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ESG VS CSR: DESIGNING THE RIGHT FIT

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

OVERVIEW

This course explores the distinctions and overlaps between ESG and CSR, helping organizations define the right approach for their values, objectives, and stakeholders. Participants will learn how to integrate both for strategic and sustainable impact.

OBJECTIVES

By the end of this course, participants will be able to: – Differentiate between ESG (Environmental, Social, Governance) and CSR (Corporate Social Responsibility). – Evaluate organizational needs and goals to determine the best fit or integration of both. – Build frameworks that align ESG/CSR with core business strategy and stakeholder expectations. – Use reporting tools and standards that reflect either or both approaches. – Avoid confusion by clearly defining roles, language, and impact areas.

COURSE OUTLINE

1- Defining ESG and CSR: History, Purpose, and Evolution 2- Strategic Comparison: What’s Best for Your Organization? 3- Integrating ESG/CSR into Core Strategy 4- Communicating the Chosen Approach Internally and Externally 5- Designing a Unified Impact Framework

TARGET AUDIENCE

All Supervisory Levels, Sustainability leaders, CSR professionals, corporate strategists, governance teams, and executives responsible for corporate impact and accountability.

METHODOLOGY

Comparative analysis, framework design workshops, stakeholder expectation mapping, and alignment strategy exercises.

CONCLUSION

Participants will leave with clarity on ESG vs CSR, and a structured approach to implement the most effective and credible impact strategy for their organization.

DAILY AGENDA

Day 1: ESG and CSR Demystified

Understand the history, drivers, and unique roles of ESG and CSR in the business world.

Day 2: Choosing the Right Framework

Explore which model best fits your goals, values, and operational realities.

Day 3: Bringing Strategy to Life

Integrate ESG/CSR thinking into everyday business operations and decisions.

Day 4: Clear Communication, Internally & Out

Ensure everyone understands the purpose, vocabulary, and expectations of your impact strategy.

Day 5: Designing the Right Fit

Build and test a unified strategy model for your organization’s ESG/CSR journey.

For more information, please contact us:
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