporate Social Responsibility into Strategy'** on **26 February, 2012**.

This 1 day workshop will focus on providing businesses with practical knowledge and guidance to align responsible business practices into the company. The workshop has been designed to help executives develop and implement strategic corporate responsibility that can produce measurable results through application of frameworks, guidelines and standards.

### **Key Learning Outcomes**

- Understand how CSR can be embedded into business strategy, organisational culture and operations.
- Guidelines and other information to align CSR with various functions like marketing, HR, communications and day to day decision making within the company.
- Learn about different CSR tools that can be used for implementing CSR in the company
- Hear best practice examples from companies that integrated CSR to innovate and create business successes.
- Networking opportunities with experts and others like minded people from the industry.

### **Who should attend?**

These workshops have been designed for those responsible for the organisation's success in the area of Corporate Social Responsibility and Sustainability. These workshops are appropriate for Directors and Managers in the areas of CSR/Sustainability, Communication, Risk and Strategic Management and Excellence.



### **Fees per delegate**

Dubai Chamber Members – AED 300

Non - Members of Dubai Chamber - AED 500

Government Representatives and Non Profit Organizations - AED 375

*\*\*Group discounts of 10% available for 3 or more registrations*

### **Time**

9.00 am to 3.00 pm

### **Venue**

Delegation room, 2<sup>nd</sup> Floor, Dubai Chamber Building

### **To Register**

Participants must register online at <http://www.dubaichamber.com/integrating-corporate-social-responsibility-into-business-strategy>

Prior registration to attend the seminar is required due to limited seats.

Payment can be made as follows:

**Online** at <http://www.dubaichamber.com/integrating-corporate-social-responsibility-into-business-strategy> (Only credit and debit cards issued in the GCC are accepted)

**Offline** (Direct Payment) via bank transfer or at Dubai Chamber's main office (by cash, cheque or credit card)

**For further inquiries, please email:** [responsiblebusiness@dubaichamber.ae](mailto:responsiblebusiness@dubaichamber.ae) or call 04 – 2028372.



## Integrating CSR into Business Strategy

### Agenda

9.00 am	Registration
9.30 am	Welcome & Introduction
9.45 am	<b>Session 1 –CSR &amp; Strategy</b> <ul style="list-style-type: none"><li>• Overview of Corporate Social Responsibility (CSR)</li><li>• Link between CSR and Strategy</li><li>• Roles of CEO and Top Management</li><li>• Importance and Need for Stakeholder Engagement</li><li>• Identify and Engage key stakeholders</li></ul>
10.45 am	Best Practice Example from a company – Case Study
11.00 am	Coffee Break
11.15 am	<b>Session 2 – Building your CSR Strategy</b> <ul style="list-style-type: none"><li>• Identifying the CSR boundaries</li><li>• What are the tools for CSR implementation?</li><li>• The Dubai Chamber CSR LABEL</li><li>• Going Beyond</li></ul>
12.15 pm	<b>Session 3 – Communicating CSR Internally and Externally (Transparency/Accountability &amp; PR)</b> <ul style="list-style-type: none"><li>• Engage employees and others to whom CSR commitments apply;</li><li>• Design and conduct CSR training;</li><li>• Create internal and external communications plans;</li><li>• Make commitments public and report on performance.</li></ul>
1.00 pm	Lunch
2.00 pm	Best Practice Examples from companies integrating CSR to innovate and create business successes – 2 Case Studies
2.45 pm	Feedback and Close of Workshop

