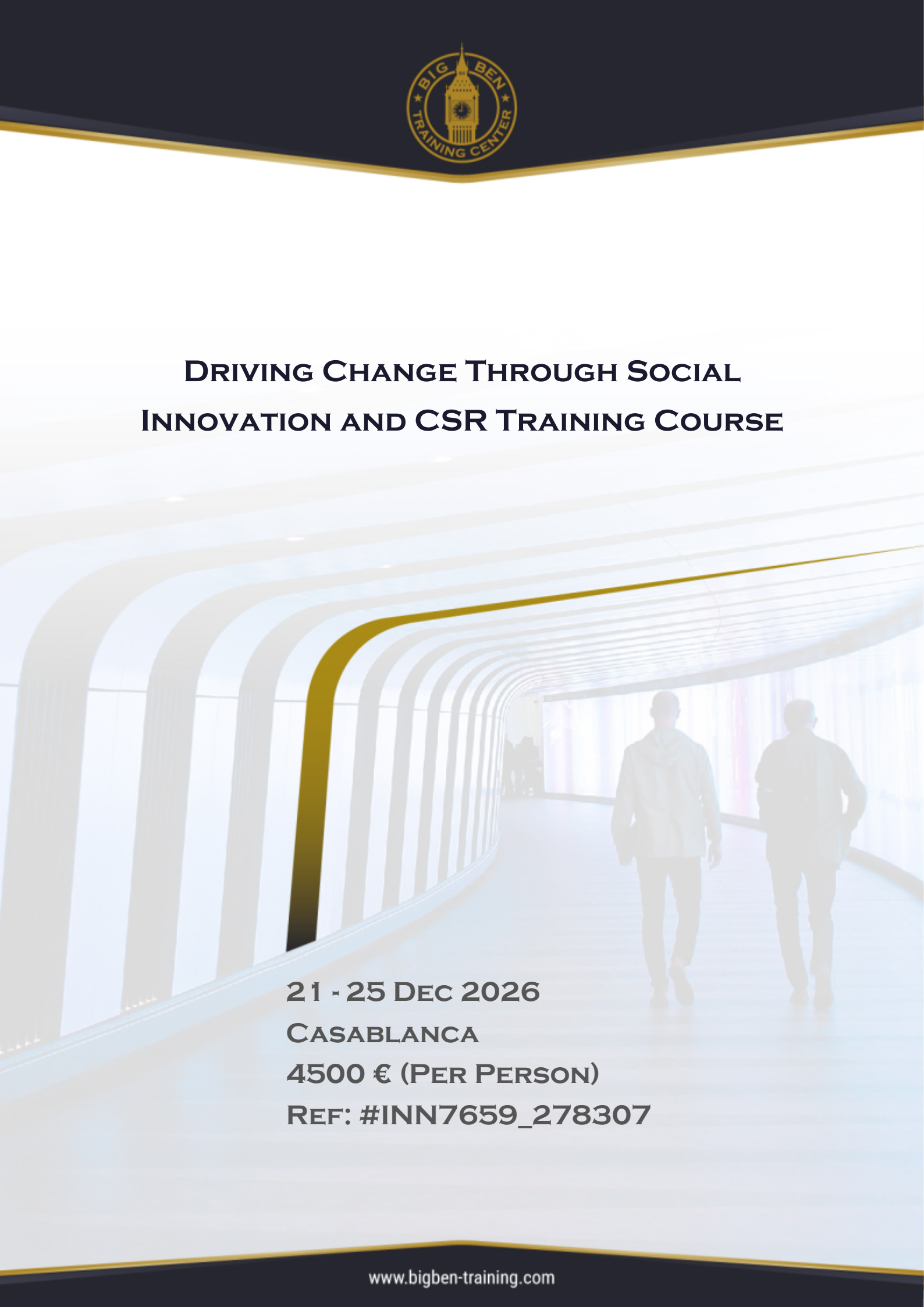
Driving Change Through Social Innovation and CSR Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #INN7659_278307

Course Introduction / Overview:

This course provides a comprehensive exploration of the intersection between Corporate Social Responsibility (CSR) and Social Innovation, transforming them from peripheral functions into core strategic drivers for business success and societal progress. In today's business landscape, stakeholders demand more than just financial returns; they seek authentic commitment to ethical practices, environmental stewardship, and positive social impact. This program, offered by BIG BEN Training Center, is designed to equip professionals with the tools to move beyond traditional philanthropy and compliance-based CSR. We delve into the principles of creating shared value, a concept championed by academic Michael E. Porter, which recasts social problems as business opportunities. Participants will learn to design, implement, and measure high-impact initiatives that generate both business value and social good. Drawing on frameworks from influential works like "The Fortune at the Bottom of the Pyramid," this course emphasizes practical application, enabling leaders to foster a culture of innovation that addresses pressing social challenges. By integrating social innovation into corporate strategy, organizations can enhance brand reputation, attract top talent, and build long-term resilience in a rapidly changing world.

Target Audience / This training course is suitable for:

- Corporate Social Responsibility (CSR) Managers and Specialists.
- Sustainability Officers and Environmental, Social, and Governance (ESG) Analysts.
- Public Relations and Corporate Communications Professionals.
- Human Resources Managers involved in employee engagement and corporate culture.
- Marketing and Brand Managers seeking to build authentic brand narratives.
- Business Development and Strategy Planners.
- Social Entrepreneurs and Non-Profit Leaders.
- Product and Service Innovation Teams.
- Executives and Senior Leaders responsible for corporate strategy.

Target Sectors and Industries:

- Financial Services and Impact Investing.
- Technology and Information Communication.
- Manufacturing and Supply Chain Management.
- Retail and Consumer Goods.
- Healthcare and Pharmaceuticals.
- Energy and Utilities.
- Consulting and Professional Services.
- Governmental bodies, public sector agencies, and non-governmental organizations (NGOs).

Target Organizations Departments:

- Corporate Affairs and Communications.
- Sustainability and CSR Departments.
- Human Resources.
- Marketing and Public Relations.
- Strategy and Business Development.
- Operations and Supply Chain Management.
- Legal and Compliance.
- Innovation and Research & Development (R&D).

Course Offerings:

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

- Develop a strategic CSR framework aligned with core business objectives.
- Identify and analyze key social and environmental issues relevant to their organization.
- Apply social innovation principles to design solutions for complex societal challenges.
- Master stakeholder mapping and engagement techniques to build collaborative partnerships.
- Implement effective employee engagement and volunteerism programs.
- Measure the social and business impact of CSR initiatives using established metrics like SROI.
- Communicate CSR and sustainability performance effectively to internal and external audiences.
- Integrate ESG criteria into corporate strategy and decision-making processes.
- Lead change initiatives that foster a culture of corporate citizenship and innovation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, participatory, and practical, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to create a dynamic learning environment that fosters critical thinking and collaborative problem-solving. The course heavily utilizes real-world case studies from leading global companies, allowing participants to analyze successful CSR and social innovation strategies as well as learn from documented challenges. Interactive workshops and group exercises will challenge participants to design their own initiatives, conduct stakeholder analyses, and develop impact measurement frameworks. Facilitated discussions and peer-to-peer feedback sessions provide a platform for sharing diverse perspectives and experiences. Our expert instructors act as facilitators, guiding participants through complex concepts and providing personalized coaching. The program integrates practical tools and templates that can be adapted for use within the participants' own organizations, ensuring a direct and tangible return on the training investment. This blended approach ensures a deep and lasting understanding of the course material.

Course Agenda (Course Units):

Unit One: Foundations of CSR and Social Innovation

- The evolution of Corporate Social Responsibility from philanthropy to strategy.
- Defining social innovation and its role in creating systemic change.
- The business case for integrating CSR and social innovation.
- Understanding the concept of Creating Shared Value (CSV).
- Key international standards and frameworks (UN Global Compact, ISO 26000).
- Exploring the Triple Bottom Line: People, Planet, Profit.
- The role of ethical leadership in driving corporate citizenship.

Unit Two: Strategic CSR and Stakeholder Engagement

- Developing a robust CSR and social innovation strategy.
- Conducting a materiality assessment to identify key issues.
- Mastering stakeholder mapping and analysis techniques.
- Building effective public-private and cross-sector partnerships.
- Strategies for engaging employees in CSR initiatives.
- Aligning CSR goals with corporate mission and brand identity.
- Integrating CSR into the corporate governance structure.

Unit Three: Designing and Implementing High-Impact Programs

- Applying design thinking principles to social challenges.
- Models of social innovation: social enterprise, intrapreneurship, and B Corps.
- Managing community investment and development projects.
- Building sustainable and ethical supply chains.
- Developing cause marketing and advocacy campaigns.
- Leveraging technology for social good and program delivery.
- Risk management for CSR and social innovation initiatives.

Unit Four: Measuring and Communicating Social Impact

- Introduction to impact measurement and management.
- Key Performance Indicators (KPIs) for CSR and social programs.
- Frameworks for measuring social impact: Logic Models and Theory of Change.
- Calculating Social Return on Investment (SROI).
- Global Reporting Initiative (GRI) and other sustainability reporting standards.
- Crafting compelling CSR reports and impact stories.
- Strategies for transparent communication with stakeholders.

Unit Five: The Future of Responsible Business and Leadership

- Emerging trends in ESG investing and sustainable finance.
- The role of business in achieving the Sustainable Development Goals (SDGs).
- Navigating the circular economy and regenerative business models.
- Fostering a corporate culture of purpose-driven innovation.
- Leading organizational change towards greater social responsibility.
- Developing a personal action plan for driving social impact.
- Capstone Project: Pitching a social innovation initiative.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a for-profit corporation authentically balance its fiduciary duty to shareholders with a genuine commitment to social innovation that may not yield immediate financial returns?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the theoretical and compliance-driven aspects of Corporate Social Responsibility to focus on the proactive and transformative power of social innovation. While many programs treat CSR as a reporting function or a philanthropic add-on, we position it as a core driver of competitive advantage and long-term value creation. Our curriculum uniquely integrates strategic management principles with practical social innovation methodologies like design thinking, enabling participants not just to manage existing programs but to create new, scalable solutions to societal problems. The emphasis is on building "shared value," where business success is intrinsically linked to social progress. We provide an in-depth focus on robust impact measurement, equipping participants with the skills to quantify and articulate the Social Return on Investment (SROI) of their initiatives, a critical skill for gaining executive buy-in. Furthermore, the course is forward-looking, extensively covering emerging trends like ESG integration, the circular economy, and the role of business in achieving the Sustainable Development Goals (SDGs). Participants leave not with a checklist, but with a strategic mindset and a practical toolkit for leading change and embedding purpose into the very fabric of their organization.