MERCURY

Strategic Corporate Social Responsibility

15 – 19 March 2027
Dar es Salaam (Tanzania)



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Strategic Corporate Social Responsibility

Ref: 121294_1072308 **Date:** 15 – 19 March 2027 **Location:** Dar es Salaam (Tanzania) **Fees:** 5300 Euro

Introduction

Strategic Corporate Social Responsibility CSR integrates social, environmental, and ethical considerations into business strategy. This course explores frameworks for aligning CSR with corporate goals. Participants will learn to design, implement, and evaluate impactful CSR initiatives. It emphasizes creating sustainable value for both business and society. The course also examines global CSR trends, stakeholder engagement, and reporting practices. By the end, professionals will lead CSR strategies that enhance reputation and long-term performance.

Targeted Groups

This Strategic Corporate Social Responsibility course targets professionals seeking specialized knowledge and skills:

- Business managers are aiming to integrate CSR into their strategy.
- Corporate sustainability officers.
- CSR program coordinators.
- Marketing and communications professionals.
- Social impact analysts.
- Policy and compliance managers.
- Entrepreneurs interested in sustainable practices.
- Consultants advising on corporate responsibility.

Course Objectives

Participants will achieve the following objectives through Strategic Corporate Social Responsibility:

- Understand CSR frameworks and strategic alignment.
- Identify social and environmental risks and opportunities.
- Develop CSR policies supporting corporate objectives.
- Engage stakeholders effectively in CSR initiatives.
- Measure and report CSR performance accurately.
- Integrate CSR into marketing and branding strategies.
- Drive sustainable innovation through responsible practices.
- Foster ethical decision-making across business functions.
- Evaluate global CSR trends and benchmark practices.
- Enhance corporate reputation and long-term value.

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Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic planning for CSR integration.
- Stakeholder engagement and management skills.
- Corporate social impact assessment.
- Sustainability reporting and performance metrics.
- Ethical decision-making and leadership.
- Policy development and regulatory compliance.
- Communication and CSR marketing strategies.
- Critical thinking for sustainable innovation.
- Risk identification and mitigation.
- Ability to align CSR with business objectives.

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Designing CSR programs aligned with corporate strategy.
- Managing stakeholder expectations and conflicts.
- Evaluating social and environmental impact metrics.
- Addressing ethical dilemmas in business operations.
- Benchmarking global CSR practices in similar industries.
- Integrating sustainability into product development and marketing.
- Reporting CSR outcomes to internal and external stakeholders.
- Responding to CSR-related regulatory changes.

Course Content

Unit 1: Introduction to Strategic CSR

- Definition and scope of CSR.
- Historical evolution of corporate responsibility.
- CSR and business strategy alignment.
- Stakeholder theory and engagement.
- Social and environmental responsibility frameworks.
- Benefits of integrating CSR into corporate strategy.

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Unit 2: CSR Strategy Development

- Identifying organizational CSR priorities.
- Risk and opportunity assessment.
- Policy creation for ethical and sustainable practices.
- Defining measurable CSR goals.
- Resource allocation for CSR initiatives.
- Case studies of successful CSR strategies.

Unit 3: Stakeholder Engagement and Communication

- Mapping internal and external stakeholders.
- Effective engagement strategies.
- Transparency and accountability in CSR communication.
- Crisis management and CSR messaging.
- Collaboration with NGOs and community partners.
- Building trust through consistent CSR initiatives.

Unit 4: Measurement and Reporting

- Key performance indicators for CSR.
- Monitoring social, environmental, and economic impact.
- Reporting standards and frameworks.
- Evaluating CSR program effectiveness.
- Data collection and analysis methods.
- Communicating results to stakeholders.

Unit 5: Trends, Innovation, and Future Directions

- Global CSR trends and best practices.
- CSR-driven innovation and product development.
- Ethical leadership in corporate governance.
- Sustainable supply chain management.
- Benchmarking and continuous improvement.
- Preparing for evolving CSR regulations.

Final Insights & Key Takeaways

Strategic CSR transforms corporate responsibility into measurable business value. Participants will lead ethical, sustainable, and impactful initiatives.