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College Africa Group – Encouraging Sustainability and Social Responsibility in Business

The ideas behind encouraging sustainability and social responsibility in business seem noble, as organisations commit to creating optimal circumstances for people to live and work. The reality is that every company, whether it is a micro-business or a large multinational corporation, can take steps to create sustainable, socially responsible environments that contribute to positive workplaces, communities, and futures.

This one-day workshop will teach participants how to:

- Define sustainability and social responsibility
- Discuss the principles of social responsibility in business
- Apply the principles of sustainability and social responsibility in the context of ISO 26000
- Develop a program for sustainability and social responsibility in business

What is Corporate Social Responsibility?

Corporate social responsibility can be defined in many ways. This session will give students a grasp on what it is and how it can fit into a business. A business case for corporate social responsibility is a good place to start and that is discussed here along with ways to frame your business case. The session also covers the pre-assignment.

Creating a Corporate Social Responsibility Program

Once your students have a grasp on what corporate social responsibility is, then it's time to move on to creating a program at their workplace. Implementing a program will benefit from using a project management approach and this session showcases different areas of a project by, including the project vision, project plan, engaging stakeholders, implementation tips, and measurement and reporting tools.

Corporate Social Responsibility Principles

This session shows how a system for sustainability eases the transition for all the parties involved. Here, students will discuss the ISO 26000 sustainability framework: due diligence, human rights, organisational governance and ethics, operating practices, and labor practices.

Environmental Awareness and Sustainability

Environmental issues are often a large part of a corporate social responsibility project. This session takes students through these issues from the perspectives of creating community, managing consumer issues, and building community involvement.

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