

March 19 to 23, 2018 | Accra, Ghana

Certified Master Class:

SUSTAINABILITY STRATEGY & IMPACT REPORTING

- ✓ Integrating SDGs into business strategy
- ✓ Sustainability reporting and communications

PART ONE: Integrating SDG's into Business Strategy

Accra, Ghana | March 19 - 21, 2018

Organizations and businesses are under increasing pressure to align and integrate their core business with social value and environmental stewardship. Those leaders, companies, and organizations that are not able to respond efficiently will struggle operationally and with regulators, customers, financial markets and other key stakeholders. The challenge for most is how to go about doing this. We can help!

PROGRAM OVERVIEW

This interactive program consists of 9 modules spread across three days. Lectures, videos, small group-work, customised case studies and role-playing scenarios help participants understand and build a case for integrating SDGs into their organization's business strategy. At the completion of this program, participants will be able to:

- ✓ Align business, social and environmental value;
- ✓ Identify key strategic partnerships for success;
- ✓ Enhance overall performance, value, and competitive advantage;
- ✓ Understand use of emerging value frameworks (including SDGs);
- ✓ Create an internal business case for and successfully implement an SDG value-strategy into their organization's operations.

PART TWO: Sustainability Reporting and Communication

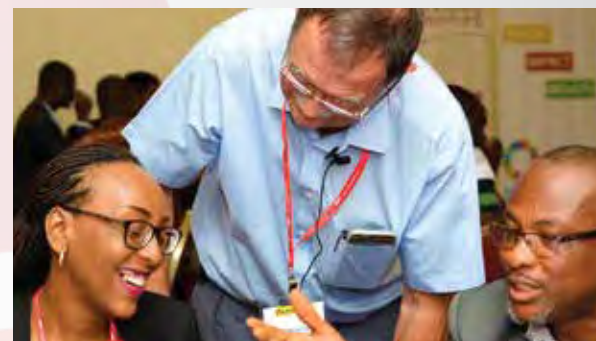
Accra, Ghana | March 22 - 23, 2018

Sustainability reporting and communications are critical success factors in today's world and are increasingly expected by regulators, employees, governments, stakeholders, investors, and financiers. Leading businesses across the globe are embracing GRI reporting, strategic communications and SDGs to drive greater business value, social impact, and environmental stewardship creating an immediate impact, long-term competitive advantage and business value.

PROGRAM OVERVIEW

This interactive and engaging program consists of 6 modules spread over two days. Lectures, videos, small group-work, customized case studies and role-playing scenarios will give participants a strategic understanding and practical tools that will enable them to assess, develop, and implement effective and impactful sustainability reporting strategies within their organizations. At the completion of this program, participants will be able to:

- ✓ Assess the applicability, importance, and need for sustainability reporting and communications (including GRI compatible reports) in their organizations;
- ✓ Develop a strategic reporting and communication plan to integrate message, medium, audience, and delivery;
- ✓ Create strategic approaches to sustainability reporting and communications that engage internal/external stakeholders and create results.





"Coherent, thoughtful, stimulating, innovative and insightful - state of the art! The network of participants from the public, private and civil society sectors was incredible, some of the leading experts in the field."

Dr. Kojo Busia

Snr. Mineral Sector Governance Advisor
United Nations Economic Commission for Africa

"A resounding recommendation for all levels of leaders."

Dr. Mark Thorpe

Senior Vice President,
Corporate Responsibility, Torex Gold



ABOUT OUR PROGRAMS: The Certified Master Class Series

The **Managing CSR for #ValueCreation Certified Masterclass** series provides participants with intense and engaging learning experiences across critical CSR and Sustainability areas. Participants dive deep into critical areas to develop a practical, value-creation focused understanding and emerge with tools, frameworks, and strategies that they can immediately use to drive business value and career success.

In addition to the courses outlined in this brochure, participants can take advantage of other programs in the series including:

- CSR Economics - Value, Impact, and Results
- CSR Impact Measurement

For more information on these programs and applicable training dates, visit our website at www.CSRTrainingInstitute.com.

Who Should Attend

This program is designed for professionals and executives who are responsible for strategy, stakeholder and community engagement.

ORGANIZATIONS

- Private Sector
- NGOs
- Government
- International Organizations
- Foundations

ROLES

- C-Suite Executives
- Board Members
- Managers
- Front-line Staff
- Community Leaders

Pricing

Program	Cost
Integrating SDGs Into Strategy	\$2,999.00
Reporting and Communications	\$2,149.00
Both Programs	\$3,499.00

**Register today for our
March 19 to 23, 2018
Certified Masterclass Programs at
<http://bit.ly/CSR-Value2>.**

Videos and vignette lectures on Strategic CSR, SDGs, and Sustainability can be found on our
Strategic CSR Video Channel: <http://bit.ly/Strategic-CSR>

WAYNE DUNN: Your Faculty Lead

Wayne Dunn is President and Founder of the CSR Training Institute and a former Professor of Practice in CSR at McGill University. He is a Stanford University Sloan Fellow with an M.Sc. in Management from Stanford.

Mr. Dunn is a Founding Member of the Global Advisory Board for the SDG Foundation and of the EU Africa Chamber of Commerce. He also chaired the inaugural EU Africa CSR Awards and Ta'attheer 2016, the MENA CSR and Social Impact Summit. He serves on numerous other advisory boards and CSR awards juries throughout Africa, in the Gulf Region and around the world.

Dunn has decades of global CSR and sustainability project and extensive teaching experience having developed and taught CSR and shared value programs which are recognized by executives and leaders worldwide.

Mr. Dunn has designed and implemented successful projects worldwide, covering a range of industry sectors and including governments, international organizations and civil society. His work has won many prestigious international awards, including the first-ever private sector project to win a World Bank Development Innovation Award. His efforts are used as global best practice and were featured in a Stanford Business School Case Study.

Wayne is recognized as a global thought-leader and is a frequent lecturer and speaker on business, social responsibility, economics, development, and strategy at events worldwide.

He has authored pragmatic works on CSR and Sustainability, as well as the Strategic CSR Video Channel: <http://bit.ly/Strategic-CSR>, a free source of learning for practitioners worldwide.

Wayne lives on Vancouver Island in Canada with frequent extended periods in Ghana and Dubai.



What Others Are Saying

"Excellent perspective Wayne! Thank you, this will be very helpful in my role as CEO."

Ted Fick

Chief Executive Officer, Port of Seattle

"Outstanding... Engaging and thought provoking - you leave with a strategic mindset."

Angela Christine Martin

King Faisal Specialist Hospital

"Brought a level of strategic thinking that created immediate results."

Patch Bonkemeyer

Group CEO, Cape Pine Investment Holdings, South Africa

"Professor Dunn brings a practical and realistic approach blending theory and practice to develop pragmatic approaches that address real-world challenges and opportunities."

Dr. Ellis Armstrong

Former CFO, BP Exploration

Contact us at:

info@csrtraininginstitute.com | www.csrtraininginstitute.com



PROGRAM INFORMATION PACKET: **INTEGRATING THE SDGs INTO BUSINESS STRATEGY**



Programs and services to help your organization:

- ✓ *Align business, social and environmental value*
- ✓ *Identify and develop key strategic partnerships for success*
- ✓ *Enhance business performances and strengthen competitive advantage*



**CANADIAN
UNIVERSITY DUBAI**
Your portal to Canadian education

**March 19-21, 2018
Alisa Hotel | Accra, Ghana**

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PROGRAM OVERVIEW

Learn more about the three-day program that will give you the strategic understanding and practical tools to integrate the SDGs and create impact in your organization.



KEY BENEFITS

With our guidance and expertise, you'll be ready to turn challenges into unique opportunities, creating strategic competitive advantage and valuable results.



5 REASONS NOT TO MISS THIS PROGRAM

Learn the five compelling reasons why you don't want to miss this program, presented for the first time on the African continent.



THE CERTIFIED MASTERCLASS SERIES

When you participate in our Certified Masterclass Series, you position your organization to help CSR be about creating value, not simply passing value from business to community.



REGISTRATION, LOGISTICS, AND PRICING

Take advantage of our entire series and emerge with tools, frameworks, and strategies that you can immediately use to drive business value and career success.



OVERVIEW, SCHEDULE, AND OUTLINES

Hear from experts and peers who are implementing the SDGs into their business strategies and learn how you can do it to benefit your business and society, too.



ABOUT THE EXPERTS

Learn more about the professionals who will help you gain a solid understanding of how to best integrate the SDGs so you can better support your business and career success.

PROGRAM OVERVIEW

The Sustainable Development Goals (SDGs) were unanimously endorsed by the United Nations and have become the de-facto global framework for development, adopted by every country and every major development organization.

Organizations and businesses are under increasing pressure to align and integrate their core business with social value and environmental stewardship.

Successful organizations must understand and work within this framework, regardless of sector, industry or geographic location. Those individuals, leaders, companies, and organizations that are not able to respond efficiently will struggle operationally and with regulators, customers, financial markets, and other key stakeholders. The challenge for most is how to do this strategically and successfully. This session will help!

The Integrating the SDGs Into Business Strategy Program

This interactive and engaging program, presented ***for the first time on the African continent***, integrates theory and practice to provide executives, managers, and leaders with the strategic understanding and practical tools to enable practical implementation within their own organizations.

This program consists of 9 modules spread over three days. Lectures, videos, small group-work, customized case studies and role-playing scenarios will help participants understand and build a case for integrating SDGs into their organization's business strategy.

#SmartBiz is integrating the **#SDGs** into **#BizStrategy**, enhancing **#BizValue**, **#SocialImpact** and **#EnvironmentalStewardship**.



[>> REGISTER NOW <<](#)

KEY BENEFITS

Understanding how to integrate the SDGs into your business strategy will strengthen your career and enhance your business by making it more financially, socially and environmentally sustainable.

At the completion of this program, participants will be able to:

- ✓ Align business, social and environmental value;
- ✓ Identify key strategic partnerships for success;
- ✓ Enhance overall performance, value, and competitive advantage;
- ✓ Understand the use of emerging value frameworks (including SDGs);
- ✓ Identify and develop key strategic partnerships for success and demonstrate to those partners why they should do business with your company;
- ✓ Enrich relationships with customers, key stakeholders, employees, regulators, and financiers; and
- ✓ Create an internal business case for and successfully implement an SDG value-strategy into their organization's operations.



>> REGISTER NOW <<

5 REASONS NOT TO MISS THIS PROGRAM

Presented ***for the first time on the African continent***, the Integrating the SDGs Into Business Strategy Program is heading to vibrant Accra, Ghana – at the Alisa Hotel and Conference Center! While we believe that there are countless opportunities why you should attend, we've narrowed it down to five important reasons:

Hear from the experts.

Our speakers are proven business leaders, strategists, practitioners, and peers. They are well-respected industry leaders who know what you need to know. You'll get a solid understanding of the critical components to implementing the Sustainable Development Goals into your business strategy so you can respond efficiently and deliver social, business and organizational value.

Learn new skills and stay up-to-date on current trends.

Whether you are just learning about the SDGs, or have worked with them extensively, you will gain insight and understanding, and chances are there is still something you need to learn. The SDGs are the globally accepted development framework, supported by every country in the United Nations and underpinning the 2030 Agendas of governments and progressive businesses and organizations worldwide. The reality is that your organization is likely already creating SDG related impacts and that you will face increasing pressure around SDG engagement.

By attending this session, you will learn how to integrate the SDGs into your strategy and operational performance. These skills will help you and your organization to be more effective at meeting increasing expectations, better identify and capture new opportunities, and improve business processes to create value in your organization.

Learn how to create new opportunities for your organization.

Integrating the SDGs into your business strategy and operational performance will drive success and create value, but it can be expensive, and mistakes can be costly. This program will enable you and your organization to be more efficient in meeting increasing expectations, creating immediate value and competitive advantage.

Not your average program.

The CSR Training Institute does not put on your 'average program'. Sessions are engaging and interactive, and incorporate lectures, videos, group-work, customized case studies and role-playing scenarios. There is always a pragmatic and enjoyable integration of theory and practice. Participants leave with understanding and commitment, and the tools to hit the ground running so they can make a difference.

Learn with, and from, your global peers.

Let's be honest – our program is a lot of learning packed into a short amount of time. But you'll also have opportunities to relax and get to know your peers from around the world. You have a unique opportunity to collaborate, hear new ideas, and validate or change your perspective. You may hear what others are doing and be inspired to implement something similar - or you might find a mentor or even become one. Whatever your experience, you'll walk away with the tools and support you need to be successful and create value in your organization, as well as a global network you can rely on.

THE CERTIFIED MASTER CLASS SERIES

The Managing CSR for #ValueCreation Certified Masterclass series provides participants with intense and engaging learning experiences across important CSR and Sustainability areas.

Participants dive deep into critical areas to develop a practical, value-creation focused understanding emerging with tools, frameworks, and strategies that they can immediately use to drive business value and career success.

The series is packaged into groups of two programs, presented in the same week.

- Integrating the SDG's Into Business Strategy: March 19 to 21, 2018
- Sustainability Reporting and Communication: March 22 to 23, 2018

While the programs can be completed separately, participants receive the greatest benefit when the entire series is finished at the same time.

Please Note: We provide a substantial discount to encourage registration for the full week.

Who Should Attend

These programs have been designed, and are most beneficial for executives, board members, managers, leaders, and change-makers who are responsible for strategy, operations, stakeholder and community engagement.

Our offerings are most suitable for those from private business, government, international organizations, charities, and NGOs.

Programs attract participants from throughout Africa and around the world, spanning sectors, geographies, interests and perspectives. Diversity Rocks!



[» REGISTER NOW «](#)

REGISTRATION, LOGISTICS, AND PRICING

The Integrating the SDG's Into Business Strategy program is offered in conjunction with a 2-day program on Sustainability Reporting and Communication. While there is separate pricing for each program, they are designed to be complementary (and there is a substantial discount for taking the two together).

Program	Cost
Integrating the SDG's Into Business Strategy	\$2,999.00
Sustainability Reporting and Communication	\$2,499.00
Full Series (both programs)	\$3,499.00

Participants will receive:

- A frameable program certificate from the CSR Training Institute and the Canadian University Dubai;
- Six months of free support from Prof. Wayne Dunn, President, and Founder of the CSR Training Institute; and
- A customized USB Drive with all program materials, case studies, lecture notes, vignette lecture series and a full set of the CSR Knowledge Centre resource library.

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COURSE OVERVIEW AND SCHEDULE

The schedule is designed with longer sessions to enable more in-depth activities, coupled with extensive networking time to enable more learning with and from peers.

Course Overview

The program consists of nine components spread across three-days.

1. The world changed. Success requires new tools and strategies
2. Emerging value frameworks (including SDGs)
3. Business value and competitive advantage
4. SDGs as a strategic business value framework
5. Internal business case for the SDGs
6. SDGs as a partnership and collaboration framework
7. Creating your SDG value strategy
8. Implementing your SDG value strategy
9. Personal go-forward strategies

Course Schedule

We look forward to seeing you in Accra, Ghana for the Integrating the SDG's Into Business Strategy program. Please note: All times are subject to change - check back regularly for the latest schedule and details.

Time	Activity
8:00 – 9:00am	Breakfast/Opening Snack
9:00 – 10:45am	Session I
10:45 – 11:15am	Break
11:15 – 1:00pm	Session II
1:00 – 2:00pm	Lunch
2:00 – 4:00pm	Session III

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COURSE OUTLINE – DAY 1

Session I: The World Changed – Now What?

In this session, participants will learn the history of when, where and how societal issues and CSR emerged as critical business issues and what they need to know to remain successful. We'll also cover emerging trends in business innovation and social responsibility, as well as tools and strategies to drive business value and career success.



Session II: Emerging Value Frameworks

In this session, participants will learn what is driving the emergence of new value frameworks (including SDGs) in business, environmental economics and how to engage without being overwhelmed.

Session III: Business Value And Competitive Advantage

In this session, participants learn how to develop value propositions and competitive advantage strategies, and gain a better understanding of business and organizational value and what drives it.

COURSE OUTLINE – DAY 2

Session I: SDGs As A Strategic Value Framework

In this session, participants learn how to use the SDGs to align business, social and environmental value, and drive strategic efficiencies. We'll also look at the impact SDGs have on your organization's external stakeholders.

Session II: Creating An Internal Business Case for SDGs

In this session, participants look at how to develop an internal value proposition. We'll also look at how to integrate an SDG Strategy across the organization and create value proposition for CSR and sustainability to help you drive alignment and value.

Session III: SDGs As A Partnership and Collaboration Framework

In this session, participants learn how to use the SDGs as a stakeholder engagement and collaboration framework to facilitate strategic development partnerships.

COURSE OUTLINE – DAY 3

Session I: Creating An SDG Value Strategy

In this session, participants will learn how to integrate business, social and environmental value and find their SDG “sweet spot.” We’ll look at how to determine the most relevant SDGs for an organization, and how to utilize the SDGs to facilitate value-creation efficiency.



Session II: Implementing An SDG Value Strategy

In this session, participants will develop strategic value propositions (internal and external) and learn how to communicate those value propositions in a way that keeps it fresh, relevant and creates committed and enthusiastic buy-in.

Session III: Personal Go-Forward Strategies

In this session, participants create their personal work plans for creating and implementing an SDG strategy in their organization, complete with go-forward commitments and action plans.

ABOUT THE CSR TRAINING INSTITUTE

The CSR Training Institute is a private, mission-driven organization created to develop ground-breaking initiatives to help businesses turn challenges into unique opportunities, create a strategic competitive advantage to drive success and facilitate synergistic alignment between business value, social value, and environmental stewardship.

Our passion is to work hand in hand with organizations to create shareholder and societal value, simultaneously, and help our clients develop strategies and solutions to make long-term, value and sustainability impacts. Visit our website at www.CSRTrainingInstitute.com.

WAYNE DUNN: FACULTY / PROJECT LEAD

Wayne Dunn is President of the CSR Training Institute and a former Professor of Practice in CSR at McGill University. He is a Stanford University Sloan Fellow with an M.Sc. in Management from Stanford Business School.

Mr. Dunn is a Founding Member of the Global Advisory Board for the SDG Foundation and of the EU Africa Chamber of Commerce. He also chaired the inaugural EU Africa CSR Awards and Ta'atheer 2016, the MENA CSR, and Social Impact Summit.



He has decades of global CSR and sustainability project experience, having designed and implemented successful and award-winning programs worldwide, covering a range of industry sectors including governments, international organizations and civil society.

He has authored pragmatic works on CSR and Sustainability, as well as the Strategic CSR Video Channel: <http://bit.ly/Strategic-CSR>, a free source of learning for practitioners worldwide.

Wayne lives on Vancouver Island in Canada with frequent extended periods in Ghana and Dubai.

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SUSTAINABLE
DEVELOPMENT
GOALS

PROGRAM INFORMATION PACKET: **SUSTAINABILITY REPORTING AND COMMUNICATIONS**



Programs and services to help your organization:

- ✓ *Evaluate and create a reporting and communications strategy*
- ✓ *Connect to organizational and societal value*
- ✓ *Create environmental stewardship*
- ✓ *Produce business and career success*



March 22-23, 2018
Alisa Hotel | Accra, Ghana

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PROGRAM OVERVIEW

Learn more about the two-day program that will give you the strategic understanding and practical tools to create impact in your organization.



KEY BENEFITS

With our guidance and expertise, you'll be ready to turn challenges into unique opportunities, creating strategic competitive advantage and valuable results.



5 REASONS NOT TO MISS THIS PROGRAM

Learn the five compelling reasons why you don't want to miss this program, presented for the first time on the African continent.



THE CERTIFIED MASTERCLASS SERIES

When you participate in our Certified Masterclass Series, you and your organization better position yourself to help CSR be about creating value, not simply passing value from business to community.



REGISTRATION, LOGISTICS, AND PRICING

Take advantage of our entire series and emerge with tools, frameworks, and strategies that you can immediately use to drive business value and career success.



OVERVIEW, SCHEDULE, AND OUTLINES

Hear from experts and peers who are putting reporting and communications strategies into practice and learn how you can do it to benefit your business and society, too.



ABOUT THE EXPERTS

Learn more about the professionals who will help you gain a solid understanding of successful reporting strategies so you can better support your business and career success.

PROGRAM OVERVIEW

Sustainability reporting and communications are critical success factors in today's world and are increasingly expected by regulators, employees, governments, stakeholders, investors, and financiers.

Leading businesses across the globe are embracing GRI reporting, strategic communications and SDGs to drive greater business value, social impact, and environmental stewardship creating an immediate impact, long-term competitive advantage, and business value.



Many international brands and companies have made commitments for 2020, 2030 and beyond to only work with suppliers that are committed to sustainability. The best way to win new contracts, or keep those you have is to demonstrate a commitment to long-term sustainability performance improvement through reporting.

The Sustainability Reporting and Communications Program

This interactive and engaging program, presented ***for the first time on the African continent***, will provide executives, managers, and leaders with the strategic understanding and practical tools to apply these critical success factors directly to their business units.

This program consists of 6 modules spread over two days. Lectures, videos, small group-work, customized case studies and role-playing scenarios will give participants a strategic understanding and practical tools that will enable them to assess, develop, and implement effective and impactful sustainability reporting strategies within their organizations.

#SmartBiz is reporting and communicating strategically to integrate the **#SDGs** and drive **#BizValue**, **#SocialImpact**, and **#EnvironmentalStewardship**.

[» REGISTER NOW «](#)

KEY BENEFITS

Understanding how to develop and implement a strong sustainability reporting and communications strategy will enhance your business and strengthen your career. At the completion of this program, participants will be able to:

- ✓ Assess the applicability, importance, and need for sustainability reporting and communications (including GRI compatible reports) in their organizations;
- ✓ Develop a strategic reporting and communication plan to integrate message, medium, audience, and delivery;
- ✓ Create strategic approaches to sustainability reporting and communications that engage internal/external stakeholders and create results;
- ✓ Pinpoint what investors need to see, and what your customers and stakeholders want to know;
- ✓ Assess the Sustainable Development Goals (SDGs) and other reporting frameworks for applicability to your organization;
- ✓ Understand their unique value position and implement a reporting strategy that creates value;
- ✓ Utilize sustainability reporting and communications to create a competitive advantage; and
- ✓ Create value for your stakeholders by demonstrating good management discipline and a sound understanding of your organization's materiality, long-term risks, and opportunities.



Did You Know?

- Sustainability reporting is rapidly becoming a de-facto requirement.
- Over 90% of Global 250 are already producing reports.
- Investors, regulators, employees and other stakeholders expect it.
- GRI compliant is becoming the norm.

>> REGISTER NOW <<

5 REASONS NOT TO MISS THIS PROGRAM

Presented **for the first time on the African continent**, the Sustainability Reporting and Communications Program is heading to vibrant Accra, Ghana – at the Alisa Hotel and Conference Center! While we believe that there are countless opportunities why you should attend, we've narrowed it down to five important reasons:

Hear from the experts.

Our speakers are proven business leaders, strategists, practitioners, and peers. They are well-respected industry leaders who know what you need to know. You'll get a solid understanding of the critical components of successful reporting strategies to help you drive success and learn how to develop and implement strategies and programs that will support your business and career success.

Learn new skills.

No matter how long you've had a sustainability reporting and communications plan in place, chances are there is still something you need to learn. Trends, new strategies, and innovations happen all the time, and to stay up-to-date, you need educational opportunities that provide you with the full range of SDG and reporting knowledge. Trust us: discovering innovative new ideas is necessary to stay competitive in today's business world. By attending this session, you will learn how to use reporting to help your organization be more effective at meeting increasing expectations, better identify and capture new opportunities, and improve business processes to create value in your organization.

Sustainability reporting is fast becoming a de-facto requirement for businesses and organizations of all types. Reports, often GRI compatible and externally verified, are becoming commonplace. But, how do you know when, or if you need one, and how to develop it if you do?

Learn how to better protect your organization.

Reporting and communications will drive success, but it can be expensive, and mistakes can be costly. This program will enable you and your organization to understand this rapidly evolving world and learn how to implement strategies and programs that will support your business and career success.

Not your average program.

The CSR Training Institute does not put on your 'average program'. Sessions are engaging and interactive, lectures, videos, group-work, customized case studies and role-playing scenarios. There is always a pragmatic and enjoyable integration of theory and practice. Participants leave with understanding and commitment, and the tools to hit the ground running so they can make a difference.

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Our offerings are most suitable for those from private business, government, charities, international organizations, and NGOs, as well as those working in communications or other areas of the organization.

Programs attract participants from throughout Africa and around the world, spanning sectors, geographies, interests and perspectives. Diversity Rocks!



[» REGISTER NOW «](#)

REGISTRATION, LOGISTICS, AND PRICING

The Sustainability Reporting and Communications program is offered in conjunction with a 3-day program on Integrating the SDGs into Business Strategy.

While there is separate pricing for each program, they are designed to be complementary (and there is a substantial discount for taking the two together).

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- A customized USB Drive with all program materials, case studies, lecture notes, vignette lecture series and a full set of the CSR Knowledge Centre resource library.

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COURSE OVERVIEW AND SCHEDULE

The schedule is designed with longer sessions to enable more in-depth activities, coupled with extensive networking time to enable more learning with and from peers.

Course Overview

The program consists of six components spread across two-days.

1. Communications and reporting revolution
2. Strategic approaches to sustainability communications
3. Making reporting and communication work for you
4. Sustainability reports
5. Global Reporting Initiative
6. Creating your reporting and communications strategy

Course Schedule

We look forward to seeing you in Accra, Ghana for the Sustainability Reporting and Communication program. Please note: All times are subject to change - check back regularly for the latest schedule and details.

Time	Activity
8:00 – 9:00am	Breakfast/Opening Snack
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10:45 – 11:15am	Break
11:15 – 1:00pm	Session II
1:00 – 2:00pm	Lunch
2:00 – 4:00pm	Session III

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COURSE OUTLINE – DAY 1

Session I: Communications and Reporting Revolution

In this session, participants will learn what is driving the rapidly evolving revolution in communication and reporting expectations. We'll take a deep dive into the most important regulatory requirements for reporting in key markets, evaluate the key trends and issues to monitor and understand, and learn how companies, industries, and sectors are affected by them.



Session II: Strategic Approaches to Sustainability Reporting and Communications

In this session, participants will learn how to identify key stakeholders and how to communicate effectively with them. We'll also look at how companies and industries around the world are responding to the evolving expectations for effective reporting. Finally, we take a close look at communication and reporting breakdowns and best practices on how to recognize, understand and prevent them.

Session III: How to Make Reporting and Communication Work For You

In this session, participants understand how to evaluate how the communications and reporting revolution applies to their organizations; how to develop a business case and customized value proposition and how to use all this to create value and impact. Finally, we evaluate how to build in the information that is most relevant to key stakeholders.

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COURSE OUTLINE – DAY 2

Session I: Sustainability Reports

In this session, we'll take a look at why sustainability reports are becoming standard practice for businesses of all types and assess whether a sustainability report will be useful for your organization. We'll look at the main components of sustainability reports and provide a greater understanding of externally verified, standardized formats, integrated reporting, and utilizing the SDG framework. Participants will also assess whether or not sustainability reports would be useful in their organizations and learn how to create a customized reporting strategy.



Session II: The Global Reporting Initiative

In this session, participants will learn about the Global Reporting Initiative and how to determine if a GRI Report makes sense for their organizations. We'll also look at how to develop a GRI Report, and how to interpret other reporting standards that are available.

Session III: Creating an Effective Reporting and Communications Strategy

In this session, participants learn how to develop customized sustainability reporting and communications strategies and implementation plans with the content that is most relevant and important to better understand their organizations. We also look at how to develop a compliance and compatibility plan that helps businesses prepare for the future. Finally, we evaluate how to build in the information that is most relevant to key stakeholders.

>> REGISTER NOW <<

ABOUT THE CSR TRAINING INSTITUTE

The CSR Training Institute is a private, mission-driven organization created to develop ground-breaking initiatives to help businesses turn challenges into unique opportunities, create a strategic competitive advantage to drive success and facilitate synergistic alignment between business value, social value, and environmental stewardship.

Our passion is to work hand in hand with organizations to create shareholder and societal value, simultaneously, and help our clients develop strategies and solutions to make long-term, value and sustainability impacts. Visit our website at www.CSRTrainingInstitute.com.

WAYNE DUNN: FACULTY / PROJECT LEAD

Wayne Dunn is President of the CSR Training Institute and a former Professor of Practice in CSR at McGill University. He is a Stanford University Sloan Fellow with an M.Sc. in Management from Stanford Business School.

Mr. Dunn is a Founding Member of the Global Advisory Board for the SDG Foundation and of the EU Africa Chamber of Commerce. He also chaired the inaugural EU Africa CSR Awards and Ta'atheer 2016, the MENA CSR, and Social Impact Summit.



He has decades of global CSR and sustainability project experience, having designed and implemented successful and award-winning programs worldwide, covering a range of industry sectors including governments, international organizations and civil society.

He has authored pragmatic works on CSR and Sustainability, as well as the Strategic CSR Video Channel: <http://bit.ly/Strategic-CSR>, a free source of learning for practitioners worldwide.

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