

Center for Corporate Responsibility

Portrait

Follow us on LinkedIn:

www.linkedin.com/showcase/sml-ccr



Building Competence. Crossing Borders.

Our Approach

Taking Responsibility – Creating Value

We deal with sustainability management issues and focus on current developments in need of new solutions.

THE CHALLENGE

What companies do has an impact on nature and society. Some aspects, such as the creation of new jobs, are seen as positive, at least from the perspective of stakeholders, while others, such as pollutant emissions, are negative. At the same time, societal challenges such as climate change, poverty, pollution, or demographic changes influence the success of companies. Forward-thinking companies make use of this interrelationship by integrating it into their corporate strategy and committing themselves to responsible action. Ideally, they can create value for themselves as well as for society – an approach described as “corporate responsibility” or “sustainability management.”

OUR PROFILE

The Center for Corporate Responsibility belongs to the Department of International Business at the ZHAW School of Management and Law. We address the topics of corporate responsibility and sustainability management by developing practical tools and measures, assisting companies in managing strategic and operational issues, and training and educating professionals. To this end, we cooperate with specialists from other schools and departments in our university as well as with partner universities and business partners in Switzerland and abroad.

Our Focus Areas

Corporate Responsibility Communication and Reporting

From legal requirements and voluntary standards to new possibilities for online communication, the list of requirements concerning transparent and credible interaction is growing. To stay on track, companies need a coherent concept which exploits the best communication tools.

Human Rights and Responsibility in the Supply Chain

The UN Guiding Principles on Business and Human Rights oblige companies to respect human rights. Large companies, in particular, ask the same of their suppliers, which presents new challenges.

Sustainability Innovation

Societal challenges can also create opportunities for entrepreneurial innovation. To translate sustainability challenges into sustainability innovations, companies need suitable structures, processes, and tools.

A list of reference projects can be found on our website:

>>> www.zhaw.ch/ccr/en

Research and Consulting

Expertise and Support

We help our partners ask the right questions about corporate responsibility, develop strategies, and work alongside them to implement these strategies efficiently.

CONSULTING

ANALYZING, EVALUATING, AND DEVELOPING

Some problems need prompt solutions. This requires expertise, experience, and specific tools. Depending on your needs, we will work with you to analyze the situation, provide an assessment, identify potential areas for improvement, and develop change processes.

Strategy: Are you addressing the sustainability issues that really matter? Are you taking sufficient account of opportunities, and do you determine and define risks effectively? We will support you in developing and enhancing your corporate responsibility strategy.

Management approach: Does your company use the elements of its corporate structure and culture efficiently and effectively, and are they well integrated? We will assist you in developing your management approach and individual corporate responsibility management tools.

Communication and reporting: How well does your company reach its target groups? How effectively do you employ communication tools such as the sustainability report? To what extent do you meet the fundamental requirements of well-established standards? We will help you to optimize your sustainability communication.

Analysis of international topics: Is your company planning to expand internationally, and would you like to know which sustainability issues need to be addressed, or addressed more thoroughly, in the regions concerned? By involving specialists in all the major global areas, we can offer tailor-made solutions for your specific situation.

APPLICATION-ORIENTED RESEARCH

DEVELOPING NEW SOLUTIONS

Economic, technological, and social conditions are changing rapidly and, along with them, the challenges for companies in dealing with socially relevant topics. For example, how can new legal reporting requirements or standards be implemented? What new sustainability topics does "Industry 4.0" create for companies? What innovation opportunities for industries and individual companies do sustainability topics present? With your help, we carry out application-oriented research projects that address these and other issues.

Your Benefits

As a university of applied sciences, we are scientifically based, practically oriented, independent, and non-profit-oriented.

For specific tasks and whenever necessary, we rely on a proven network of specialists.

Our ability to receive funding from state agencies and foundations allows us to develop innovative solutions for you to pioneer before they become common knowledge.

You also benefit from exclusive exchanges with research institutions and other innovative organizations.

Continuing Education

Developing Skills

Compact and practical, standard or customized – we have the solutions for your training needs.

STANDARD PROGRAMS

CAS IN CORPORATE RESPONSIBILITY

Sustainability management is a cross-sectional function requiring a special skills set. Depending on the role and range of tasks, a sustainability manager requires specific professional, methodological, communication, and social skills. The part-time Certificate of Advanced Studies (CAS) program in Corporate Responsibility enables specialists and executives to develop these skills to help them handle their responsibilities. It consists of seven two-day intensive seminars (see overview below).

Further information about the CAS in Corporate Responsibility can be found at: >>> www.zhaw.ch/imi/cas-cr/en

CUSTOMIZED PROGRAMS

TRAINING COURSES AND WORKSHOPS

In addition to offering our continuing education programs, we will also be happy to discuss your specific training needs. We can develop in-house seminars and training courses on all aspects of sustainability management. We host round table discussions as well as half-day and full-day workshops. These events provide participants with an overview of current developments and challenges in the area of corporate responsibility while imparting and consolidating knowledge concerning sustainability management.

Further information about our training programs and courses can be found at: >>> www.zhaw.ch/ccr/en

OVERVIEW OF INTENSIVE SEMINARS (IS)

IS 1	Corporate Responsibility (CR) as a Success Factor Developing an Individual Sustainability Approach
IS 2	CR Accounting, Controlling, and Reporting Controlling Sustainability Issues Effectively
IS 3	CR Communication Knowing Your Stakeholders and Communicating Effectively
IS 4	CR Innovations Seizing Market Opportunities
IS 5	CR as a Change Process Overcoming Internal Challenges
IS 6	CR Compliance and Integrity Recognizing, Evaluating, and Limiting Risks
IS 7	CR in the Supply Chain Knowing and Developing Business Partners

Your Benefits

Our guest lecturers come from a range of industries, consulting companies, and non-governmental organizations, ensuring a strong practical relevance of program content. In addition, you can add useful contacts to your professional network.

Educational programs and training courses offered by our university have a scientific foundation and build on the current state of research.

Modern approaches in teaching and learning, including e-learning, will help you learn more effectively.

Our Team

Experience and Competence

The strengths of our team are a combination of solid scientific qualifications in various relevant disciplines and a broad range of practical experience working in and with companies.



Herbert Winistöfer

Head, Center for Corporate Responsibility

Phone +41 58 934 76 75

herbert.winistoerfer@zhaw.ch

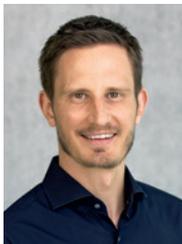


Dr. Jörg Schmidt

Deputy Head, Center for Corporate Responsibility

Phone +41 58 934 40 73

joerg.schmidt@zhaw.ch



Dr. Fridolin S. Brand

Project Manager

Phone +41 58 934 46 81

fridolins.brand@zhaw.ch



Dr. Ina-Maria Walthert

Project Manager

Phone +41 58 934 76 70

ina-maria.walthert@zhaw.ch



Marie-Christin Weber

Project Manager

Phone +41 58 934 46 53

marie-christin.weber@zhaw.ch



Michael Erdin

Research Assistant

Phone +41 58 934 76 47

michael.erdin@zhaw.ch

Our Address

ZHAW School of Management and Law
Center for Corporate Responsibility
Department of International Business
Theaterstrasse 17
P.O. Box
8401 Winterthur
Switzerland

contacts.cr.aib@zhaw.ch

>>> www.zhaw.ch/ccr/en

Zurich University
of Applied Sciences

School of Management and Law

St.-Georgen-Platz 2
P.O. Box
8401 Winterthur
Switzerland

www.zhaw.ch/sml



swissuniversities