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CSR STRATEGY LAB: FROM IDEA TO IMPACT

Start Date:	27/09/2026	**End Date:**	01/10/2026
Categories:	Sustainability & ESG	**Venues:**	Abu dhabi
Formats:	In Person	**Instructors:**	

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

All Supervisory Levels, 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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