



## INTRODUCTION TO CSR

A HALF-DAY WORKSHOP WITH DR LEEORA BLACK,  
MANAGING DIRECTOR, ACCSR

MELBOURNE | 4 MAY 2010

MELBOURNE | 20 OCTOBER 2010

9.30AM-12.30PM (ALL DATES)

SUITE 605, 10 YARRA STREET, SOUTH YARRA, VICTORIA

### WHAT IS THE 'RIGHT' WAY FOR MY ORGANISATION TO DO CSR?

This half-day workshop introduces participants to the concept of corporate social responsibility and how it is practiced globally. Using extensive case material from Australia and around the world, the differences in CSR between countries and cultures are explained, to illustrate the challenges of managing CSR at national and global levels.

Participants will learn about the common stakeholder groups and typical CSR issues of each stakeholder and gain an understanding of the relationship to risk, reputation, governance and innovation.

Participants will also learn about the emerging global architecture of CSR, including the UN Global Compact, the Global Reporting Initiative and other standards.

#### INTRODUCTION TO CSR COVERS

- The context and development of CSR
- Different approaches to CSR around the world
- The emerging global architecture for CSR
- Stakeholders, issues and risks
- Benefits and business case for CSR

#### ABOUT YOUR FACILITATOR

Dr Leeora Black is a leading Australian authority on corporate social responsibility. Founder and managing director of ACCSR, Leeora's work focuses on building organisational capability and strategy, stakeholder engagement and research, and CSR measurement.

"Leeora is one of the most professional and experienced facilitators on CSR."

*Catherine Heffernan, Internal Communications Manager, Inchcape*

"Leeora's level of knowledge of CSR on the national and global scale is exceptional. ACCSR workshops are relevant to both the corporate and NGO sectors."

*Ruth Wright, National Partnerships Manager, Greening Australia*



### ACCSR'S PARTNERSHIP WITH LA TROBE UNIVERSITY GRADUATE SCHOOL OF MANAGEMENT

This workshop is eligible for Recognised Prior Learning or for credit towards the Graduate Certificate in Corporate Responsibility at La Trobe University Graduate School of Management.

For more information about learning with La Trobe GSM, visit:  
[www.latrobe.edu.au/gsm](http://www.latrobe.edu.au/gsm)



#### ABOUT ACCSR

ACCSR helps organisations create lasting value through responsible business strategies and productive stakeholder relationships. Our unique capability-building approach helps organisations identify and understand their social responsibilities, capacity and impact and develop strategies and tactics to reduce social risks and improve both performance and social responsiveness. Our learning programs build individual capability for managing social responsibility and underpin the professionalisation of the corporate responsibility management function.

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