

## CSR STRATEGY LAB: FROM IDEA TO IMPACT

|                    |                      |                     |            |
|--------------------|----------------------|---------------------|------------|
| <b>Start Date:</b> | 09/03/2026           | <b>End Date:</b>    | 13/03/2026 |
| <b>Categories:</b> | Sustainability & ESG | <b>Venues:</b>      | Abu Dhabi  |
| <b>Formats:</b>    | In Person            | <b>Instructors:</b> |            |

### OVERVIEW

This lab-based course helps organizations design and implement corporate social responsibility (CSR) strategies that align with business goals and create real impact. It emphasizes stakeholder engagement, strategic alignment, and measurable outcomes.

### OBJECTIVES

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

- Develop CSR strategies that reflect organizational values and address real-world challenges.
- Align CSR with core business strategy for mutual value creation.
- Engage stakeholders through meaningful and inclusive initiatives.
- Design measurable programs with clear goals, KPIs, and accountability.
- Communicate CSR impact with transparency and authenticity.

### COURSE OUTLINE

1- CSR in Context: From Philanthropy to Strategic Impact 2- Aligning CSR with Business Purpose and Brand 3- Stakeholder-Centered Design and Partnerships 4- Measurement, KPIs, and Governance 5- Reporting, Storytelling, and Program Launch Planning

### TARGET AUDIENCE

CSR officers, sustainability leads, marketing and ESG professionals, HR managers, and public affairs teams.

### METHODOLOGY

CSR blueprints, stakeholder mapping, value alignment exercises, KPI dashboards, and program simulation labs.

### CONCLUSION

Participants will walk away with a CSR strategy framework, activation roadmap, and impact communication plan ready for execution.

## DAILY AGENDA

### Day 1: The Evolution of CSR

Explore the shift from charity to strategic responsibility and business alignment.

### Day 2: CSR by Design

Map values and opportunities to design initiatives with internal and external impact.

### Day 3: Engaging for Impact

Involve stakeholders to co-create inclusive and resonant CSR programs.

### Day 4: From Metrics to Meaning

Develop measurement systems that track and guide CSR performance.

### Day 5: Telling the Story

Craft narratives and reporting formats that share progress with purpose and credibility.

*For more information, please contact us:*

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