

STRUCTURING AND MANAGING CSR, SDG AND SUSTAINABILITY PARTNERSHIPS THAT WORK



NOVEMBER 26 TO 30, 2018 | ALISA HOTEL - ACCRA, GHANA



*Helping organizations worldwide align shareholder value
with social progress and environmental stewardship.*

- ✓ *Align shareholder value, social impact and environmental stewardship.*
- ✓ *Create competitive advantage.*
- ✓ *Enhance stakeholder engagement.*



CREATING VALUE WHERE BUSINESS MEETS COMMUNITY.

“CSR should drive business success, social impact and competitive advantage.”

*Wayne Dunn, CEO and Founder
CSR Training Institute*

“Coherent, thoughtful, stimulating, innovative and insightful – state of the art! The network of participants from the public, private and civil society sectors was incredible, some of the leading experts in the field.”

*Dr. Kojo Busia
Snr. Mineral Sector Governance Advisor
United Nations Economic Commission for Africa*





*“A resounding recommendation
for all levels of leaders.”*

*Dr. Mark Thorpe, Senior VP
Torex Gold*



CORPORATE SOCIAL RESPONSIBILITY FOR ORGANIZATIONAL SUCCESS

Corporate Social Responsibility (CSR) is an increasingly critical issue for firms, employees, consumers, investors, governments, and NGOs. Organizations must be able to successfully develop and implement strategies to effectively manage **CSR and Sustainability** to future-proof their business operations and create a competitive advantage.

CSR is not charity. Companies that “get it” use **CSR and Sustainability** to drive success and propel innovation, cost savings, brand differentiation, and engagement. Whether your organization currently embraces CSR or not, it needs to be prepared for the impact of CSR’s increasing importance in strategic decision-making at the personal, professional and enterprise levels.

With decades of experience working with **CSR and Sustainability**, the professionals at the [CSR Training Institute](#) will help you better position your organization for success.

With our guidance and expertise, you’ll be ready to turn challenges into unique opportunities, create a strategic competitive advantage to drive success and facilitate a synergistic alignment between business value, social value, and environmental stewardship.

The [CSR Training Institute](#)’s team has 20+ years experience with a variety of projects, programs, and training round the world. We have helped dozens of public and private organizations from around the world integrate and align shareholder value through strategic CSR and engagement with the SDGs.

EXECUTIVE SUMMARY

Sustainability partnerships sound great to everyone involved, however, all too often they fail to deliver on the results they promise.

Learn how to change the storyline and create, structure and manage CSR, SDG, and Sustainability partnerships that work. This program will show organizations how to structure partnerships that go beyond finding “synergies and potentials” and deliver measurable results that create impact and produce value for societies, governments, communities, the environment and, your bottom line.



“Outstanding, engaging and thought provoking ... you leave with a strategic mindset.”

*Angela Christine Martin
King Faisal Specialist Hospital*





“Insightful, inspiring and engaging and provided new perspectives and understanding. Very valuable for my team.”

*Susannah Pierce, Vice President
Shell Canada LNG*



PROGRAM OVERVIEW

Multi-sector sustainability partnerships with industry, government, NGOs, development agencies, faith-based organizations, and communities are amazing - when they work, but things can get ugly fast when they don't. Unfortunately, this is often the case because many projects fail in the early stages or don't realize their potential even when they do launch.

The world has changed. Organizations of all types are expected to deliver social value and environmental stewardship along with business/organizational value. Meeting these rising expectations can be challenging, especially in today's economic and regulatory environment. Multi-sector partnerships can increase value, impact, and results while reducing budget impact - but only if they work.

The **Partnerships that Work** program will equip you and your organization with the tools, knowledge, and techniques to develop and manage successful partnerships.

Participants will learn how to:

- ✓ Identify, assess, negotiate and manage multi-sector development partnerships;
- ✓ Understand and mitigate partnership risks;
- ✓ Develop and implement practical partnership strategies that work.

»» REGISTER TODAY! ««

PROGRAM CONTENT

This program is designed to guide participants through a comprehensive partnership analysis, development, and management framework, filled with hands-on exercises and frameworks that can be used immediately.

The program is comprehensive, interactive and participatory with a unique blend of lectures, videos, small group-work, customized case studies and role-playing (and role-reversal) scenarios.

- ✓ Partnerships are tough. Why bother?
- ✓ How to identify your partnership opportunities and needs
- ✓ How to develop a partnership strategy
- ✓ How to assess partnership opportunities
- ✓ How to assess potential partners
- ✓ How to identify and nurture synergy
- ✓ How to identify and mitigate risks
- ✓ How to foster alignment and partnership stability
- ✓ How to address and mitigate internal skepticism
- ✓ Strategic approaches to partnership financing
- ✓ Setting and managing expectations
- ✓ Understanding and managing partnership conflict
- ✓ Working with partnership stakeholders
- ✓ Impact measurement for partnerships
- ✓ Communications and reporting for partnerships
- ✓ How to manage partnerships for stability and impact

The immediate benefits of this program include a comprehensive value analysis framework and optimization tools, combined with pragmatic knowledge that can be used to execute and optimize new and existing programs.



“A pragmatic blend of theory and practice, very applicable to helping organizations meet real-world challenges.”

*Frank McShane
Talisman Energy*



»» REGISTER TODAY! ««





“Transformed my perspective and enhanced my understanding of CSR as value-centric proactive strategy, rather than a reactive tool.”

*Louis Kuukpen
United Nations Dev. Program*



WHY YOU SHOULD ATTEND

We welcome participants and organizations that want to make **CSR and Sustainability** work for their organizations. This program was designed and is laser-focused to help you do just that.

Make Partnerships Work for You

A diverse participant group coupled with a heavy focus on role-playing scenarios, group work, case studies and real-world simulations creates a pragmatic and effective “learn-by-doing” environment that will produce results.

This program will help you and your organization know how and when to use partnerships, how to negotiate and structure them and how to manage them for impact and results

Practical, Deployable and Valuable Learning

Intense and engaging group work, role-playing scenarios, and real-world case-studies are structured to maximize learning opportunities and provide concrete takaways that attendees can bring back to their organizations and implement immediately!

International Experts and Practitioners

Come together with a community of CSR professionals from around the world to learn best practices and strategies that will help you create business success, social impact and demonstrate value for shareholders.

»» **REGISTER TODAY!** ««

A FEW HOUSEKEEPING ITEMS

Would Should Attend

This program is designed for executives and leaders with strategy, leadership and P & L responsibility. It will also be relevant and interesting for sustainability leaders, marketing, communications and corporate affairs personnel. It is appropriate for private sector, government, NGO, non-profit and faith-based organizations.

Registration

Early Bird Registration <i>(paid before August 30, 2018)</i>	\$2,999.00
Regular Registration <i>(paid after August 30, 2018)</i>	\$3,499.00

For dates and more information on all of our program offerings, visit www.csrtraininginstitute.com.

»» REGISTER TODAY! ««

**Discount available for 3 or more from the same organization.*



“This program enhanced the CSR knowledge and strategic skills of our entire team.”

*Reg Manhas, Senior VP
Kosmos Energy*





OUR SPONSORS

Sponsorship opportunities are available to promote your brand and showcase your business to program attendees before our event.

Need More Information?

Contact us at info@csrtraininginstitute.com to discuss your goals. Together we'll build the appropriate sponsorship package to effectively deliver your message.



“A diverse group of participants and an experienced, international faculty with global examples of CSR in theory and practice.”

*Shola Safo-Duodu, Ph.D.
Barclays Bank*



THE CSR TRAINING INSTITUTE

The CSR Training Institute is a private, mission-driven organization created to develop ground-breaking initiatives to help businesses turn challenges into unique opportunities, create a strategic competitive advantage to drive success and facilitate synergistic alignment between business value, social value, and environmental stewardship.

Our passion is to work hand in hand with organizations to create shareholder and societal value, simultaneously, and help our clients develop strategies and solutions to make long-term, value and Sustainability impacts.

Visit our website at www.csrtraininginstitute.com.



“An insightful program... very practical and hands-on.”

*Eunice Sampson
Zenith Bank*





“Professor Dunn brings a practical approach by blending theory and practice to develop a pragmatic approach that addresses real-world challenges and opportunities.”

*Dr. Ellis Armstrong, Former CFO
BP Exploration*



WAYNE DUNN: FACULTY / PROJECT LEAD

Wayne Dunn is President of the CSR Training Institute and a former Professor of Practice in CSR at McGill University. He is a Stanford University Sloan Fellow with an M.Sc. in Management from Stanford Business School.

Mr. Dunn is a Founding Member of the Global Advisory Board for the SDG Foundation and of the EU Africa Chamber of Commerce. He also chaired the inaugural EU Africa CSR Awards and Ta'attheer 2016, the MENA CSR, and Social Impact Summit.

He has decades of global **CSR and Sustainability** project experience having designed and implemented successful and award-winning programs worldwide, covering a range of industry sectors including governments, international organizations and civil society.

He has authored pragmatic works on **CSR and Sustainability**, as well as the Strategic CSR Video Channel: <http://bit.ly/Strategic-CSR>, a free source of learning for practitioners worldwide.

Wayne lives on Vancouver Island in Canada and has worked extensively throughout Africa over the past two decades.



Contact Wayne directly:
wayne@csrtraininginstitute.com



“Use CSR and Sustainability to drive business success, social impact and stakeholder engagement.”

*Wayne Dunn, CEO and Founder
CSR Training Institute*



““Thoroughly enjoyed yesterday’s session... made me challenge myself ... very thought provoking and engaging.”

*Elaine Connell
LNG Canada (Shell)*





Contact us at:

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www.csrtraininginstitute.com

SUSTAINABLE DEVELOPMENT GOALS



CREATING VALUE WHERE BUSINESS MEETS COMMUNITY.

