

# CSR Management Training Programme

Supported by the Aga Khan Development Network (AKDN) and the International Business Leaders Forum (IBLF), and delivered by the Uganda Chapter for Corporate social Responsibility Initiatives (UCCSRI) and the Institute of Corporate Governance of Uganda (ICGU), this training programme is designed to move companies away from a philanthropic approach to corporate social responsibility (CSR), to a strategic approach where CSR helps to integrate responsible practice across a company.

When aligned with core business objectives, CSR can stimulate business growth through market development; strengthen a company's reputation; and build the capacity of management teams.

## Target audience

The workshops are designed for senior management (CEOs; Directors of HR, Operations, Corporate/Public Affairs, Production, or Supply Chain), Board members and specialised business consultants. In addition, consultations will be given to the individual participating companies to help train other staff members and to help implement CSR strategies at company level.

## Training modules

The training will cover the following topics: **1)** Introduction to CSR: Understanding, Assessing and Linking to Business Objectives; **2)** The 7 Steps of CSR Management – Making the Business Case; **3)** The 7 Steps of CSR Management – Managing CSR and Integrating Strategies; and **4)** Partnership and Stakeholder Engagement for Sustainable Development. Consultancies will be organised with all participating companies following each workshop.

## Dates and Pricing:

The programme will run between **30<sup>th</sup> July 2010** and **30<sup>th</sup> August 2010**; and will cost **US\$ 2,500** per company. All training workshops will take place at Serena Kampala Hotel, and consultancies will be held at participating companies offices. The price covers all training workshops, materials and consultancies.

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