



AFRICAN ADVANCED LEVEL TELECOMMUNICATIONS INSTITUTE (AFRALTI)

TRAINING WORKSHOP OUTLINE

Title:	Effective Corporate Social Responsibility
Dates:	25th – 29th September 2017
Duration:	5 Days
Venue:	AFRALTI, Nairobi, Kenya
Tuition Fee:	USD1,200 (AFRALTI Member States), USD1,440 (Non-Member States)

Course Overview:

Corporate Social Responsibility (CSR) is not a new concept. However with evolving times, consumers/ citizens expect organizations/ government to address economic, social and environmental issues (directly or indirectly) in the local communities.

In order for the organizations/ government to attain long term success and a competitive edge in these modern times, they need to put emphasis on CSR practices, which are achieved through trainings.

The end goal of these CSR trainings is to not only provide additional skills in accountability and sustainability, but also to build a lasting impactful trustworthy partnership with the local communities.

Target Audience:

The course is designed for individuals in the ICT sector such as Regulators, Policy Makers, Telecom Operators, ISPs, Postal and Courier Operators.

Individuals who are tasked with directing CSR programs or currently working in any of the departments such as communication, human resource, marketing, finance, operations or planning to operate in the field of CSR

Pre-requisite/s:

Basic knowledge on communication, human resource, marketing, finance or operations

Pain Points:

- The increasing number of stakeholder's requests.
- Lack of clear CSR goals and objectives.
- Lack of sustainable CSR program.
- Poor internal coordination within companies of CSR programs.
- The inability to easily monitor, consolidate and evaluate on CSR program data.
- Poor communication and reporting of CSR activities both internally and externally.

Methodology:

This training course is designed to be interactive and participatory. To maximize its effectiveness, the course relies on the use of videos, presentations, individual and team exercises, case studies and scenarios

Workshop Objectives:

- Understand CSR - its history, interpretations and strategic implications.
- Appreciate the drivers for CSR.
- Understand the importance of key performance indicators.
- Be able to identify their own key CSR stakeholders and devise strategies for working with them successfully.
- Understand and be able to describe 3rd party and industry specific benchmarks.
- Be able to create an outline CSR report.
- Be able to create a program for delivering a CSR strategy within an organization.
- How to identify the right stakeholders.

Value Proposition and workshop learning outcomes:

- They will get the skills and knowledge to run an effective CSR program.
- Identify organisation strategy s and goals.
- Learn how to better identify the right stakeholders to work with.
- Report and monitor their CSR program(s) well.
- Sustainability of CSR program(s) and organisation activities.

Workshop Contents/Topics:

- Understand CSR its history, interpretations and strategic implications
 - History of CSR
 - Trend – how it has evolved over the years (globally and Africa)
 - Importance of CSR – need for the course
- Appreciate the motivation for CSR
 - CSR drivers – what is the motivation (different reasons)
 - Examples different of “drivers”/ motivation – Africa and globally

- Be able to create a program for delivering a CSR strategy within an organization
 - Defining CSR goal(s) of the organization
 - Identifying the sectors of intervention the organization wants to get in
 - What are the expected outcomes
 - Sustainability
- Be able to identify their own key CSR stakeholders and devise strategies for working with them successfully
 - Selecting / identifying the right partners
 - Effective grant making
 - Building strong relationship partnership
- Understand the importance of key performance indicators
 - Identify the indicators under the various sectors they would be funding
 - How to collect the data and the frequency of data collection
 - Defining the stakeholder reporting tools
 - Internal management of the CSR (who is in charge)
- Writing a CSR report
 - Internal reporting – highlight what goes into it (more detailed)
 - External reporting – highlight what goes into it (e.g. success stories)

For more information, please contact us on
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