

Course : CSR Coordinator: supporting your company's ecological and social transition

Practical workshops to implement your CSR action plan

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

Price : 1410 € E.T.

★★★★☆ 4,8 / 5

By the end of this course, you'll be able to identify the levers of sustainable growth for your company. You'll learn how to select the most appropriate tools for implementing a tailor-made CSR strategy, and how to mobilize your teams around this project. You'll be able to build a concrete action plan and measure the impact of your CSR initiatives.

Teaching objectives

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

- ✓ Identify the opportunities offered by CSR for the company
- ✓ Choosing the most appropriate tools for implementing a CSR approach
- ✓ Design a coherent CSR action plan tailored to the company's needs
- ✓ Encouraging stakeholders to support the changes initiated by the CSR approach
- ✓ Communicate the results of the CSR approach internally and externally

Intended audience

Anyone responsible for managing the sustainable development or CSR strategy of their company or organization.

Prerequisites

No

PARTICIPANTS

Anyone responsible for managing the sustainable development or CSR strategy of their company or organization.

PREREQUISITES

No

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.

Practical details

Hands-on work

Self-assessment, practical work, sharing and feedback on experience and collective reflection.

Teaching methods

Active teaching methods. Alternating practical workshops, case studies and discussions. CSR self-diagnosis.

Course schedule

1 CSR fundamentals

- What is CSR? Definition, issues and current trends
- The legal and regulatory framework for CSR. Presentation of the main laws, standards and certifications (ISO 26000)
- The seven pillars of CSR: governance, human rights, labor relations and conditions, environment...

Tutored hands-on work

Self-diagnosis: take stock of your company's current positioning.

2 Analyze the role of CSR referent and stakeholders within the company

- The role of the CSR referent: missions, skills required, positioning within the company
- CSR stakeholders: identification and expectations of different players (employees, customers, suppliers, etc.)
- CSR benefits: image enhancement, customer attraction and loyalty, talent retention and attraction

Case study

Analysis of a company with a successful CSR approach.

3 Implementing and leading the CSR approach

- The stages involved in implementing a CSR approach. Initial diagnosis, strategy definition, action plan, monitoring and evaluation
- CSR tools. Life cycle assessment, carbon footprint, materiality matrix, etc.
- CSR as a lever for innovation. Integrating CSR into corporate strategy

Hands-on work

Drawing up an action plan. Each participant will define his or her objectives and the actions to be implemented in his or her company.

4 Driving change and getting stakeholders on board

- The referent's role in supporting change
- Understanding the impact of change on stakeholders
- Identify the conditions for successful change implementation

Case study

Drawing up an impact matrix. Identify the impact of this change on the company's stakeholders. returnchariot

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.

5 Communicating internally and externally

- Identify communication challenges, targets and channels
- Building your communication plan
- Draw up a CSR report with key performance indicators (KPIs)

Hands-on work

Identification of priority communication actions to be implemented as soon as the employee returns to work. Create an internal communication campaign to raise awareness of CSR among colleagues. Elevator Pitch: communicating the company's CSR policy in a powerful way.

Dates and locations

REMOTE CLASS

2026 : 9 Apr., 25 June, 24 Sep., 17 Dec.

PARIS LA DÉFENSE

2026 : 18 June, 17 Sep., 10 Dec.