Corporate Sustainability and Social Responsibility Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #MA9320_295287

Course Introduction / Overview:

This course provides a comprehensive exploration of Corporate Social Responsibility (CSR) and sustainability, transforming them from peripheral functions into core strategic imperatives. In today's business landscape, stakeholders demand more than just profitability; they expect ethical conduct, environmental stewardship, and positive social impact. This program is designed to equip professionals with the knowledge and tools to develop and implement robust sustainability strategies that create long-term value. We will delve into foundational concepts, referencing the pioneering work of academics like Archie B. Carroll and his "Pyramid of Corporate Social Responsibility," which provides a framework for understanding the different layers of business obligations. The course moves beyond theory, focusing on practical application and the integration of Environmental, Social, and Governance (ESG) criteria into everyday operations. Participants will learn how to align CSR initiatives with corporate objectives, engage stakeholders effectively, and measure performance transparently. BIG BEN Training Center has developed this curriculum to empower leaders to navigate the complexities of sustainable business, ensuring their organizations are not only compliant but also competitive and resilient in a rapidly changing world. This journey will cover everything from initial strategy formulation to advanced reporting, inspired by modern concepts like those in "Creating Shared Value".

Target Audience / This training course is suitable for:

- Corporate Social Responsibility (CSR) Managers and Professionals.
- Sustainability Officers and Consultants.
- Public Relations and Corporate Communications Specialists.
- Human Resources Managers and Directors.
- Compliance, Risk Management, and Governance Officers.
- Executives and Senior Management (CEOs, CFOs, COOs).
- Supply Chain and Procurement Managers.
- Investors and Financial Analysts.
- Marketing and Brand Managers.
- Operations and Facility Managers.

Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Energy, Oil, and Gas Sector.
- Banking, Finance, and Investment Services.
- Information Technology and Telecommunications.
- Retail and Consumer Goods.
- Healthcare and Pharmaceuticals.
- Construction and Real Estate.
- Hospitality and Tourism.
- Governmental bodies and public sector agencies.
- Non-profit organizations and foundations.

Target Organizations Departments:

- Corporate Affairs and Communications.
- Strategy and Business Development.
- Human Resources.
- Legal and Compliance.
- Operations and Supply Chain Management.
- Marketing and Public Relations.
- Finance and Investor Relations.
- Health, Safety, and Environment (HSE).
- Executive Management.
- Procurement and Sourcing.

Course Offerings:

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

- Develop a comprehensive CSR and sustainability strategy aligned with business goals.
- Master the principles of Environmental, Social, and Governance (ESG) frameworks.
- Conduct effective stakeholder analysis and engagement plans.
- Integrate sustainability principles into the corporate supply chain.
- Measure and report on sustainability performance using global standards like GRI and SASB.
- Identify and manage sustainability-related risks and opportunities.
- Communicate CSR initiatives effectively to internal and external audiences.
- Lead change within the organization to foster a culture of sustainability.
- Align corporate activities with the UN Sustainable Development Goals (SDGs).
- Design impactful community investment and corporate philanthropy programs.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can translate theoretical knowledge into actionable skills. We employ a blended learning approach that combines expert-led presentations with collaborative and hands-on activities. The course heavily utilizes real-world case studies from various industries, allowing participants to analyze successful sustainability strategies and learn from the challenges faced by leading global companies. Group discussions and workshops are a core component, fostering peer-to-peer learning and enabling participants to share experiences and brainstorm solutions to common CSR challenges. Interactive exercises, such as materiality assessments and stakeholder mapping simulations, provide practical experience in using key sustainability tools. Participants will also engage in action planning sessions, where they will begin to draft a tailored CSR strategy for their own organization. Our expert facilitators provide continuous feedback and guidance throughout the course, ensuring a supportive learning environment that encourages critical thinking and innovative problem-solving. This dynamic approach ensures that learning is not passive but an active process of discovery and application.

Course Agenda (Course Units):

Unit One: Foundations of Corporate Responsibility and Sustainability

- The evolution of CSR from philanthropy to strategic imperative.
- Understanding the triple bottom line: People, Planet, and Profit.
- Key theories and models, including Carroll's Pyramid of CSR.
- The business case for sustainability and creating shared value.
- Introduction to Environmental, Social, and Governance (ESG) criteria.
- The role of corporate ethics and governance in building trust.
- Global drivers for sustainability, including climate change and social inequality.

Unit Two: Strategic Planning for CSR and Sustainability

- Conducting a materiality assessment to identify key issues.
- Stakeholder identification, mapping, and engagement strategies.
- Setting meaningful sustainability goals and Key Performance Indicators (KPIs).
- Integrating sustainability into the core business strategy and vision.
- Developing a comprehensive CSR policy and framework.
- Benchmarking performance against industry peers and best practices.
- Securing leadership buy-in and allocating resources for CSR initiatives.

Unit Three: Environmental Stewardship and Management

- Developing an Environmental Management System (EMS).
- Strategies for carbon footprint reduction and energy efficiency.
- Principles of the circular economy and waste reduction.
- Sustainable sourcing and green procurement practices.
- Water conservation and management strategies.
- Biodiversity protection and land use policies.
- Navigating environmental regulations and compliance requirements.

Unit Four: Social Impact and Ethical Operations

- Promoting diversity, equity, and inclusion in the workplace.
- Ensuring employee health, safety, and well-being.
- Ethical labor practices and human rights in the supply chain.
- Designing effective community investment and development programs.
- Responsible marketing and consumer protection.
- Managing social risks within operations and investments.
- Building strong relationships with local communities and NGOs.

Unit Five: Reporting, Communication, and Future Trends

- Introduction to global sustainability reporting frameworks (GRI, SASB, IFRS).
- The process of data collection for sustainability reporting.
- Crafting a compelling and transparent sustainability report.
- Communicating CSR performance to investors, customers, and employees.
- The role of technology and innovation in advancing sustainability.
- Future trends in CSR, including impact investing and ESG integration.
- Developing a personal action plan for leading sustainability initiatives.

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:

Beyond compliance and reputation, how can a company fundamentally embed the principle of 'creating shared value' into its core operational DNA to drive both profit and societal progress simultaneously?

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

This course distinguishes itself by moving beyond a purely theoretical or compliance-driven view of CSR, focusing instead on its strategic integration into the core of business operations for long-term value creation. While many programs cover the "what" of sustainability, our curriculum emphasizes the "how," providing participants with practical frameworks, tools, and methodologies for implementation. We place a significant emphasis on the concept of materiality, teaching participants how to identify and prioritize the ESG issues that are most critical to their specific industry and stakeholders, ensuring that resources are directed for maximum impact. The course structure is uniquely holistic, connecting environmental management, social responsibility, and corporate governance into a single, coherent strategy rather than treating them as separate silos. Furthermore, the content is forward-looking, preparing participants not just for current reporting standards but also for emerging trends like the circular economy, impact investing, and the increasing demands for transparency from investors and consumers. The interactive, case-study-based approach ensures that learning is applied, enabling participants to leave with a clear action plan rather than just a notebook full of concepts.