

## CORPORATE SOCIAL RESPONSIBILITY

*"Embedding Responsibility, Sustainability, and Ethics into Business Strategy"*

### Schedule

Date	Venue	Fees (Face-to-Face)
09 - 10 Sep 2026	Manama, Bahrain	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

Corporate Social Responsibility (CSR) is no longer a peripheral activity—it is a critical driver of long-term value, brand reputation, and stakeholder trust. In a world increasingly shaped by environmental, social, and governance (ESG) concerns, companies must act transparently and responsibly toward their communities, employees, customers, and environment.

This 2-day course provides a practical framework for developing and implementing CSR strategies that align with business objectives, stakeholder expectations, and international standards. Participants will explore best practices, case studies, and performance measurement tools to integrate CSR into core operations and leadership.

### Objectives

By the end of this course, participants will be able to:

- Understand the strategic importance of CSR in modern business models
- Design and evaluate CSR programs aligned with company goals and stakeholder needs
- Integrate environmental, social, and governance principles into corporate strategies
- Develop metrics and reporting structures for CSR performance
- Communicate CSR efforts effectively to internal and external audiences

## Why Attend

- Learn how to move beyond CSR as a PR exercise toward meaningful impact
- Understand global standards such as ISO 26000, GRI, and UN SDGs
- Improve stakeholder engagement through responsible business practices
- Benchmark against leading CSR programs and industry examples
- Equip yourself to lead sustainability and ethics initiatives in your organization

## Target Audience

This program is designed for:

- CSR and sustainability managers
- HR, communications, and marketing professionals
- Corporate strategists and brand managers
- Public affairs and stakeholder engagement teams
- Business leaders responsible for ethics, community relations, or ESG

## Individual Benefits

Key competencies that will be developed include:

- CSR strategy formulation and implementation
- Stakeholder mapping and engagement
- ESG integration and compliance awareness
- CSR communication and reporting skills
- Project planning for community and sustainability initiatives

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Greater alignment between corporate strategy and social impact
- Stronger stakeholder trust and brand differentiation
- Improved ESG performance and reporting readiness
- Enhanced ability to manage CSR risks and opportunities
- A more ethical, sustainable, and resilient business culture

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Global CSR frameworks, trends, and regulatory expectations
- Case Studies - Examples of successful and failed CSR initiatives
- Workshops - CSR planning, stakeholder analysis, and impact measurement
- Peer Exchange - Group dialogue on ethical dilemmas and cultural context
- Tools - CSR scorecards, stakeholder maps, project templates, and GRI guidelines

## Course Outline

### DETAILED 2-DAY COURSE OUTLINE

**Training Hours: 7:30 AM - 3:30 PM** Daily Format: 3 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

#### Day 1: Strategic Foundations of CSR

- Module 1: The Business Case for CSR (07:30 - 09:30) • CSR vs. philanthropy vs. sustainability • Drivers of CSR in modern enterprises • Benefits to brand, performance, and risk management
- Module 2: CSR Frameworks and Standards (09:45 - 11:15) • Overview of ISO 26000, UN SDGs, and GRI • Legal vs. voluntary CSR practices • Regional CSR trends in the GCC and globally
- Module 3: Stakeholder Engagement (11:30 - 01:00) • Mapping internal and external stakeholders • Communication and consultation strategies • Managing expectations and partnerships
- Workshop - CSR SWOT Analysis (02:00 - 03:30) • Analyze your organization's CSR strengths and opportunities • Peer discussion on CSR alignment challenges

#### Day 2: Implementing and Communicating CSR

- Module 1: CSR Strategy and Program Design (07:30 - 09:30) • Aligning CSR with company mission and strategy • CSR pillars: community, environment, workplace, governance • Selecting relevant initiatives and setting targets
- Module 2: CSR Metrics and Reporting (09:45 - 11:15) • Key Performance Indicators (KPIs) for CSR • Using GRI standards and integrated reports • Monitoring impact and continuous improvement
- Module 3: CSR Communication and Branding (11:30 - 01:00) • Internal communication and employee engagement • External messaging and media channels • Transparency and credibility in CSR disclosure
- Workshop - CSR Action Plan (02:00 - 03:30) • Design a CSR initiative with goals and metrics • Present and receive peer feedback

## Certification

Participants will receive a Certificate of Completion in Corporate Social Responsibility, validating their knowledge of CSR principles, strategic alignment, and implementation best practices for business and societal impact.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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### In-House / Customized Training

Interested in running this course for your team?

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