

SpeechlyBircham

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Midtown Business Club - CSR workshop

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Action plan for a CSR Programme

“which comes first – the chicken or the egg?”

- “Why do we need CSR”?



Getting off the blocks

- Engage management
- Select or self-select champion(s)



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Building blocks

- SWAT analysis
- Form core team
- Engage staff by audit/survey



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Develop strategy, set targets and implement policies

- What's the message?
- What's the policy?
- What's the procedure?
- What's the practice?
- How do you measure success?
- When do you communicate and where?





Workshop 1 - Building an action plan

Working in two groups, you will be looking at an action plan for a CSR programme.

The action plan is given as a triangle split in three sections:

- Start to year 1
- Year 1 to year 2
- Year 2 to year 3

We will be focusing on the first year, considering the building blocks for implementing a CSR programme in different companies.



Workshop 2 - Discussion groups

Table 1

To think about the environment and climate change, discuss what strategies/plan could be put in place to build a CSR project in this area. This could be in one sector or across different sectors.

Table 2

To think about the 2012 Olympics, what strategies and plans could you put in place to engage your staff through your CSR activities? These could be existing CSR activities or by implementing new initiatives.