BUSINESS 2030

SUSTAINABLE DEVELOPMENT GOALS

Sustainability Reporting and Impact Measurement

CERTIFIED MASTERCLASS SERIES

OCTOBER 23 TO 26, 2018 | LAGOS ORIENTAL HOTEL | LAGOS, NIGERIA

Make Sustainability work for your organization.

- ✓ *Impact Measurement - Oct. 23 and 24*
- ✓ *Sustainability Reporting & Communications - Oct. 25 and 26*

GRI Empowering Sustainable Decisions — GOLD Community — CSR TRAINING INSTITUTE Where Business Meets Community — 2018

GRI Empowering Sustainable Decisions — Certified Training Partner — CSR Training Institute in Ghana — July 2018 — July 2019

1 NO POVERTY | 2 ZERO HUNGER | 3 GOOD HEALTH AND WELL-BEING | 4 QUALITY EDUCATION | 5 GENDER EQUALITY | 6 CLEAN WATER AND SANITATION | 7 AFFORDABLE AND CLEAN ENERGY | 8 DECENT WORK AND ECONOMIC GROWTH | 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE | 10 REDUCED INEQUALITIES | 11 SUSTAINABLE CITIES AND COMMUNITIES | 12 RESPONSIBLE CONSUMPTION AND PRODUCTION | 13 CLIMATE ACTION | 14 LIFE BELOW WATER | 15 LIFE ON LAND | 16 PEACE, JUSTICE AND STRONG INSTITUTIONS | 17 PARTNERSHIPS FOR THE GOALS | SUSTAINABLE DEVELOPMENT GOALS

CREATING VALUE WHERE BUSINESS MEETS COMMUNITY.

CSR TRAINING INSTITUTE

CANADIAN UNIVERSITY DUBAI
Your portal to Canadian education

"CSR and Sustainability should drive business success, social impact and competitive advantage. Effective reporting, communications and impact measurement are essential."

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

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.

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.

With decades of experience working with **CSR and Sustainability**, the CSR Training Institute helps organizations position their operations for greater 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 United Nation's Sustainable Development Goals (SDGs).

CSR TRAINING INSTITUTE

IMPACT MEASUREMENT

Lagos, Nigeria | October 23 & 24, 2018

Sustainability budgets are big-ticket items, but too often they suffer from poor management and limited results due to ineffective impact measurement. Social impact and sustainability performance have become critical success factors for business and career success, yet most organizations struggle to measure and manage them, resulting in less effective management, planning, budgeting and financing of programs that can actually drive business results.

Program Overview

Learning how and what to measure is key to creating programs that work. In this session, attendees will identify key metrics and learn to properly gather and manage data, to give their organizations a significant competitive advantage in a dynamic and rapidly evolving landscape.

Interactive lectures, videos, small group-work, customized case studies and role-playing scenarios provide participants with strategic understanding and the practical tools needed to drive business and sustainability performance.

What You'll Learn

- ✓ Better understand Impact Measurement Theory using practical and implementable tools and frameworks that can be used for on-the-ground success;
- ✓ Develop and implement measurement programs that drive social performance and business growth; and
- ✓ Integrate the SDGs with impact measurement to enhance stakeholder relations.

REGISTER TODAY!

"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

IMPACT MEASUREMENT

Lagos, Nigeria | October 23 & 24, 2018

Program Content

1. Metrics and measurement made practical.
2. Understanding and applying impact measurement theory.
3. Measuring the meaningful and what to measure.
4. Impact measurement as a strategic stakeholder engagement tool.
5. Integrating impact measurement with sustainability reporting, including Global Reporting Initiative (GRI).
6. Impact measurement as a business value driver (closing case study).

Why You Should Attend

This program will help your organization become more effective at creating value, improving stakeholder relations and getting more bang from your sustainability budget.

BONUS: The impact measurement strategy and practical application learnings from this program can be applied to other areas of business.

REGISTER TODAY!

CSR TRAINING INSTITUTE

SUSTAINABILITY REPORTING AND COMMUNICATION

Lagos, Nigeria | October 25 & 26, 2018

Sustainability reporting, communications and performance are critical to realizing full value from CSR budgets / programs and are taken very seriously by regulators, employees, governments, vendors, stakeholders, investors, and financiers. Organizations across the globe are realizing the strategic importance of sustainability reporting and communications, including reporting to GRI* standards.

**The CSR Training Institute is a Gold Member of the Global Reporting Initiative and a Certified Training Partner (Ghana) for GRI Standards training.*

Program Overview

This program consists of 6 modules spread over two days, showing participants how to use sustainability reporting and communications practices to drive business performance, stakeholder relationships, and competitive advantage. Lectures, videos, small group-work, customized case studies, and role-playing scenarios provide a strategic understanding and practical tools to help participants develop and implement effective strategies within their organizations. Learn how to:

- ✓ Assess the applicability, importance, and need for sustainability reporting (including GRI compatible reports) and communications;
- ✓ Develop a strategic and results-focused reporting and communication plan that integrates message, medium, audience, and delivery;
- ✓ Create strategic approaches to sustainability reporting and communications that engages internal and external stakeholders and drives results.

REGISTER TODAY!

"Thank you for the innovation and development your organization is bringing to businesses in Nigeria."

Dimeji Agbolade
External Affairs Director
Sanofi-Aventis Nigeria Ltd

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"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

SUSTAINABILITY REPORTING AND COMMUNICATION

Lagos, Nigeria | October 25 & 26, 2018

Program Content

1. Communications and reporting revolution (what happened and what it means).
2. Strategic approaches to sustainability reporting and communications.
3. Making reporting and communication work for you and your organization.
4. Sustainability Reports (do we need one, to what standard, what to include).
5. Global Reporting Initiative
6. How to create and implement a sustainability reporting and communications strategy.

Why You Should Attend

Sustainability reporting is rapidly becoming mandatory for businesses of all types as investors, regulators, and vendors scrutinize sustainability performance more closely.

This program will help you, and your organization understand and meet these emerging requirements and learn how to use sustainability reporting and communications as a strategic tool to drive market opportunities, stakeholder relations, business value and competitive advantage.

REGISTER TODAY!

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A FEW HOUSEKEEPING ITEMS

Who Should Attend

These programs are designed for executives and leaders with strategy, leadership, and P & L responsibility. They are also relevant and valuable for sustainability leaders, marketing, communications and corporate affairs personnel.

Our broad and inclusive approach makes the programs appropriate for the private sector, government, NGO, non-profit and faith-based organizations. In fact, the diversity makes it more valuable for all.

Registration for Impact Measurement and Sustainability Reporting and Communication

Early Bird Registration for either program ***(paid before August 30, 2018)***	**$1,699.00**
Regular Registration for either program ***(paid after August 30, 2018)***	**$1,999.00**
Registration for Both Programs: Impact Measurement and Sustainability Reporting	**$3,299.00**

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

REGISTER TODAY!

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

"Was really an eye opening session for me."

Dipo Faulkner
Country General Manager
IBM Nigeria

"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

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.

CSR TRAINING INSTITUTE

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.

It is our goal to help organizations worldwide align shareholder value, social progress, and environmental stewardship by:

- ✓ Designing and managng programs that create social and organizational value;
- ✓ Developing and implementing programs that drive measurable social performance and
- ✓ Integrating the SDGs with impact measurement to enhance stakeholder relations.

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.

"I really appreciate the insightful lecture… very practical and hands-on.

Eunice Sampson
Zenith Bank Plc

"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'atheer 2016, the MENA CSR, and Social Impact Summit.

He has decades of global and African **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 and around the world over the past two decades.

Contact Wayne directly:
wayne@csrtraininginstitute.com

CSR TRAINING INSTITUTE

"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)

CSR TRAINING INSTITUTE
Where Business Meets Community

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