Implementing Corporate Social Responsibility and Community Engagement Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #SUS2246_253214

Course Introduction / Overview:

This training course is designed to equip professionals with the strategic insights and practical skills needed to lead corporate social responsibility (CSR) and community engagement initiatives. In today's business world, an organization's role in society is under greater scrutiny than ever before. This program, offered by BIG BEN Training Center, provides a framework for developing and implementing CSR strategies that create shared value for both the business and the community. We will explore how to move beyond simple philanthropy to create meaningful, measurable impact that aligns with your company's core mission. The curriculum is informed by the work of thought leaders like Michael Porter and Mark Kramer, whose article "Creating Shared Value" in the Harvard Business Review introduced a powerful new way of thinking about the relationship between business and society. The course goes beyond public relations to provide a clear, actionable roadmap for building trust, fostering positive relationships with stakeholders, and strengthening your company's social license to operate. We prepare participants to build a business case for these initiatives, lead cross-functional teams, and measure the dual benefits of social impact and business success.

Target Audience / This training course is suitable for:

- Corporate social responsibility (CSR) managers.
- Public relations and communications specialists.
- Human resources and employee engagement professionals.
- Marketing managers.
- Operations and project managers.
- Business leaders and executives.
- Non-profit leaders.
- Government agencies and equivalents.

Target Sectors and Industries:

- All sectors.
- Financial services.
- Retail and consumer goods.
- Manufacturing.
- Technology.
- Energy and utilities.
- Government and public administration agencies.
- Consulting.

Target Organizations Departments:

- Corporate social responsibility (CSR).
- Public relations and communications.
- Human resources.
- Marketing.
- Strategic planning.
- Legal and compliance.
- Operations.
- Community relations.

Course Offerings:

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

- Develop a comprehensive corporate social responsibility strategy.
- Identify key social issues relevant to their business.
- Build and manage effective community partnerships.
- Engage employees in social impact initiatives.
- Measure and report on the social impact of programs.
- Communicate CSR efforts to internal and external stakeholders.
- Understand and apply shared value principles.
- Navigate ethical considerations in community engagement.

Course Methodology:

This training course uses a highly interactive and case-study-based methodology. The program is built on a series of real-world examples of companies that have successfully used CSR and community engagement to achieve business and social goals. Participants will work in teams to develop a CSR strategy for a hypothetical organization, applying the tools and frameworks learned in the course. We will use interactive workshops to practice skills like stakeholder mapping and impact measurement. The curriculum is designed to be a collaborative experience where participants can share their unique challenges and innovative solutions. Our trainers, with extensive experience in the field, will provide direct feedback and guidance throughout the course. BIG BEN Training Center is committed to providing a dynamic and practical learning environment, ensuring that participants leave with the skills and confidence to lead effective social responsibility initiatives.

Course Agenda (Course Units):

Unit One: Foundations of CSR and Shared Value

- Defining corporate social responsibility and its evolution.
- The concept of creating shared value.
- Understanding stakeholder theory.
- The business case for CSR.
- Mapping key social and environmental issues.
- The role of ethics in business.
- Global trends in CSR.

Unit Two: Developing a CSR Strategy

- Aligning CSR with corporate mission and values.
- Strategic planning for social impact.
- Identifying key performance indicators (KPIs).
- Building a CSR team and securing buy-in.
- The role of philanthropy versus shared value.
- Budgeting for CSR initiatives.
- Developing a long-term roadmap.

Unit Three: Community Engagement and Partnerships

- Principles of effective community engagement.
- Identifying and selecting community partners.
- Building a trust-based relationship.
- Types of partnerships: philanthropic to strategic.
- Engaging employees in community programs.
- The role of volunteering.
- Measuring the impact of partnerships.

Unit Four: Stakeholder Communication and Reporting

- Developing a communication plan for CSR.
- Telling your CSR story authentically.
- Avoiding "greenwashing" and "blue washing".
- Reporting frameworks and standards.
- Communicating with internal stakeholders.
- Managing media and public perception.
- Using digital platforms for engagement.

Unit Five: The Future of Social Responsibility

- Emerging trends in social responsibility.
- The role of technology in community engagement.
- Future of work and social impact.
- The link between CSR and employee retention.
- Case studies of innovative CSR programs.
- Building a resilient and purpose-driven organization.
- Personal leadership in driving change.

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 organizations transition from treating corporate social responsibility as a separate department to embedding it as a core principle in their overall business strategy?

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

This training course is unique because it provides a dedicated, strategic focus on the integration of CSR and community engagement into a core business strategy. While many programs cover philanthropy, our curriculum is designed to empower professionals with the skills needed to create shared value for both the business and society. The program is a hands-on experience, with exercises that directly simulate the challenges and decisions involved in building a CSR program. We go beyond theoretical concepts to provide a clear, actionable roadmap for building a purpose-driven organization that is both profitable and socially responsible. This course is for professionals who want to lead their organizations toward a more ethical and impactful future.