

Executive Summer Course in CSR / Corporate Social Responsibility Leadership



Online: June 1 – 21, 2015
Geneva: June 22 – 26, 2015

COURSE DESCRIPTION

The **Executive Summer Course in CSR Leadership** addresses professionals from private companies, NGOs, international organisations and the public sector who would like to:

- Understand the major aspects of CSR and how it contributes to institutions meeting global sustainability challenges and opportunities;
- Enhance their leadership skills to become innovative responsible leaders;
- Master the latest CSR cutting-edge tools and strategies;
- Boost their company value.

Learn how to integrate CSR at the core of your organisation through a dynamic and interactive course combining lectures, group exercises, case studies and exchanges with peers. Take advantage of the exclusive international networking opportunities Geneva has to offer in the sustainability area.

Who should attend?

Managers in charge of CSR activities, CEOs, board members, consultants and executives in private companies, NGOs, international and public institutions.

The **Executive Summer Course in CSR Leadership** is organised around a self-paced introductory e-learning module followed by a 5-day intensive classroom session in Geneva.

Classes take place every day from Monday June 22 to Friday June 26, 2015, from 9 am to 6 pm. They consist of a mix of lectures, case studies, group exercises and presentations. They give participants the opportunity to share and discuss their own CSR experience, projects and challenges and get feedback from peers.

Speakers include leading academic and professional CSR experts.



PROGRAMME

June 1-21, 2015

Online self-paced introductory module

Through a mix of readings and videos, participants will learn or refresh their knowledge on what is CSR and the major issues it addresses.

Dr Catherine Ferrier, Senior Research Associate and Programme Director, University of Geneva

Monday June 22, 2015

Introduction to CSR and Sustainable Development

What is CSR? Where is it heading? How do you understand CSR in your own cultural context? Share your views and experience on CSR with peers in an interactive morning introductory session facilitated by The Lego® Serious Play® Method. Meet Geneva CSR and Sustainability professionals in the afternoon.

Dr Catherine Ferrier, Senior Research Associate and Programme Director, University of Geneva

Ms Cathy Coïc, Solution Energizer, Let's Share Please, Geneva

Guest Speakers from the Geneva CSR network



Tuesday June 23, 2015

Robust, Resilient and Responsible: managing supply & value chains with sustainability acumen

In an increasingly global marketplace, businesses must ensure their supply chains are resilient to the many risks posed by sustainability challenges. This session will look at who and what is driving the greater focus on supply chains, and why; how to consider supply chain management as building business value rather than cost centres; what are the major supply chain / value chain considerations across various sectors (food, textiles, chemicals, mining).

Ms Margaret Flaherty, Senior Advisor, FSG / Shared Value Initiative, Geneva

Wednesday June 24, 2015 **Latest trends and integration in annual corporate reporting (with WBCSD)**

The session will provide an overview of trends in corporate sustainability reporting, including convergence and integration with annual financial reporting. It will include comparison of the reporting standards of the Global Reporting Initiative (GRI) and the International Integrated Reporting Council (IIRC), and reflection on how the sustainability and financial accounting communities respectively understand the concept of materiality. Participants will be shown good practice examples of reporting by business, including measurement and disclosure on the use of Natural Capital.

Dr Cornelis T. van der Lugt, Senior Research Fellow, Stellenbosch University Business School, Cape Town, South Africa

Dr Rodney Irwin, Director, Reporting & Investment, World Business Council for Sustainable Development (WBCSD)

Thursday June 25, 2015

Scenarios and Visioning: Tools, Tricks and Techniques for Advancing a Business and Sustainability Strategy

This session provides an introduction and overview to visioning and scenario planning, two innovative approaches companies use to grapple with business and society challenges. It will look at how can companies be better equipped to anticipate, manage and solve problems while honing their competitive edge; when is one approach to futuring-casting more appropriate than another; what are some of the key content and process features of successful scenario and visioning exercises.

Ms Margaret Flaherty, Senior Advisor, FSG / Shared Value Initiative, Geneva

Friday June 26, 2015

CSR Leadership

The need for change is what distinguishes leadership from management. The need for sustainability distinguishes good leaders from bad. How can good leaders create rapid and significant change for sustainability? This session focuses on being a values inspired leader. Through a mix of lectures, workshops and group discussions it delves into topics such as theories and fallacies on leadership, personal timelines, theories of change, speaking for change or a model for sustainability leadership development.

Prof. Jem Bendell, Director, IFLAS – Institute for Leadership and Sustainability, University of Cumbria, UK



PRACTICAL INFORMATION

Diploma awarded

A Certificate of Attendance will be delivered by the University of Geneva to participants attending the Executive Summer Course. Participants who successfully complete the required examinations will receive a Certificate of Completion that represents 7 ECTS credits (European Credit Transfer and Accumulation System).

Language

The Executive Summer Course in CSR Leadership is taught in English.

Admission requirements

A recognised University degree or equivalent, or significant professional experience.

Fees

- CHF 3,700.- for the complete programme
- Early bird: CHF 3,370.- for applications received by **15 March 2015**
- CHF 750.- for single day(s) attendance (register at least two weeks before)

The fees include the welcome cocktail, coffee breaks, lunches and the farewell dinner. Participants are responsible for their own travel and accommodation arrangements and expenses.

Geneva taxpayers can benefit from a "Chèque-Formation Emploi" of up to CHF 2,250.- that can be obtained under certain conditions.

For more detailed information, please visit <http://www.ge.ch/CAF/>

Registration deadline

Early Bird registration deadline: **15 March 2015**

Regular registration deadline: **15 April 2015**

The Executive Summer Course in CSR Leadership will open with a minimum number of 10 participants. All registered participants will be informed about the go/no go decision around April 20, 2015.

Cancellation Conditions

Any withdrawal after registration confirmation has been received and before the start of the programme will incur an administration fee of CHF 450.-.

The FULL fee is due if the cancellation occurs after May 31st, 2015.

REGISTRATION AND CONTACT INFORMATION

To register, please send the completed registration form, along with the required documents, by email only to:

CSR / HEC Executive, Geneva School of Economics and Management

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