



**InnoCSR™**

银则企业管理咨询（上海）有限公司

**InnoCSR Training**  
August, 2009 (BJ) (August 25/26)

Your Innovative CSR Knowledge Partner

[www.innocsr.com](http://www.innocsr.com)

## InnoCSR Training Program – August 2009 (BJ)

### About InnoCSR

InnoCSR is a strategy and communications agency solely focused on Corporate Social Responsibility (CSR). We firmly believe that CSR strategies should deliver high value to the **society** and also to the **business** itself. This sustainable CSR model can lead to circulation of investments between private and public sector, hence benefiting both sides effectively and bridging the gap.

### CSR Training with InnoCSR

Corporate Social Responsibility (CSR) is an essential feature of any business entity in today's world. The concept covers wide areas of business, since it investigates and reasons on how an organization would earn money rather than spend money. At the same time, current CSR models and tools are hard to conceptualize by most of the business professionals oriented to their functional areas. InnoCSR helps the audience in understanding on how to create a viable fit between CSR and their own industry, their own businesses and functions.

InnoCSR Training is committed to sharing the PRACTICAL guidelines and approaches in reaching sustainable CSR strategies. You will have different case studies (examples) to benchmark from as well as practical tools that can be borrowed and utilized to apply to your own defined business scope.

### Trainer Profile



Sam Lee is the founder and CEO of InnoCSR. Prior to InnoCSR, Sam worked as a business consultant for Trilogy China, and for the United Nations Children's Fund (UNICEF), China. Sam holds an MBA from China Europe International Business School (CEIBS) and a B.A. from Korea University. At CEIBS, he successfully initiated the annual BGRC (Being Globally Responsible Conference); Asia's largest student CSR conference. Sam has trained and consulted number of companies in Greater China area on the topics related to Corporate Social Responsibility. Sam authored *China MBA (2005)* and co-authored *In Search of Economic Frontier (2006)*.

**\*additional trainers maybe added during the course of the training session**

# InnoCSR Training Program – August 2009 (BJ)

Offer Dates: August 25

## Building Company's CSR Strategy (First Day: Full Day)

### *Aligning Social/ Environmental/Governance Factors to Your Business Strategy*

The pursuit of social and environmental strategy is being seen as a critical component to the company's profitability and business sustainability. Business leaders have realized that CSR is a vital component of their overall business strategy. It also has lot of relationship to the conventional functions such as Marketing, HR, Government Relations, R&D, Operations and etc. However most of the CSR strategies are not aligned to the business. This is especially true for China where owing to the lack of knowledge, experience and benchmarking tools by the companies usually result into non strategic philanthropy.

The session discusses about the "why" and "how" of CSR program development by looking into companies. We will look into streamlining company's strategy to the social & environmental strategy. It also looks into the internal and external stakeholders to the organization as well as means to engage them. The program wraps up by showing easy to use assessment methods.

Outlined Topics	
➤	General CSR Overview
➤	International and Local CSR
➤	CSR in Different Functions
➤	Assessment
➤	Planning and Implementation
➤	Measurement and Evaluation
➤	CSR Guidelines & Reporting (GRI/ SA8000/ AA1000/ ISO26000)

Program	Description
Session Type	<b>Full Day Session</b> (August 25 <sup>th</sup> )
Target Group	CEOs, Executives, CSR/PR/Marketing/Communications/GR and HR Managers
Duration	9:00am – 5:00pm
Language	English
Location	TBA
Price/Cost/Fee*	1,599 RMB

(\*) Inclusive of refreshments, luncheon & training materials

# InnoCSR Training Program – August 2009 (BJ)

Offer Dates: August 26

## CSR Marketing and Communications

*Connecting Sustainable Values to your Marketing Efforts*

(Second Day: Half Day Morning Session)

CSR is a strategy that can be utilized to leverage the Marketing/ Communications efforts. Looking at 4Ps of Marketing aligned with CSR concepts is crucial to different types of Marketing Strategies. Communication also plays a critical role in developing CSR strategies in/out of your company.

The program analyses the current CSR trends in CSR Marketing & Communications and how these trends can help companies create a unique value proposition. It also demonstrates how an effective CSR bound communication can strengthen “Corporate Reputation” and help create meaningful and impactful connection with stakeholders as well as boost company’ bottom-line. At the same time miscommunications of CSR can lead to severe reputational risk that leads to financial loss.

Outlined Topics	
➤	CSR Trends in China (Review of First Day)
➤	Six Options of Social Initiatives (From Cause Promotions to Corporate Philanthropy)
➤	Social Marketing vs. Cause Related Marketing vs. Social Campaigns
➤	Sustainability Marketing
➤	Reputational Risk and Media Perception
➤	Utilizing Web 2.0 and Internal/ External Communication

Program	Description
Session Type	<b>Half Day Morning Session</b> (August 26 <sup>th</sup> )
Target Group	Executives, CSR/ PR/ Marketing/ Corporate Communications
Duration	9:00am – 12:30pm
Language	English
Location	TBA
Price/Cost/Fees*	1,199 RMB

(\*) Inclusive of refreshments, stationery & training materials

# InnoCSR Training Program – August 2009 (BJ)

Offer Dates: August 26

## Responsible Sourcing

*Factoring & Integrating Social & Environmental Considerations into the Supply Chain*

**(Second Day: Half Day Afternoon Session)**

Companies have actively realized the necessity of integrating the social and environmental concerns – *as a way to achieve sustainable business*. The increasing demands from the stakeholders have propelled the companies, to relook into their procurement and sourcing side of the supply chain. To mitigate the risk and ensure global standard compliance, companies are demanding ethical standards from their supplier groups. However misconception related to CSR, lack of well established & communicated guideline and cost sensitive nature of Chinese market have deteriorated the development & growth of CSR.

This session would address the various issues related to challenges faced by both **suppliers** and **buyers** with respect to sustainable sourcing and ways to create a comprehensive CSR solution.

Outlined Topics
➤ CSR Trends in China (Review of First Day)
➤ Buyer's Problems
➤ Supplier's Problems
➤ Making CSR a win-win for Suppliers and Buyers
➤ New Trends in Global Sourcing: Sustainable Sourcing
➤ Ethical Sourcing
➤ Green Sourcing

Program	Description
Session Type	Half Day Afternoon Session (August 26 <sup>th</sup> )
Target Group	MNC/SME Executives, CSR/ Procurement/ Audit/ and Operation Managers
Duration	1:30pm - 5:00pm
Language	English
Location	TBA
Price/Cost/Fee*	1,199 RMB

(\* Inclusive of refreshments, stationery & training materials)

## InnoCSR Training Program – August 2009 (BJ)

### Pricing and Packaging Details

#### Program Details

Program	Program Date/Type	Price (^)
Building Company's CSR Strategy in China	Full Day ( August 25 <sup>th</sup> )	1,599
CSR Marketing & Communications	Half Day Morning* ( August 26 <sup>th</sup> )	1,199
Responsible Sourcing	Half Day Afternoon* ( August 26 <sup>th</sup> )	1,199

(^) Price in RMB, also Inclusive of refreshments, luncheon (For full day Participants), and training materials

\* You can combine Two Sessions together: For Pricing, see below

#### Training Session Packaging

Packaging Option	Program Date/Type	Price (^)
Half Day Training Sessions Combined for 2 <sup>nd</sup> Day	CSR MARCOM + Responsible Sourcing	1,599
Recommended: Two Full Day Participation Combined Rate (For All Three Training Sessions)	CSR Strategy in China + CSR MARCOM +Responsible Sourcing	2,999

(^) Price in RMB, also Inclusive of refreshments, luncheon (For full Day Participants), and training materials

- **Corporate Group Discounts** are available for a group of more than **3 people**, from the same organization. Email us at [training@innocsr.com](mailto:training@innocsr.com), for group discounts.
- For more than **3 people**, **corporate in-house trainings are also possible**. Please note the price for in-house trainings are subject to differentiation as it gets tailor-made to different needs. Interested parties can inquire via email at [training@innocsr.com](mailto:training@innocsr.com) .
- **Two Full Day Participation in All Three different training programs** would entitle you to a **discount of 25%** over the sum total of the 3 programs. (Total Value 3,997RMB to 2,999 RMB)

## InnoCSR Training Program – August 2009 (BJ)

### Registration

#### Personal Information

\*Name: \_\_\_\_\_ \*Work Title: \_\_\_\_\_

\*Organization: \_\_\_\_\_

\*Company Address: \_\_\_\_\_  
 \_\_\_\_\_

\*City: \_\_\_\_\_ State/Province: \_\_\_\_\_

\*Phone Number: \_\_\_\_\_ Mobile Number: \_\_\_\_\_

\*Email Address: \_\_\_\_\_  
 \_\_\_\_\_

#### Program Details

Program Option	Program Date/Type	Selection (*)	Price (RMB)
1 <sup>st</sup> Day: Full Day: <b>Building Company's CSR Strategy</b>	Full Day		1,599
2 <sup>nd</sup> Day: Half Day: <b>CSR MARCOM</b>	Half Day		1,199
2 <sup>nd</sup> Day: Half Day: <b>Responsible Sourcing</b>	Half Day		1,199
2 <sup>nd</sup> Day: Full Day Combined: <b>CSR MARCOM + Responsible Sourcing</b>	Full Day (Combined)		1,599
1 <sup>st</sup> and 2 <sup>nd</sup> Day: <b>Building Company's CSR Strategy in China + CSR MARCOM + Responsible Sourcing</b>	Full Day (Combined)		2,999

(\*) Please indicate your interest(s) for different training sessions by marking the Selection Box

How did you learn about InnoCSR Training Program?

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Please indicate your group affiliation.

InnoCSR Partnership Forum ( )    AmCham ( )    AustCham ( )    EUCCC ( )  
 CEIBS Alumni ( )    BenCham ( )    MexCham ( )    Others ( )

## InnoCSR Training Program – August 2009 (BJ)

### Bank Details for payment

户名 (Payee Name) : 银则企业管理咨询（上海）有限公司

开户行(Bank Name) : 中国工商银行上海市武康路支行

账号 (Account No.) : 1001 1761 0900 6869 463

*(Please Note: Kindly submit the **payment confirmation** (Copy of Bank Transfer Note) along with your **registration form** via email to Khushboo at [training@innocsr.com](mailto:training@innocsr.com). Your seat will not be guaranteed without the payment)*

### Other Details

#### Location (Beijing)

To Be Announced (TBA)

### <Terms & Conditions>

- The duly filled registration form along with the payment details, should be faxed (+86 21-6163-8247) or emailed at [training@innocsr.com](mailto:training@innocsr.com)
- Any **cancellations**, 7 days prior to the main program will be subject to 15% penalty.
- To register for the training program, **prior payment will be required.**
- Minimum number of participants required for the training sessions are 10 people.
- In an event where the number of participants is less than 10 people, the training session will be cancelled. All the confirmed participants will be notified regarding the cancellation of the training program session.
- In an event of cancellation, the payment made towards the training program will be refunded.