



CSR Training
Course Information

1. Schedule: Public Days

Module	2008 First Quarter Program		
I. CSR Basics	A	B	C
Session 1	Sunday 27 th Jan. 9-12 am	Sunday 10 th Feb. 9-12 am	Sunday 23 rd March. 9-12 am
Session 2	Monday 28 th Jan 9-12 am	Monday 11 th Feb. 9-12 am	Monday 24 th March 9-12 am
II. Executive Brief	A	B	C
One Session	Sunday 3 rd Feb 4-8 pm	Wednesday 20 th Feb 4-8 pm	Sunday 30 th March 4-8 pm
III. Media and CSR	A	B	C
One Session	Saturday 2 nd Feb 4-8 pm	Saturday 16 th Feb 4-8 pm	Tuesday 25 th of March 4-8 pm
IV. CSR Reporting and Communication	A	B	C
Session 1	Tuesday 29 th Jan 9-12 am	Tuesday 12 th Feb 9-12 am	Tuesday 25 th March 9-12 am
Session 2	Wednesday 30 th Jan 9-12 am	Wednesday 13 th Feb 9-12 am	Wednesday 26 th March 9-12

* Venue: Courses will be held at the Jeddah Hilton.

2. Course Description

Module	Description
I. CSR Basics	<p>This course offers introductory training for professionals with interest in corporate social responsibility from the business and non/business community. Topics covered will include:</p> <ul style="list-style-type: none"> - why CSR and the drivers for it globally and regionally - Why is it important for business? - What issues covered in CSR? - Stakeholders perspectives and roles in CSR - Standards and organizations shaping the landscape of CSR - Best practices in CSR management - Basic evaluation of CSR and links to company performance <p>Course meets in 2 sessions, 3 hrs each.</p>

II. Executive Brief in CSR	<p>This course offers a condensed strategic outlook on CSR for the busy executive. Topics covered will include:</p> <ul style="list-style-type: none"> - International & regional trends in CSR agenda - Implications for your business / sector - Conditions under which CSR strategies offer competitive advantages - Leveraging CSR for organizational learning, innovation, customer relations, risk management, investor relations and civic positioning? - Benchmarking your own organizations - Building effective CSR policies and operational strategies <p>Course meets in one session for 4 hrs</p>
III. Media & CSR	<p>This course offers introductory materials for professionals in media, journalism and communications with interest in critically examining and/or communicating CSR. Topics covered include</p> <ul style="list-style-type: none"> - Perspectives on the role of business in society - Boundaries of corporate responsibilities - Accountability & transparency through reporting and disclosure - Media as watchdogs - understanding both the industry context the social context of company operations when evaluating and reporting on CSR <p>Course meets in 1 session for 4 hrs</p>
IV. CSR Communication	<p>This course offers training for professionals in corporate communications, media relations, and investor relations aiming to advance their corporate communication on CSR. Topics covered include</p> <ul style="list-style-type: none"> - Why report on CSR activities? - Benefits and Risks of Communication - CSR reporting in the context of Corporate Governance - International Standards in Accountability, Transparency and Reporting - Rating and Ranking of CSR - Developing own communication and reporting strategy - Review of Best practices <p>Course meets in 2 sessions, 3 hrs each session.</p>

3. Course Fees

Module	Number of attendees	Fees Per Person (SR)
I. CSR Basics	10 to 15	1,500
II. Executive Brief in CSR	7 max	3,750
III. Media & CSR	10 to 12	2,250
IV. CSR Reporting & Communication	10 to 12	2,750

4. Trainers Bio

<p>Tareq Emtairah Research Associate International Institute for Industrial Environmental Economics, Lund University</p>	<p>Tareq Emtairah is affiliated with Lund University, Sweden, and Tamkeen’s senior consultant in corporate sustainability strategies. He has a BS in engineering from Rutgers, USA, and a Masters in Environmental Management and Policy from Lund U of Sweden, and a post graduate research certificate from Tokyo Institute of Technology on R&D management. Currently holds a doctoral post in the area of business strategy, society and environment. His experience covers a wide range of applications within the field of CSR and corporate sustainability strategies including researching trends and developments, advising clients on tools and approaches, development of reporting tools and management strategies, education and training. Selected engagements:</p> <ul style="list-style-type: none"> - Worked as CSR analysts for the valuation of CSR strategies of listed companies for United Bank of Switzerland (UBS) asset management function. - Participated in the early development of Global Reporting Initiative for the development of CSR reporting framework. - Participated in the development of global energy scenarios 2050 on the link between energy and global change with the World Business Council for Sustainable Development (WBCSD) - Coordinated and implemented CSR executive training for several international clients including: UNEP, Copenhagen business School, Industrial and Commercial Bank of China, NovoNordisk of Denmark, Dell Computers, Skanska Construction and a variety of companies in the Nordic market. - Co-authored several position papers on the development of CSR internationally and regionally including the first Saudi CSR trend report, UAE Corporate Sustainability trend report with WWF, EU non-financial disclosure policy trends, and a report on reputation and communication for the Prince of Whales Forum. - Frequent lecturer for MBA programs on corporate social and environmental strategies in Spain, Columbia and Denmark.
<p>Renato Orssato Senior Research Fellow INSEAD</p>	<p>Dr. Renato J Orsato is Senior Research Fellow and Adjunct Professor at the INSEAD Social Innovation Centre, Fontainebleau, France. His research focuses on the conditions favouring firms to transform environmental and social investments into sources of competitive advantage. Dr Orsato has consulted private and public organizations in the United States, Europe, Australasia and Latin America. He has published in the California Management Review, Organization Studies, Journal of Industrial Ecology, Organization & Environment, Business Strategy and the Environment, Journal of Cleaner Production, and Sustainable Development Journal.</p>