

Intensive Seminar 1

CR as a Success Factor:

Developing your own successful
CR strategies

Date

23–24 February 2024

Brief Description

Most companies deal with their own socially relevant issues such as healthcare support or protection from carbon emissions. However, to take full advantage of the existing opportunities, an integrated approach, strategic orientation, and systematic implementation are often missing. In Intensive Seminar 1, you will learn what constitutes a modern sustainability approach, its benefits, and how to develop the right strategy for your company.

Content

- CR concepts and terminology.
- A model for systematic CR management.
- Stakeholder analysis.
- Topic analysis.
- Mission statement development.
- Strategy development.
- Practical examples.

Intensive Seminar 2

CR Accounting, Controlling, & Reporting:

Management of specific
sustainability issues

Date

08–09 March 2024

Brief Description

Managing companies with the help of financial performance figures is standard practice. However, an increasing number of stakeholders are also interested in non-financial performance, such as resource consumption, the CO₂ balance sheet, and employee well-being. Companies that want to manage their sustainability achievements in a goal-oriented manner need appropriate strategies, tools, and software solutions. Participants will learn about, understand, and apply these in Intensive Seminar 2.

Content

- Fundamentals of CR accounting and CR controlling.
- CR reporting standards and reporting practice (including GRI and integrated reporting).
- Software support for CR controlling.
- Corporate environmental protection as a controlling task.
- Approaches and instruments for controlling internal environmental impact (including ISO 14001).
- Practical examples.

Intensive Seminar 3

CR Communication:

Understanding and effectively interacting with stakeholders

Date

22–23 March 2024

Brief Description

CR communication has been one of the fastest-growing fields in corporate communication in recent years. In this context, transparent and accurate CR communication goes beyond mere marketing and significantly contributes to shaping a company's reputation. At the same time, communication errors and "greenwashing" can easily have negative consequences. In addition, stakeholder orientation opens up opportunities for modern companies to develop and transparently communicate aspects of their CR management. In Intensive Seminar 3, the fundamentals of CR communication are taught and critically examined from the perspective of various stakeholders.

Content

- Basics of CR communication.
- Systematic stakeholder interaction.
- CR (communication) and reputation.
- CR communication in response to the expectations and strategies of critical stakeholders.
- Practical examples.

Intensive Seminar 4

CR Innovations:

Exploiting opportunities in the market

Date

05– 06 April 2024

Brief Description

Sustainable products and services have enormous potential to make companies more successful and, at the same time, contribute to solving environmental or social problems. The basis for this is to have effective innovation processes. These include understanding customer needs in relation to sustainability issues, reviewing different variants of products and services for their sustainability impact, and finding the right marketing mix. Life cycle assessments, as well as standards and labels, can be important tools in this context. In Intensive Seminar 4, participants learn suitable methods and approaches for successfully developing and marketing sustainability innovations.

Content

- Fundamentals of CR innovations.
- Sustainability marketing.
- Sustainable product development and the circular economy.
- Sustainability standards and labels.
- Sustainable business models.
- Practical examples.

Intensive Seminar 5

**CR as a Change Process:
Overcoming internal challenges**

Date

19–20 April 2024

Brief Description

CR only becomes effective in the company if successfully applied within its core activities. It is in their own processes that companies can most directly control their impact on the environment and society, for example, through family-friendly working conditions in human resources management or health promotion in the workplace. However, it is precisely here that the necessary change processes often trigger resistance. In Intensive Seminar 5, participants learn about five approaches and tools for shaping internal change processes within the framework of CR and gain insights into successful examples from practice.

Content

- Theories and models as well as approaches and procedures for the design of change processes.
- Examples of successful change processes in the field of sustainable development.
- Sustainable interaction with employees.
- Occupational health and safety management.
- Diversity and life-domain balance.
- Practical examples.

Intensive Seminar 6

**CR Compliance & Integrity:
Identifying, assessing, and
limiting risks**

Date

03–04 May 2024

Brief Description

With some CR issues, there is little to gain and much to lose. These predominantly risk-oriented issues include, for example, anti-corruption policies, fair competition, and tax equity. In the event of misconduct, not only do the authorities threaten sanctions but financial market players are also concerned about CR-related risks. In Intensive Seminar 6, participants learn how to deal with legal and other risks in the context of CR and about the roles played by financial markets.

Content

- Dealing with CR risks.
- The importance of compliance and integrity in the CR context.
- Fundamentals, approaches, and tools for compliance and integrity.
- The importance of financial market players for CR.
- Approaches and tools for sustainability rating.
- Practical examples.

Intensive Seminar 7

CR in the Supply Chain:

Understanding and managing
business partners

Date

17–18 May 2024

Brief Description

Supply chain management is becoming increasingly important in the context of CR. Companies that know too little or nothing about their supply chains risk massive damage to their reputations, for example, through human rights violations. In Intensive Seminar 7, participants learn to identify and assess CR opportunities and risks in the supply chain and to develop and implement procurement strategies.

Content

- Basics, approaches, and tools for sustainable procurement and supplier management.
- Analysis and assessment of risks along the supply chain.
- Dealing with human rights risks and due diligence according to international standards.
- Practical examples.