

CIFAL Flanders- SDGs and International Business

People

Type:	Public Lecture
Location:	Web Based
Date:	1 Jun 2019 to 13 Aug 2019
Duration of event:	2 Days
Programme Area:	Decentralize Cooperation Programme
Specific Target Audience:	No
Website:	https://cifal-flanders.org/
Price:	No Fee
Event Focal Point Email:	mathilde.vancaeckenbergh@cifal-flanders.org

BACKGROUND

In today's world, facing rapid shifts and dramatic economic, social and environmental challenges, issues related to societal responsibility, sustainability and business ethics are gaining more importance, especially in the business sector. Business goals are inseparable from the societies and environments within which they operate. Whilst short-term economic gain can be pursued, the failure to account for longer-term social and environmental impacts makes those business practices unsustainable.

EVENT OBJECTIVES

This event is designed to introduce participants to the concept of Corporate Social Responsibility (CSR), operationalizing the term and ensuring a cohesive definition of CSR and its applications for corporate sustainability.

CONTENT AND STRUCTURE

This event is comprised of the following modules:

Module 1: An introduction to CSR

Module 2: CSR Definitions

Module 3: The United Nations on CSR

Module 4: International Principles and Standards on CSR

METHODOLOGY

Each module includes lessons that provide the core content. There are also reflection and collaborative exercises that invite participants to watch videos, reflect on their social and economic environment and discuss in partially facilitated discussion groups. Participants also engage in case study analysis, gaining a better and more practical understanding of CSR. Participants are required to complete assessment activities, including quizzes to test their understanding and a practical activity where they use the acquired knowledge to analyze a specific CSR strategy.

TARGETED AUDIENCE

The course aims to address the needs of professionals in private companies, NGOs, international organizations and governments who would like to be involved in CSR and apply and embed the concept of CSR in their institution.

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