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## CORPORATE SUSTAINABILITY AND RESPONSIBILITY (CSR)

### LAGOS CENTRE FOR SUSTAINABLE BUSINESS

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#### **2019 Sustainability / CSR Training Brochure**

**All courses are available on call in all African countries and Dubai, UAE**

**[Click here to access ISO Courses and Certifications](#)**

Corporate Sustainability and Responsibility (CSR) has evolved beyond mere “Corporate Philanthropy” as it was understood in the past. In today's economic and social environment, issues related to social responsibility and sustainability are gaining more and more importance, both in the public and private sectors. Business goals are inseparable from the societies and environments within which they operate. While short-term economic gain can be pursued, the failure to take proactive measures to access longer-term social and environmental impacts makes those business practices vulnerable to a wide range of risks, and therefore unsustainable. CSR can be understood as a management concept and a process that integrates social and environmental concerns in business operations and an organization’s interactions with the full range of its stakeholders.

#### **Benefits of Effective CSR to your Organization**

- ⇒ *Improved financial performance;*
- ⇒ *Enhanced Brand Image & Reputation;*
- ⇒ *Easier Access to Capital;*
- ⇒ *Increased Sales and Customer Loyalty;*
- ⇒ *Meeting International Standards and Export Requirements;*
- ⇒ *Increased Ability to Attract and Retain Employees;*
- ⇒ *Reduced Regulatory Oversight;*
- ⇒ *Reduced Insurance Premiums and Increased Bank Guarantees;*
- ⇒ *Additional Value for Financial and Insurance Institutions; and*
- ⇒ *Easier Regulatory Functions*

The United Nations Guiding Principles on Business and Human Rights (UNGP) clearly identifies that businesses should operate in a manner that respects human rights. The Global Compact asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labor standards, the environment and anti-corruption. A number of agreements and initiatives have been formulated globally to uphold sustainability and increase transparency. It has become increasingly difficult to ignore the trend and for many



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organizations, this has resulted to an improved bottom-line. We therefore work to help organizations fulfil this purpose through site audits and a number of training programs.



SOURCE: MODUSLINK CSR REPORT 2015

[Click here to access our ISO Courses and Certifications](#)

**Discounted Courses for Registered Members**

In partnership with PECB Canada and *Arche Advisors USA*, we provide a range of CSR training for all levels of CSR practitioners all around Africa. All training programs can be tailored to address your organization’s specific needs, certified and may be delivered in-house at a very competitive rate.



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Sustainability / CSR Training

## **Introduction to CSR and Sustainability (Basic Course)**

### **Course Details**

**Duration – 1 day**

**Fee for non-members – N45,000.00**

### **Background**

This course was designed in line with CSR global best practices, the UN Global Compact principles and the Sustainable Development Goals.

The objective of this course is to introduce the participant to the concept of Corporate Social Responsibility today, operationalizing the term and ensuring a cohesive definition of CSR and its applications for corporate sustainability. The learning materials and tools available through the courses allow participants acquire relevant introductory knowledge that will help them and their organizations to better address social responsibility concerns as a business risk.

### **Objectives**

By the end of this course, participants are expected to meet the following learning objectives are to:

- define and summarize the concept of Corporate Social Responsibility;
- review alternative definitions of CSR and their strengths and limitations;
- understand the intrinsic link between CSR and Sustainability
- assess comparative needs for CSR including insurance and investment risks;
- understand how to apply CSR in the public sector; and
- distinguish between the application of CSR in various practical situations.

### **Course Contents**

The course consists of six modules:

- Introduction
- CSR Definitions Explored – What is and What is Not CSR
- Making a business case – Private Sector Approach
- CSR in the Public Sector
- Applying Definitions in Practice - Practical Examples of CSR - Case Studies
- Exercises and testing understanding



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## Target Audience

The course aims to address the needs of old and new employees who are currently involved in CSR at an implementation level, or would like to be involved in CSR, and wish to apply and be embedded the concept of CSR in their organisation. Also, graduates intending to start a career in CSR, marketing, sustainability, corporate governance are encouraged to register. Business Practitioners, NGOs, International Organisations and Governments intending to understand CSR as a concept of business sustainability and/or national development will benefit from the training program.



## SDG Masterclass

### Empowering business to take action towards the Sustainable Development Goals

#### Course Details

**Duration – 2 days**

**Fee for non-members – N80,000.00**

#### Background

This Master class will provide company practitioners with an interactive and practical crash course on the Intersection between Corporate Social Responsibility and Sustainable Development Goals.

Delegates will learn about CSR and Sustainability strategy that will provide you with the capacity to start / advance action towards the SDGs in your own organisation. Join us to learn and be inspired; to exchange with peers and to drive positive change

Day 1: SDGs & Business Transformation



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A deep understanding of the Sustainable Development Goals and the role of business in achieving them

Information, tools and inspiration to tackle the SDGs and transform business practice

Day 2: Strategy & Collaboration – from theory to action

Practical sessions to help you implement or advance the SDGs in your own business (incl. Materiality; Impact measurement; building the internal business case & strategic collaborations)

Delegates will go home with an action plan for organizational transformation and practical next steps to follow in implementing SDGs.

Who is it for?

Company representatives from any sector that are interested in Corporate Governance

CSR / Sustainability managers;

Corporate Communications

Any person involved with/responsible for SDGs



May 2016 Session

**Course Title: Sustainable Banking – Managing Direct and Indirect Environmental and Social Risks**

**Purpose**

Global experts advise that in order to stir humanity towards sustainability, we need to re-design everything, from our homes to our food, energy, transport and economic systems. This transformation needs to occur on a grand scale and take into consideration people, planet and livelihoods to arrive at a holistic balance as we humbly endeavour to redesign human presence on Earth.

At INCSR, we offer you this short course that highlights what is possible, what is being done, and what remains to be done, to transform society, while addressing the most pressing is-



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sues of our times. Banking for Sustainability invites a cross-generational process of critical thinking, the exploration of innovative banking solutions and social entrepreneurship, and is inspired by what Thich Nhat Hanh has called ‘interbeing’ – the connection we share with all living things.

## **Audience**

This document is intended for use by:

- *All Staff*

## **Learning Objectives**

By attending this practical 2-day course you will be able to:

- Learn about the history and evolution of Sustainability
- Understand the principles of sustainable banking
- Improve your appreciation of the role of banking in society
- Understand the importance of sustainable banking to banks and wider society
- Learn about the direct and indirect impacts of banking services
- Understand the foundational elements that need to be in place to foster a high performance and sustainable organization.
- Ensure appropriate level of skill is reached in order to perform sustainable banking roles

## Course Contents

### **1. Introduction**

- 1.1 Introduction to Sustainable Development
- 1.2 Principles and Pillars of Sustainability
- 1.3 The Concept of Sustainable Banking
- 1.4 How Conventional Banks Currently see Sustainable Banking
- 1.5 The Role of Banks in Sustainable Development
- 1.6 The Business Case for Sustainability Vs. The Sustainability Case for Business
- 1.7 Conclusion

### **2. History of Sustainability**

- 2.1 UN Conventions and Charters on Environmental and Social issues, MDGs, SDGs, etc)

### **3. Financial Sustainability Initiatives**

- ❖ UN Global Compact (UNGC)
- ❖ UN Environment Program Finance Initiative (UNEP FI)
- ❖ Equator Principles
- ❖ IFC Performance Standards
- ❖ African Development Bank – Guidelines on Sustainable Banking
- ❖ Principles of Responsible Investment (PRI)
- ❖ Global Reporting Initiatives – Financial Sector (Sustainability Reporting)
- ❖ Global Impact Investing National (NNIN)
- ❖ Nigerian Sustainable Banking Principles (NSBP)

### **4. Sustainable Business of Banking (Products & Services)**

#### **Value Creation and Sustainable Banking Products**

- 4.1 Green/Responsible investments
- 4.2 Social Finance
- 4.3 Impact Lending
- 4.4 Financial Inclusion Products
- 4.5 Women Empowerment Products
- 4.6 Carbon Finance/trading

### **5. Direct Environmental and Social Impacts of Banking Services**

- 5.1 Types of Impacts – Direct and Indirect Impacts of Banking
- 5.2 Direct Environmental Impact from internal operations (Paper, Energy consumptions, greenhouse gas emissions, e-wastes, solid wastes, etc)
- 5.3 Direct Social Impact from internal operations (human rights, labour practices, grievance mechanisms, anti-corruption, whistle blowing, Health & Safety, Social Investments/CSR, etc)
- 5.4 How to minimize and mitigate environmental and social footprints in internal operations
- 5.5 How to measure and monitor environmental and social footprints in internal operations

### **6. Indirect Environmental and Social Impact of Banking Services**

- 6.2 E & S Risks in Credit/Lending Activities
- 6.3 Key Risk Factors
- 6.4 Key Risk Sectors



6.5 How to identify, measure and manage E&S Risks in Credit and investment transactions (E & S Risk Categorization, Due Diligence, Corrective Action Plan, etc)

6.6 How to Monitor Customers' E & S practices and compliance with agreed Corrective Action Plan

6.7 Benefits of effective E & S Risk Management

## 7.0 Environmental and Social Risks in the Supply Chain

7.1 How to identify, measure and manage E&S Risks in the Supply Chain

7.2 E&S conditions in Contract Documents

7.3 Code of Conduct for Suppliers and Contractors

7.4 Effective Monitoring and Sanctions

## 8.0 Conclusion and further study

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### Triple helix of sustainability



### CSR Practitioners' Training

#### Course Details

**Duration – 4 / 5 days**

**Fee for non-members – N250,000.00**

#### Background

This training is designed to enable participants to acquire the skills and competences required to become CSR practitioners through specialized, detailed and highly focused classroom teaching and review of CSR case studies from around the world including Nigeria and other African countries. It provides participants with the tools and necessary practical CSR framework to function as a CSR Practitioner in any part of the world. Emphasis will be on Strategy, Implementation, Reporting and Communication.

#### Objectives

Upon completion of the course, trainees are able to:





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- Apply the knowledge and skills gained in middle CSR management levels
- Develop and implement an effective CSR strategy
- Develop CSR reporting and communication models in line with global best practices.
- Acquire a world class certificate in Corporate Social Responsibility (CSR)

## Course Contents

The course consists of the following:

- What is and what is not CSR
- Importance of CSR in Different Sectors of the Economy
- Making a Business Case – Private Sector
- CSR in the Public Sector
- Public Sector CSR Strategies – Analyses and Case Studies
- CSR Strategy and Global Standards – Case Studies
- Corporate Governance and Sustainability
- Global Models: Presentations and Description – Global Reporting Initiative (G3), UN Global Compact, CDP, UN Guiding Principles, ISO 26000, etc.
- Responsible CSR Communications and Strategy
- CSR and the Supply Chain
- Stakeholder Engagement
- Reporting - Integrated Reporting based on GRI and IIRC Guidelines
- External Assurance and how to communicate to gain Reporting Credibility
- The Concept of CSR, Corporate Governance and Business Ethics in Africa
- The Importance of Implementing Effective CSR Programs in Africa – Case Studies
- The Intrinsic Link between CSR and National Development
- The Role of CSR Practitioners and Future Trends in Africa
- Beyond Basic CSR – Importance of Human Rights Due Diligence
- UN Guiding Principles on Business and Human Rights – An African Perspective: The
- HRDD as a Strategic Investment
- Exercises and Testing of Understanding

## Requirements

Even though there are no formal educational requirements, admission is a selective process based on professional achievement and organizational responsibility. We expect participants on this program to have basic understanding of CSR either through education or practice.

## Who should attend?

Company Managers, CSR Practitioners, Public Relations Managers, Marketing Managers, Human Resources Managers, Sustainability and Environmental Professionals who wish to advance their understanding, bring added value to their organization or get hold of a globally accepted CSR Certificate to progress their career.

## Team Attendance



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This program is appropriate for individuals as well as teams of executives from the same organization. When colleagues attend a program together, the organization benefits from their shared knowledge and common vision. This, in turn, enables participants to enhance their ability to pursue business goals as a team, effect critical transformations, and transfer knowledge.

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**Test Audit Nov 2016**

## **Executive CSR Workshops - Strategies to Create Shared Stakeholder Value**

### **Course Details**

**Duration – 5 days + 1 year support**

**Fee for non-members – \$3000.00**

**20% discount for members**

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### **Course Background**

In Africa, most businesses know that corporate social responsibility (CSR) is integral to long-term business success, but many CSR programs are either misconstrued to mean “Corporate Philanthropy” or are not part of a coherent portfolio—often they are unstructured, unconnected, poorly managed and have little to do with the company's business goals. The goal of all CSR activities is to create shared value for all stakeholders while delivering business results. Every organization (private or public) will benefit from a strategically planned CSR policy with a unified central vision. Therefore, there is the need to strategically engage all units in the complexities of significance CSR work.

This program is designed to help senior executives to understand global standards for CSR, refocus CSR and sustainability efforts in ways that benefit society and the organization. You will learn how to examine your current CSR programs with a critical eye and develop an overarching CSR strategy that creates value and achieve sustainability. By bringing greater alignment and direction to your CSR activities and identifying the right KPIs to measure results effectively, participants will become better able to maximize the value of CSR budgets or investments for all stakeholders and for the business while building a solid foundation for sustainable business.



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### **Program Outcomes**

At the end of the program, participants will be able to:

- ❖ Realistically assess current CSR and sustainability efforts and design an action plan for achieving better impact
- ❖ Design a functional CSR strategy while maintaining a broad array of activities with distinct purposes
- ❖ Prioritize budgets and investments that will incrementally improve organization's ability to deliver shared stakeholder value
- ❖ Make a strong case for an organization's CSR strategy and report effectively on social, environmental, and business impact—internally and externally
- ❖ Adopt global best practice in communicating, reporting and reviewing CSR programs
- ❖ Improve coordination of CSR efforts across the organization
- ❖ Create positive, productive relationships with internal and external stakeholders
- ❖ Successfully engage third party CSR auditors while identifying areas for interest
- ❖ Improve bottom-line through effective CSR programs.

### **Site / Project Assessment (Audit)**

**The CSR team will attend your site - factory, construction site, shipping yard, agricultural farm, regulatory agency office, bank/insurance office etc., a few days before the 2-day workshop to help you conduct an initial test assessment of your current CSR program with the view of consolidating your efforts around company goals and objectives.**

### **Study method**

Through presentations, small group discussions, exercises, and recent case studies from around the world, participants will examine the practical approaches successful companies are using to integrate CSR strategies with the long-term needs of the business and evolve their strategies as business needs change.

Participants will learn from our expert team and the diverse experiences of other executives, including how to maximize the shared value delivered by CSR programs—and how to effectively measure and communicate that value.

### **Core topics include:**

- Understanding CSR
- CSR as Regulatory Tool – Public Sector
- Examining the social and environmental impacts of business activities to identify opportunities
- Conducting an inventory of current CSR programs (Private and Public Sector Approach)
- Creating a blueprint for change

- Redefining environmental and social benefits within three distinct areas—Philanthropy, Operational Impact, and Shared Value
- Consolidating your efforts around company goals and objectives
- Evolving your CSR activities to align with global best practices
- Building your ability to create shared value for all stakeholders
- Making the business case for your CSR strategy
- Implementing Social Responsibility Program
- Training subordinates and capacity building
- Integrating CSR best practices into key business areas, disseminating policy effectively, and embedding CSR within organizational culture
- Integrating social responsibility metrics into general performance management systems
- Measuring social and business impact
- Communicating the goals and impact of CSR efforts to colleagues, shareholders, and other stakeholders

### **Managing Risk and Decision Making**

- Evaluating complex environments and potential impacts before investing capital or making business decisions
- Identifying current vulnerabilities and predicting future pitfalls
- Preparing for crisis scenarios
- Integrating CSR initiatives in vendor and supplier agreements
- Interacting effectively with diverse internal and external stakeholders
- Decision making tools in CSR

### **Who is Right for the Program?**

This program is designed primarily for decision makers who direct corporate social responsibility programs at large established companies and agencies of government or who oversee related departments such as public affairs, philanthropy, sustainability, environmental health and safety, or community affairs.

They include:

- CEO/Founder/Chairman Board of Directors
- Executive Director – CSR, Marketing, Corporate Communications, Sustainability, etc.
- Deputy Director - Corporate Communications, Corporate and Community Relations, Corporate Social Responsibility
- Director of Environmental Health and Safety
- Chief Sustainability Officer
- Head of the Company Foundation, etc.

### **Requirements**

Although there are no formal educational requirements, admission is a selective process based on professional achievement and organizational responsibility. We expect participants on this program to have good understanding on decision making processes in large establishments and multinationals companies. Therefore, we look for professionals who have demonstrated business talent and leadership potential.



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### **Team Attendance**

This program is appropriate for individuals as well as teams of executives from the same organization. When colleagues attend a program together, the organization benefits from their shared knowledge and common vision. Their combined learning will facilitate rapid and effective implementation of frameworks and approaches. This, in turn, enables participants to enhance their ability to pursue business goals as a team, effect critical transformations, and transfer knowledge.

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## **Business Risks and Sustainability Management: Principles and Practice in SMEs**

### **Course Details**

**Duration – 2 days**

**Fee for non-members – N120,000.00**

### **COURSE SUMMARY**

SMEs might think that sustainability is only relevant to large companies—that for a small business, the administrative and financial costs outweigh the benefits. However the aim of an average entrepreneur (SMEs, owners in particular) extends beyond profit-making. Business growth and expansion constitute key objectives of SMEs. In a study conducted by Idemobi (2012), it was revealed that over 70% of SMEs die within five years of establishment. This means that less than 30% of SMEs can survive various business challenges and risks.

In many ways, SMEs are the original sustainable businesses. Close links to customers, employees and suppliers, and the integration of business with family life mean that SMEs are often better than large firms at understanding communities and the natural environment. Sustainability and the legacy of the firm are a part of SMEs' day-to-day activities – even if they don't call it "sustainability." The concept of sustainability as used here is defined as the continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce, their families, the local and global community as well as future generations (Crals and Vereeck, 2004).

SMEs that integrate sustainability into their core business strategy can benefit from lower costs, reduced risk, access to funds, competition and new opportunities. This course is therefore designed to help participants deepen and strengthen their sustainability efforts, by introducing new research on how sustainability principles and practice can inform goals and actions in small and medium-sized entities (SMEs). The course examines SMEs risks and suggests strategies that could be used in their management in order to enhance their sustainability. It emphasizes sustainability in all its dimensions, including all "three E's" of environment,



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economics, and equity while also outlining the prerequisites of sustainability to include the three P's of People, Planet and Profit (Crals and Vereek, 2004).

**Benefits include:**

- Describing and Defining Sustainability in line with Global Best Practices
- Analysing SME Business Risks
- Making a Business Case for Sustainability – Role of SMEs in Economic Development
- Understanding the Environmental, Social, and Economic drivers of Sustainability Challenges in Africa
- Knowledge of Effective SME Risk Management Programme
- Formulating Effective Sustainability Programmes
- Success Factors to Sustainable Entrepreneurship
- Appraising and Evaluating New Sustainability Practices and Programmes

**Who Should Attend**

- Entrepreneurs
- Mid to higher management staff in SMEs
- Start-ups

**COURSE OUTLINE**

**Defining Sustainability - An SME approach**

Developing an SME approach to sustainability in business practice, business support or public policy will rely on understanding the dynamics of such a diverse sector. Firstly, SMEs are not scaled-down versions of large organisations and in fact their needs are extremely varied even within the sector itself. Medium-sized enterprises will, for example, clearly possess more developed managerial and organisational structures than do most small enterprises

**Role of SMEs in Economic Development**

SMEs have a number of significant contributions to the economic growth and development of Nigeria. Ariyo (2008) affirms that SMEs account for 97% of all businesses in Nigeria employs 50% of Nigeria's workforce and produce 50% of Nigeria's industrial output. Moreso, SMEs enhance the distribution of economic growth in a decentralized and more equitable manner, eliminating concentrated areas of population and enable equitable distribution of wealth in an emerging economy (Nowduri, 2012). SMEs also participate actively in the mobilization of the natural resources and reduce supply in the labour market (Ogechukwu, 2011).

**Business Risks Facing SMEs**

SMEs and large firms operate in the same business environment but there are evidences that they derive different benefits and opportunities therein. More so, they are exposed to diverse categories of risks. This is because of their differences in





economic capacity including asses to human capital and material resources. Kelkar (2008) posits that SMEs are weak in terms of business plan, management structure and in decision making when compared to large organizations. This further increases SMEs' inability to absorb most business uncertainties and risks. According to Suh (2010) SMEs sector is worst affected by the economic environment and is the first to be hit by any external shock. As a result, there are more SMEs closures than establishments, with approximately only 1% of SMEs growing from having five or less employees to ten or more (Mead and Liedholin 1998; cited in Smith and Watkins, 2012). The implication is that SMEs face a wider range of business risks which are rooted in both the internal and external environment of the enterprises (AIRMIC, ALARM and IRM, 2002).

### **SMEs Risks Management**

Head (2009) defines risk management as the process of planning, organizing, directing and controlling resources to achieve given objectives when good or bad events are possible. Vaughan and Vaughan (2001) consider risk management as a scientific approach to dealing with pure risks by anticipating possible accidental losses and designing and implementing procedures that minimize the occurrence of loss or the financial impact of the losses that do occur. The authors further submit that the main objective of risk management is to ensure that the organisation is not prevented from achieving its primary objectives as a result of losses that might arise from its operations.

### **SMEs Sustainability**

The aim of an average entrepreneur (SMEs, owners in particular) extends beyond profit-making. Business growth and expansion constitute key objectives of SMEs. However, in a study conducted by Idemobi (2012), it was revealed that over 70% of SMEs die within five years of establishment. This means that less than 30% of SMEs can survive various business challenges.

### **Business Perspectives and Future Trends**

Through interactive assignments, participants will explore the advantages of sustainability-related planning in a SME context, focusing on the “triple bottom line” of economic, ecological, and social progress. An interactive project will focus on hands-on sustainability planning for organisations and their staff.

### **Wrap-up**

Questions and Answers and further consultations

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**[Corporate Social Responsibility \(CSR\) Principles in the Public Sector](#)**

### **Course Details**

**Duration – 4 days**

**Fee for non-members – N200,000.00**



**Central Bank of Nigeria Sept 2017**

This is more focused CSR training designed to enable participants acquire the skills and competences required to become CSR regulators and practitioners in the public sector through specialized, detailed and interactive classroom setting and review of CSR case studies from around the world. It provides participants with the tools and necessary practical CSR framework to function as CSR managers in MDAs and other regulatory agencies. Emphasis will be on Oversight, Policy Formulation and Implementation, Reporting and Communication.

### **Objectives**

Upon completion of the course, trainees are able to:

- Apply the knowledge and skills gained in middle CSR management levels
- Develop and implement an effective CSR strategy as a Regulatory Tool
- Develop CSR reporting and communication models in line with global best practices.
- Acquire a world class certificate in Corporate Social Responsibility (CSR) and Sustainability

### **Course Contents**

The course consists of the following:

- Overview
- Evolution of CSR
- CSR and the Economy
- Making a Business Case - Private Sector
- Public Sector CSR Strategies - Case Studies
- Effective CSR as an Effective Regulatory Tool
- CSR Strategy and Global Standards - Case Studies
- Corporate Governance and Sustainability
- Global Models: Presentations and Description - Global Reporting Initiative (G3), UN Global Compact, CDP, UN Guiding Principles, ISO 26000, etc.
- Implementing a Responsible CSR Communication
- Wrap up

### **Requirements**

Even though there are no formal educational requirements, admission is a selective process based on professional achievement and organisational responsibility. We



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expect participants on this programme to have basic understanding of CSR either through education or practice.

### **Who should attend?**

MDA/MNC Employees, CSR Managers, Company Managers, CSR Practitioners, Public Relations Managers, Marketing Managers, Human Resources Managers, Sustainability and Environmental Professionals who wish to advance their understanding, bring added value to their organisation or get hold of a globally accepted CSR Certificate to progress their career.

### **Team Attendance**

This programme is appropriate for individuals as well as teams of executives from the same organisation. When colleagues attend a programme together, the organisation benefits from their shared knowledge and common vision. This, in turn, enables participants to enhance their ability to pursue business goals as a team, effect critical transformations, and transfer knowledge.

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## **Integrating CSR Principles in the Maritime Industry**

### **Course Details**

**Fee for non-members – N250,000.00**

**Duration: 3 – 5 days + casework**

Over the years, the focus of business has changed; as it is no longer based on return of profit to the social only, otherwise known as “Corporate Philanthropy” but on creating **shared value** for the community at large. It achieves a win-win situation between the State, business and the wider society. Integrating CSR into corporate thought is not about changing how organisations *spend* their money but it is about how they *earn* them as well.

There is now urgent need to institute CSR in line with global best practices in the maritime sector.

### **Background**

This program is designed to help senior executives to understand global standards for CSR, refocus CSR and sustainability efforts in ways that benefit society and the organisation. They will learn how to examine the current CSR programs (if any) with a critical eye and develop an overarching CSR strategy that creates value and achieve sustainability. By bringing greater alignment and direction to your CSR activities and identifying the right KPIs to measure results effectively, the executives will become better able to maximize the value of their CSR budgets or investments

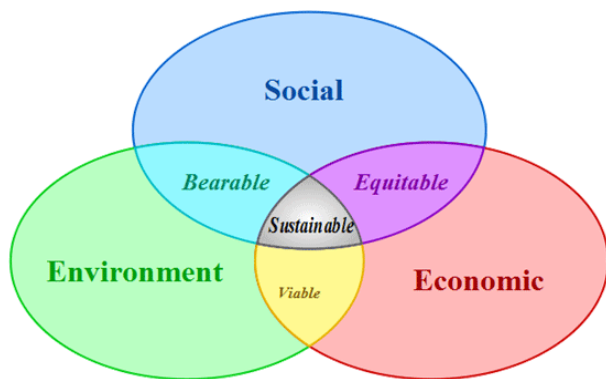


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for all stakeholders and for the organisation while building a solid foundation for sustainable nation.

### What is Corporate Social Responsibility (CSR)?

CSR is a code of conduct through which an organization achieves its business goals maintaining the decorum of law, ethical and international standards for safety of people involved in the organization, and protection of environment.



Some of the core training areas include:

- ✚ Importance of CSR as a regulatory tool
- ✚ Making a Business case
- ✚ CSR Concept in the Public Sector
- ✚ CSR Strategy and Global Standards – Case Studies
- ✚ Corporate Governance and Sustainability Management in the Maritime Sector
- ✚ Global Models: Presentations and Description – Global Reporting Initiative (G3), UN Global Compact, CDP
- ✚ Responsible CSR Communications and Strategy
- ✚ Stakeholder Engagement
- ✚ CSR and Integrated Reporting based on GRI and IIRC Guidelines
- ✚ External Assurance and how to communicate to gain Reporting Credibility
- ✚ The Concept of CSR, Corporate Governance and Business Ethics in Africa
- ✚ Current International and Local Legislations
- ✚ The Importance of Implementing Effective CSR Programs in Africa – Case Studies
- ✚ The Intrinsic Link between CSR and Business & Human Rights
- ✚ The Role of CSR Practitioners and Future Trends in Africa
- ✚ Beyond Basic CSR – Importance of Human Rights Due Diligence
- ✚ UN Guiding Principles on Business and Human Rights – An African Perspective
- ✚ HRDD as a Strategic Investment
- ✚ Testing Understanding



**Additional topics on Managing Risk and Decision Making include:**

- ❖ Evaluating complex environments and potential impacts before investing capital or making business decisions
- ❖ Identifying current vulnerabilities and predicting future pitfalls
- ❖ Preparing for crisis scenarios
- ❖ Integrating CSR initiatives in vendor and supplier agreements
- ❖ Interacting effectively with diverse internal and external stakeholders

**Program Outcome**

At the end of the program, participants will be able to:

- Realistically assess current CSR and sustainability efforts and design an action plan for achieving better impact
- Design a functional CSR strategy while maintaining a broad array of activities with distinct purposes
- Prioritize budgets and investments that will incrementally improve organisation's ability to deliver shared stakeholder value
- Make a strong case for an organization's CSR strategy and report effectively on social, environmental, and business impact—internally and externally
- Adopt global best practice in communicating, reporting and reviewing CSR programs
- Improve coordination of CSR efforts across the organisation
- Create positive, productive relationships with internal and external stakeholders
- Successfully engage third party CSR auditors while identifying areas for interest
- Improve bottom-line through effective CSR programs.

**Optional Topics include:**

- ✚ Examining the social and environmental impacts of the organisation's activities to identify opportunities
- ✚ Conducting an inventory of the current CSR programs (if any)
- ✚ Creating a blueprint for change
- ✚ Redefining environmental and social benefits within three distinct areas—Philanthropy, Operational Impact, and Shared Value
- ✚ Consolidating CSR efforts around organisational goals and objectives
- ✚ Evolving organisation's CSR activities to align with global best practices
- ✚ Building organisation's ability to create shared value for all stakeholders
- ✚ Developing an effective social responsibility program
- ✚ Training subordinates and capacity building
- ✚ Integrating CSR best practices into key business areas, disseminating policy effectively, and embedding CSR within organisational culture
- ✚ Integrating social responsibility metrics into general performance management systems
- ✚ Measuring social and business impact
- ✚ Communicating the goals and impact of CSR efforts to colleagues, shareholders, and other stakeholders



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### **Along with IMO and other Maritime conventions, Do We Need CSR?**

- ✓ Shipping is an internationally governed body by IMO with several regulations for protection of environment (MARPOL), safety of workers (SOLAS), welfare of shipping professionals (ILO-MLC) etc. Therefore, the question arises that do we need Corporate Social Responsibility?
- ✓ CSR is not imposed on the company but adopted by it and when such initiative is taken, the company or organization will set a fine standard for itself, its employees, and other players of the industry.

### **Conclusion: Summing it up!**

#### **Thus, CSR would help the shipping industry for:**

- Developing green ships right from building and operation to scrapping
- Welfare of ships' crew and their family in term of safety, security, health and communication
- Going a step further than IMO and other international regulations to ensure the basic rights
- Develop unity in diversity whether it's age, sex, or nationality.
- Transparency in company objectives
- Communicating company policy in ethical way to associates and suppliers—supply chain management
- Better employee and organization relationship
- Making a shipping company a Quality shipping organization
- Provide for Efficient National Regulatory System

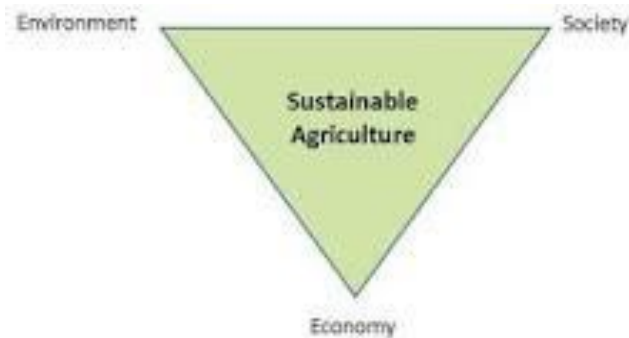
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### **CSR Strategies for Sustainable Agriculture**

**On Call**

**Fee for non-members: N250,000.00**

**Duration: 3 - 5 days**



## Background

Competition of export agricultural products has made it mandatory in most countries of the world to adopt Corporate Social Responsibility (CSR) in order to sustain their business. This includes food beverages and other agricultural products. Africa is not an exception as the world has now become a global community.

Companies sourcing raw materials from the Continent of Africa like other parts of the world are required to meet international regulations and initiatives to remain in business and often times increase their market share. International programs such as the Sustainable Palm Oil initiative requires multinational companies (MNCs) to apply CSR programs globally. Many members of the CSR consortium for food and beverage companies, AIM-Progress, do business here in Africa. These are also large international brands like Unilever, Coca-Cola, McDonald's, Mars, Cargill, Carlsberg, Danone, Pepsico, Diageo, and SAB Miller. They have corporate codes of conduct that they expect all their operations to comply with, wherever they are located. Suppliers must also meet CSR standards for responsible sourcing including large and small agricultural producers. Therefore, irrespective of national legislations, organisations whether small or large are required to follow certain international guidelines. We therefore help both policy makers and the private sector understand CSR sustainability strategies and be able to apply them effectively.

## Top Benefits

At the end of the three days Masterclass, participants will have the confidence and know-how to:

- Communicate effectively on CSR Sustainability Concepts in the sector

- Aware of global best practices
- Identify organizational risks and opportunities in the Agricultural sustainability scope
- Adhere to and exceed regulatory expectations through Sustainability and CSR excellence
- Practically apply CSR Sustainability concepts in stakeholder management, strategic implementation, operational level actions, and basic level reporting disclosures
- Comprehend CSR communication methodologies
- Be able to apply CSR Sustainability strategy as a competitive advantage in the marketplace – locally and internationally
- Be able to create Investor confidence through effective CSR Sustainability concepts

### **Key Topics include**

- CSR Sustainability Concepts
- Sustainability and CSR Trends and Legislation
- Stakeholder Engagement
- Sustainability Strategy
- Sustainability Reporting
- Green Marketing

### **Who should attend?**

Sustainability is a rapidly expanding area of focus for all industries and sectors. This course is recommended for individuals with any experience level and across department functions who currently have some Sustainability and CSR responsibilities or may anticipate such responsibilities in the future. Ideal participants may have duties or roles in:

- CSR/Sustainability
- Governance and Risk Management
- Human Resources
- Marketing/Communications/PR
- Supply Chain/Logistics
- Health and Safety
- Environment
- Quality



- Operations
- Corporate Philanthropy/Foundations

Key learning areas include -

- ✚ Building organisation's ability to create shared value for their stakeholders including host communities
- ✚ Integrating Sustainability / CSR best practices into key business areas, disseminating policy effectively, and embedding CSR within organisational culture
- ✚ Evolving organisation's sustainability / CSR activities to align with global best practices
- ✚ Redefining environmental and social benefits within three distinct areas—Philanthropy, Operational Impact, and Shared Value
- ✚ Consolidating Sustainability / CSR efforts around organisational goals and objectives
- ✚ Integrating social responsibility metrics into general performance management systems
- ✚ Measuring social and business impact

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## IEMA Courses in Africa



### IEMA Accredited Sustainability / CSR Practitioner Training Courses in Africa

**Accredited Continuing Professional Development (CPD)**

**Fee: NGN350,000.00 (£600) Per Participant**

**Available in Nigeria, London and Dubai**

The **Certificate in Sustainability Strategy** © is accredited by the Institute of Environmental Management and Assessment (IEMA) the professional body for over 15,000 environment and sustainability professionals from around the globe.

IEMA sets the accreditation criteria for the content and delivery of environment and sustainability training through robust quality assurance processes and provides professional development support in line with the IEMA Environmental Skills Map. IE-



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MA's standards are used to deliver global sustainability and improve sustainability in organisations in all sectors and at all levels. Employees with the knowledge and skills to manage sustainability issues can drive productivity and competitiveness.

IN-CSR is the only IEMA accredited providers for this course in Africa and we have over the years differentiated ourselves as a leading Sustainability / CSR training provider in the region. Our world acclaimed Sustainability / CSR experts will provide you with one day intensive training on CSR Practitioners' course (optional) followed by two days training on Sustainability Strategy to equip you with world class knowledge and skills required to succeed as a Sustainability / CSR Practitioner.

Register for the **IEMA Certificate in Sustainability Strategy** © and receive a **15%** discount on **IEMA Membership**.

Attend our activity based **in-company workshop** or **Public training course** that will review the following modules:

- *Sustainability and Corporate Social Responsibility – Context and Definition*
- *Sustainability and Corporate Social Responsibility Dilemma*
- *Sustainable Strategic Growth Model - a solution to the Sustainability and CSR dilemma*
- *Sustainability Footprints – tools for growth*
- *The Politics of Sustainability*
- *Case studies*

Each Module is delivered using interactive classroom lectures.

### **Why Take an IEMA Accredited Sustainability qualification?**

If your goal is to become a CSR Sustainability practitioner, IEMA qualifications and membership of IEMA will help you achieve that. There are a range of membership levels dependent on your level of knowledge, industry experience and qualifications. IEMA membership provides a wide range of benefits available for people with a level of responsibility for sustainable business. In addition, IEMA qualifications

- Are globally recognised
- Cover sustainability and CSR needs across all industry sectors
- Will help you and your organisation improve sustainability and environmental performance
- Will assist you with your job search or career development

**Requirements** - Even though there are no formal educational requirements, admission is a selective process based on professional achievement and organisational



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responsibility. We expect participants on this programme to have basic understanding of CSR either through education or practice.

**Who should attend?** Sustainability and Environmental Professionals, MDA/MNC Employees, CSR Managers, Company Managers, CSR Practitioners, Public Relations Managers, Marketing Managers and Directors, Human Resources Managers and anyone who wishes to advance their understanding, bring added value to their organisation or get hold of the highly sort after and globally recognised CSR Sustainability Certificate to progress their career.

**Team Attendance** - This programme is appropriate for individuals as well as teams of executives from the same organisation. When colleagues attend a programme together, the organisation benefits from their shared knowledge and common vision. This, in turn, enables participants to enhance their ability to pursue business goals as a team, effect critical transformations, and transfer knowledge.

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**All courses are also available for one-and-one coaching and can be delivered in-house.**

### **Our Expertise**

International Network for Corporate Social Responsibility (IN-CSR) is an international team of Sustainability / Corporate Sustainability and Responsibility (CSR) Consultants working to promote best practices in Sub Saharan Africa.

Registered as a Non-Governmental Organization in Nigeria (No 99264), we are a member of the United Nations Major Group on Business and Industry, and have a network of Sustainability/CSR experts who are industry leaders in all areas including research, training, and auditing. We provide businesses and governmental agencies with globally certified social responsibility training and advisory services aimed at positioning your organization for increased bottom-line and better oversight

*For further enquiries, please contact*

***International Network for Corporate Social Responsibility (IN-CSR)***

*IN-CSR Secretariat*

*105 Kunle Akinosi Street*

*Off Oshodi – Apapa Expressway*

*Lagos, Nigeria*

*Phone: +234 (0) 81 718 1482 / 81 086 10473*

*Email: [admin@incsr.org](mailto:admin@incsr.org)*

*Web: [www.incsr.org](http://www.incsr.org)*



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## **Lead Facilitators**

### **Eustace Onuegbu – President IN-CSR**



Eustace Onuegbu is a member of United Nations major group on Business and Industry, an accomplished advocate on Corporate Human Rights, a certified Management Consultant by the International Council of Management Consulting Institutes (ICMCI) Switzerland, a Professional Evaluation and Certification Board (PECB) certified ISO 26000 Social Responsibility Lead Implementer, Auditor and Trainer, and a Distinguished Fellow of the Institute of Management Consultants (IMC), Nigeria. He is presently serving as the President of International Network for Corporate Social Responsibility (INCSR).

Eustace is the initiator and host of the International Conferences on Business and Human Rights and has worked with leading organizations such as Zenith Bank PLC, Chellarams PLC, Centre for International Governance and Innovation (CIGI) Canada; University of Lagos Nigeria; The Federal House of Representatives, Abuja; Oil and Gas Free Zones Authority among others on Sustainable Development, Corporate Sustainability and Responsibility, and Corporate Governance. Eustace has also made several representations to international organizations including the United Nations, African Union, ECOWAS, and The Senate of Federal Republic of Nigeria on a wide range of business and human rights, environmental and social impact issues.

Eustace is a leading CSR expert and an avid advocate of instituting global best practices in the conduct of Corporate Sustainability and Responsibility (CSR) in Africa. He holds a degree in Marketing from Abia State University, Uturu in Nigeria, another in International Business and Management from Amsterdam School of Business, The Netherlands and a post graduate degree in International Human Rights Law from Birmingham City University in the United Kingdom.

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**Lata Iyer** is an established Practitioner and Consultant on Sustainability / Corporate Social Responsibility (CSR). She has been in the field for over 15 years and has worked in several parts of the developing world. She joined the profession at a time the entire corporate world in the west was grappling with the vexing task of monitoring the burgeoning manufacturing sector in China. Working for CSCC, Los Angeles (now Specialized Technology Resources, Inc.), a leading global provider of socially responsible supply chain consulting services, she had a rich exposure and learned about Sustainability Standards and

best practices.



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Lata has monitored and conducted audits in 30 plus countries alongside some the best in the industry. She is presently on freelance with Arche Advisors USA and De Bernards Consulting working on training, researching, monitoring engagements around Africa and Asia. She is regularly invited to speak on Sustainability and CSR, and was recently the keynote speaker at the MS University, a leading educational institution in India



**Dr Lowellyne James**

**An Author, Academic, & Consultant  
CEO Sustainability & CSR Insights**

Sustainability & CSR Insights is a consultancy firm established to deliver sustainability strategy consultancy and training. Pioneered the development of the

world's first accredited Certificate in Sustainability Strategy

**Course Leader MSc Program in Quality Management** - A desire to engage with students, practitioners and business leaders led to the successfully launch of Robert Gordon University's Quality Management Awards, Quality Strategies for Business and World Quality Day seminar series. Founding member of the Sustainability Advisory Group, Institute of Chartered Accountants Scotland

**Chairman CQI North of Scotland Branch** - Supported the development of the inaugural CQI North of Scotland Branch Quality Management Practitioner Awards as well as providing advice and networking opportunities for quality management professionals. An active Member of the CQI's ISO 9000 Committee and Educational Committee

**Chartered Management Institute Ambassador** - Promoting the work of the Chartered Management Institute in developing "Better led and better managed organisations" as a Member of the CMI's Subject Matter Experts Group and a reviewer for the CMI Management Book of the Year

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**Mercy Erhi Makpor** is a Senior Sustainability and Corporate Social Responsibility (CSR) Consultant as well as the head, Funded Projects and Partnerships at IN-CSR. She is also a researcher in the School of Economics and Management, University of Minho, Portugal. Her research area is in Ethics and Corporate Social Responsibility with specificity to the supply chain mapping, third party relationships, stakeholder engagements, and effective CSR integration in the Oil and Gas sector. Her other interest is in the area of Human development at micro and macro levels where she focuses on individual and institu-





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tional responses to social, economic and environmental issues with the possibility of reaching and sustaining mutual grounds for human growth and development.

She has had years of experience conducting research and working with professionals from some of the biggest research teams in Canada under the Teasdale-Corti Team Grant and a host others from Europe under the European Commission.

She has lectured, chaired and made presentations at both national and international conferences, seminars and workshops on issues such as: Ethical conduct, Service Level Agreement Management, CSR Reporting, CSR – Social, Economic and Environmental Challenges as well as Sustainable Development. Others are: Gender advocacy and Sexual Reproductive Health and Rights. She also takes great interest in counselling, programme facilitation, leadership and team building practices. Her core competencies rest on analysis of qualitative data, project design and implementation, as well as in monitoring and evaluation of programmes. She has a degree in Accounting from the University of Benin, Nigeria; a Master of Art in International Economy and Business from Corvinus University of Budapest, Hungary and a Doctorate degree in Business Administration focusing on Corporate Social Responsibility from University of Minho, Braga, Portugal.

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Mr. Anthony Ifechikwu an award-winning Sustainability Consultant and the immediate past Director of the Governors Department of the Central Bank of Nigeria. He was the Head the Environmental Sustainability and Corporate Social Responsibility Division, Governors' Department from July 2014 until 2017 when he was appointed as the Director. His achievements include; doggedness and tenacity to review and obtain board approval for a robust CSR policy, implemented the CSR policy achieving more with less resources through a partnership arrangement with branch management nationwide and developed a draft Environmental and Social responsibility policy for the bank before the COG for consideration. He grew the value of credit guarantees in his branch from N245m to N1.2billion under the ACGS; an Assistant Manager/Manager enabling him to develop a concept paper for an inter-branch settlement system in the Bank and the Trust Fund Model for lending under the ACGSF. He also worked for the Development Finance Department (DFD) where he initiated the following concept papers;

- Participation of Micro Finance Banks under the ACGS
- The Interest rate draw back scheme
- Participation of small business under SMIEIS
- Successful restructuring of the department with the name Development Finance Department

As the head of the office of the Special Adviser, personal and administration, Governors' Department, Mr. Ifechikwu, initiated several concept papers like; training, lateral conversion and telephone policy, the implementation of the monetization of fringe benefits to staff of the bank and the framework for the unbundling and scale of



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the bank's estate to staff. Moving to the position of an Assistant Director in January 2006, he was posted to Head the Anti-corruption and Special Duties Units in the Governors' Department. His achievements while in these units include; setting up an effective Anti-corruption unit, recovered monies and assets from criminals for which he received commendations from local and international entities for initiating the recovery strategies.

By January 2009, still as Deputy Director, he was posted to head Ethics, and Compliance Division, Governors' Department where he was outstanding. He developed a robust draft of the Code of Business Ethics and Compliance for the Bank, developed a strategic Ethics and Compliance Program for the Bank for the period 2011-2014, and developed a communication strategy for the Ethics program effective whistle blowing framework on the Ethics project in the Bank. Following these remarkable achievements, he received commendation from the World Bank and stakeholders. He was appointed "Special Assistant (SA) 1 and Chief of staff to the CBN Governor, Sanusi Lamido Sanusi in April 2013. As SA, he provided effective coordination and support to the Governor for him to achieve the Bank's mandates.

He continued in his strings of successes and impact in the Governors' Department, until 2017 when he was elevated to the summit of his career and appointed as the Director of the Governors' Department of the Central Bank of Nigeria.

He obtained a Bachelor of Science Degree in Agric-Economics River State University of Technology (RUST), Port Harcourt and a Master of Business Administration from the University of Calabar, another from Ahmadu Bello University, Zaria in Banking, Corporate Finance and Securities Law. He further aspired and qualified in various professional qualification and membership which include; members and associates, Chartered Institute of Bankers of Nigeria, 1995, member and accredited Counter Fraud Specialist (International) ACCFI Institute of Criminal Justice Studies, University of Plymouth UK, 2008, Certified Ethics and Compliance Professional CCEP, member, society for Corporate Compliance and Ethics, United States 2011 and many others. He has also chaired and held various positions in some of these professional bodies from 1985 to 2017.

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