Corporate Social Responsibility and Stakeholder Engagement Training Course

23 - 27 Nov 2026

Munich

5100 € (Per Person)

Ref: #SUS2772_141749

Course Introduction / Overview:

In today's interconnected world, corporate success is no longer measured solely by financial performance. Corporate Social Responsibility (CSR) and effective stakeholder engagement have evolved from peripheral public relations functions to core components of a sustainable business strategy. This comprehensive training course is designed to provide a deep, practical understanding of how to develop, implement, and manage impactful CSR initiatives that create shared value for both the organization and society. Drawing on foundational concepts from leading academics like R. Edward Freeman, whose work in "Strategic Management: A Stakeholder Approach" revolutionized how businesses view their relationships, this program moves beyond theory. Participants will explore the intricate link between ethical governance, social impact, and long-term profitability. BIG BEN Training Center has meticulously structured this course to equip professionals with the tools to navigate complex stakeholder landscapes, build trust, and enhance corporate reputation. We will delve into global standards, reporting frameworks, and innovative strategies to ensure your organization not only meets but exceeds the expectations of customers, employees, investors, and the wider community, turning social responsibility into a powerful competitive advantage.

Target Audience / This training course is suitable for:

- Corporate Social Responsibility (CSR) Managers and Specialists.
- Public Relations and Corporate Communications Professionals.
- Sustainability Officers and Environmental Managers.
- Human Resources Managers and Directors.
- Community Relations and Public Affairs Managers.
- Marketing and Brand Managers.
- Supply Chain and Procurement Managers.
- Executives and Senior Leadership (CEOs, COOs, VPs).
- Compliance and Risk Management Officers.
- Investors Relations Professionals.
- Non-Profit and NGO Leaders collaborating with corporations.

Target Sectors and Industries:

- Banking and Financial Services.
- Manufacturing and Industrial Production.
- Information Technology and Telecommunications.
- Energy, Oil, and Gas.
- Retail and Consumer Goods.
- Pharmaceuticals and Healthcare.
- Construction and Real Estate.
- Hospitality and Tourism.
- Governmental bodies, public sector agencies, and non-profit organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Corporate Affairs and Communications.
- Sustainability and Environmental Health & Safety (EHS).
- Human Resources.
- Public Relations and Marketing.
- Legal and Compliance.
- Supply Chain and Procurement Management.
- Strategy and Business Development.
- Investor Relations.
- Executive Management.
- Operations Management.

Course Offerings:

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

- Develop a robust CSR strategy aligned with core business objectives and values.
- Master stakeholder identification, mapping, and prioritization techniques.
- Design and implement effective stakeholder engagement and communication plans.
- Measure and evaluate the social and business impact of CSR initiatives.
- Prepare transparent and compelling CSR and sustainability reports using global frameworks like GRI.
- Integrate Sustainable Development Goals (SDGs) into corporate strategy.
- Manage reputational risks associated with social and environmental issues.
- Foster a culture of corporate citizenship and ethical responsibility within the organization.
- Effectively communicate CSR performance to internal and external stakeholders.
- Navigate the complexities of ethical supply chain management.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, immersive, and practical, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to foster a dynamic learning environment where knowledge is co-created. The course heavily relies on the case study method, analyzing real-world CSR successes and failures from a diverse range of global companies. Participants will engage in hands-on workshops and group exercises, such as developing stakeholder maps for hypothetical scenarios and drafting key sections of a CSR report. Interactive sessions, facilitated discussions, and role-playing activities will be used to explore complex topics like stakeholder negotiations and crisis communication. A significant portion of the program is dedicated to peer-to-peer learning, allowing professionals from various industries to share insights and best practices. Continuous feedback from the instructor and peers is a cornerstone of our approach, ensuring a supportive and constructive atmosphere that builds both competence and confidence in managing corporate social responsibility effectively.

Course Agenda (Course Units):

Unit One: Foundations of Corporate Social Responsibility

- The Evolution of CSR from Philanthropy to Strategic Imperative.
- Understanding Key Theories: Carroll's Pyramid and the Triple Bottom Line.
- The Business Case for CSR: Linking Profitability with Purpose.
- Defining and Categorizing Corporate Stakeholders.
- Introduction to Stakeholder Theory by R. Edward Freeman.
- Global Drivers of CSR: Regulation, Consumer Demand, and Investor Pressure.
- Distinguishing Between CSR, ESG, and Corporate Citizenship.

Unit Two: Strategic Stakeholder Engagement

- Identifying and Mapping Your Stakeholder Universe.
- Prioritizing Stakeholders based on Influence, Interest, and Impact.
- Developing a Proactive Stakeholder Engagement Strategy.
- Techniques for Effective Dialogue and Consultation.
- Managing Stakeholder Expectations and Conflicting Interests.
- Building Trust and Long-Term Relationships with Key Groups.
- Case Studies in Successful Stakeholder Collaboration.

Unit Three: Developing and Implementing CSR Programs

- Conducting a Materiality Assessment to Identify Key Issues.
- Setting SMART Objectives and KPIs for CSR Initiatives.
- Integrating CSR into Core Business Functions and Operations.
- Employee Engagement and Volunteering Programs.
- Ethical Supply Chain Management and Sustainable Sourcing.
- Community Investment and Social Impact Projects.
- Aligning CSR Strategy with the UN Sustainable Development Goals (SDGs).

Unit four: CSR Reporting and Communication

- The Importance of Transparency and Accountability in CSR.
- Overview of Global Reporting Frameworks (GRI, SASB, IIRC).
- Steps to Creating a Comprehensive Sustainability Report.
- Communicating CSR Performance to Investors and Financial Analysts.
- Crafting Compelling Narratives for Public and Media Relations.
- Utilizing Digital Platforms to Showcase CSR Efforts.
- Managing Corporate Reputation and Greenwashing Accusations.

Unit Five: Advanced CSR and Future Trends

- Integrating Environmental, Social, and Governance (ESG) Criteria.
- The Role of CSR in Crisis Management and Business Resilience.
- Exploring the Concept of the Circular Economy.
- The Impact of Technology and AI on CSR and Sustainability.
- Measuring Return on Investment (ROI) for Social Initiatives.
- The Future of Corporate Responsibility and Conscious Capitalism.
- Developing a Personal Action Plan for Leading CSR in Your Organization.

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 management, how can an organization authentically embed social purpose into its core business model to drive both profit and positive societal impact?

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

This course distinguishes itself by adopting a deeply strategic and integrated perspective on Corporate Social Responsibility, moving far beyond a superficial or purely philanthropic view. While many programs focus on the "what" of CSR, we concentrate on the "how" and "why," equipping participants with a practical framework for embedding social and environmental considerations into the very core of business strategy. Our curriculum is uniquely structured to bridge the gap between theory and real-world application, emphasizing the development of actionable strategies rather than just theoretical knowledge. We place a significant focus on the stakeholder-centric approach pioneered by academics like R. Edward Freeman, teaching sophisticated techniques for mapping, engagement, and value co-creation. Furthermore, the course content is dynamically updated to reflect the latest global trends, including the critical integration of ESG criteria for investors and the alignment with the UN Sustainable Development Goals (SDGs). The hands-on workshops and case-study-driven methodology ensure that participants leave not with a binder of notes, but with the confidence and competence to lead transformative CSR initiatives that deliver measurable business and societal value.