

Corporate Social Responsibility (CSR)

Kuala Lumpur (Malaysia)

3 - 7 August 2026

UK Training

PARTNER



Corporate Social Responsibility (CSR)

Code: LM32 From: 3 - 7 August 2026 City: Kuala Lumpur (Malaysia) Fees: 4200 Pound

Introduction

Organizations operating in the MENA region face increasing pressure to align with sustainability standards and demonstrate accountability toward society and the environment.

Corporate Social Responsibility CSR training program refers to an organization's structured commitment to integrate social and environmental concerns into its strategic and operational decisions.

This course targets executive leaders, team managers, and professionals in human resources, corporate affairs, sustainability, marketing, and project management across key sectors.

Participants will gain structured tools to design, implement, and assess CSR programs aligned with international best practices and local operating environments.

Course Objectives

- Define core concepts and principles of CSR.
- Analyze the relationship between CSR and organizational performance.
- Evaluate global CSR models and adapt them to local contexts.
- Develop CSR programs aligned with corporate strategy.
- Apply tools to measure social and environmental impact.
- Integrate Sustainable Development Goals SDGs into CSR planning.
- Improve stakeholder engagement processes.
- Build sustainability reporting systems based on recognized standards e.g., GRI.

Course Outlines

Day 1 - Fundamentals of CSR

- Definition and institutional relevance of CSR.
- Evolution of CSR globally and regionally.
- Differentiation between philanthropy and institutional sustainability.
- CSR's impact on governance and organizational reputation.
- Sector-specific CSR practices in MENA.
- Overview of governance frameworks influencing CSR design.

Day 2 - Building a CSR Strategy

- Assessing current organizational CSR status.
- Identifying high-priority impact areas.
- Aligning CSR strategy with business goals.
- Developing an execution roadmap with clear metrics.
- Gaining leadership buy-in.
- Integrating CSR into risk and compliance structures.

The logo for UK Training Partner features the text 'UK Training' in a smaller font above the word 'PARTNER' in a large, bold, sans-serif font. The text is positioned over a background of a chessboard with several chess pieces (a king, a pawn, and a knight) and a circular ripple effect.

Day 3 - Implementing Social and Environmental Initiatives

- Designing and deploying CSR initiatives.
- Managing human and financial resources.
- Engaging employees in CSR delivery.
- Partnering with NGOs and community stakeholders.
- Embedding CSR into core business operations.
- Case study: Designing a CSR initiative.

Day 4 - Measuring Performance and Reporting

- Key performance indicators for CSR initiatives.
- Quantitative and qualitative impact measurement tools.
- Building sustainability reports based on GRI standards.
- Analyzing data to drive program improvements.
- Benchmarking against international norms.
- Documenting and standardizing reporting outputs.

Day 5 - Stakeholder Engagement and Final Review

- Identifying and categorizing stakeholder groups.
- Developing a structured stakeholder communication plan.
- Managing CSR-related reputational risks.
- Final presentations of participant projects.
- Post-course evaluation and certification.
- Review of reporting outputs and discussion.

Why Attend this Course: Wins & Losses!

- Gain structured knowledge of CSR planning and execution.
- Learn how to build and assess effective CSR programs.
- Improve alignment with compliance and sustainability expectations.
- Strengthen stakeholder trust and institutional transparency.
- Exposure to real-world CSR models applicable to the MENA context.
- Content tailored to multiple career levels.
- Application of GRI-based reporting frameworks.
- Alignment with SDGs and institutional governance.

Conclusion

Corporate Social Responsibility training CSR training program is a critical element in modern organizational management and long-term sustainability.

This course enables participants to design strategic CSR frameworks, measure outcomes using standard performance tools, and implement institutional approaches that integrate CSR across operations.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training