

Title: Starting with CSR

Aim: To understand the definition and general framework of CSR and consider the possibilities for participant's own situation.

Time: 15 minutes

Method: Group discussion

Instruction to the trainer:

1. Individual: After a general introduction to CSR, ask to the participants to write down their first impressions, questions and remarks on CSR. (5 minutes)
2. Discussion in group: ask to each one of the group members which are their impressions, remarks and questions on CSR. (10 minutes)

Take into consideration that this is just the training start, so the discussion can be short. More information will come later in the module and more detailed in the other training modules.

If there are no questions or remarks you can "provoke" the discussion with the question:

- What could be a driving force for companies to assume their social responsibility?

More questions can be added into the discussion:

- What is the role of corporate social responsibility in corporate business strategies?
- What are the expectations behind such engagements? On which areas do these engagements focus? What is the benefit for companies?
- What are the most important best practice ways to implement and manage corporate social responsibility? What best practices exist for SMEs?
- What are the best ways to build links between the social and environmental dimensions of corporate social responsibility?
- What are the best means to promote further knowledge about the business case for corporate social responsibility and it's value-added?