

Course : CSR communication: enhancing your company's image

Practical course - 2d - 14h00 - Ref. CSE

Price : 1410 € E.T.

★★★★★ 4 / 5

BEST

How to develop an effective CSR communications strategy? After discovering the challenges of this type of communication, you'll learn how to avoid the main pitfalls and implement the right approach and tools.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify your role and limits in a CSR approach
- ✓ Defining CSR communication objectives
- ✓ Choosing the focus of your CSR communication
- ✓ Selecting communication media

Intended audience

Communication managers and officers (companies, associations, NGOs, government agencies, local authorities, etc.).

Prerequisites

No special knowledge required.

Practical details

Case study

Case studies, experience sharing, group discussions.

Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to the context and experience of participants.

Course schedule

PARTICIPANTS

Communication managers and officers (companies, associations, NGOs, government agencies, local authorities, etc.).

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding the context of CSR and sustainable development (SD)

- Definition and principles of SD, CSR and responsible communication.
- Environmental awareness.
- The influence of NGOs.
- What are the consequences of this changing society for the company?
- Why communicate on CSR?

Example

International benchmark.

2 Developing a responsible organization approach

- What role does the communications department play in a CSR approach?
- Knowledge of regulations and standards (ISO 26000, ISO 14001, ISO 20121).
- Responsibility for message, medium and distribution.
- Focus: how to avoid Greenwashing?
- The 3 prerequisites and 3 steps method: message, support and control.
- Organizational governance for a responsible communications strategy.
- Assessment and control.

Exercise

Labels, product labels and claims... How do you recognize them? How do you perceive your company's CSR? What impact does it have in terms of communication? Diagnosis of practices.

3 Define your CSR communication objectives

- What are the goals to be achieved? Analyze and define them.
- Identify your stakeholders.
- Build your positioning.
- Choose coherent lines of communication.
- More information, less dream.

Group discussion

Examples and discussion of good and bad practices.

4 Define what to communicate and on what media

- Mobilize internal staff around the CSR approach.
- Promote the company's commitment to its stakeholders, and its product and service offerings.
- CSR content strategies On and Offline, the Web 2.0 opportunity.
- Know the different elements of the CSR report.
- Public relations: which angle of attack for which media? What distribution?
- The case of CSR and sustainable development advertising.
- Recommendations for eco-socially responsible media.
- Lifecycle analysis tools. How to select partners and subcontractors for lasting relationships?

Case study

Case study based on participants' examples and communication actions resulting from the activity.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 15 June, 28 Sep., 23 Nov.

PARIS LA DÉFENSE

2026 : 15 June, 28 Sep., 23 Nov.