

Title: CSR oriented Solution Process

In the “CSR oriented Solution Process” a group of 4 teams take themselves 10 to 15 minutes in order to formulate a workable proposed solution to a problem explained by the trainer. The sense of this training activity is to simulate a conference of decision makers of a company without a hierarchical structure.

It is most important that each team was a speaker able to articulate possible consequences of the particular proposed solution in the fields of the company’s economical success, environmental and social dimensions. Ask each team to present their particular proposed solutions in front of the group, focused on the CSR dimensions mentioned above. The group will listen to 4 proposed solutions and should then choose the 2 solutions in main favourite of the group.

The CSR solution process should be done by discussion the positive aspects of both chosen proposed solutions regarding their consequences on the company’s economical success, environmental and social dimensions. The group should then work out an integrated solution that combines the positive aspects of both original solutions into the “first integrated solution”.

The group will then handle with the 2 remaining solutions. Again they should discuss the positive aspects of this both proposed solutions and integrate them to a “second integrated solution”. After having done this, the final discussion on positive aspects should combine the “first integrated solution” with the “second integrated solution” leading to a final combination and decision.

The “CSR oriented Solution Process” is a method that is structured into the following phases:

1. Presentation of a business related problem (trainer)
2. Presentation of 4 proposed solutions regarding the “CSR tripple bottom line” (teams)
3. Decision about 2 proposed solutions in favourite (group)
4. Creating the “first integrated solution” by regarding the positive effects on the company’s responsibilities of both proposals (group)
5. Creating the “second integrated solution” by regarding the positive effects on the company’s responsibilities of both remaining proposals (group)
6. Combining both “integrated solutions” in the same way as mentioned in 4. and 5. in order to discuss a “CSR oriented solution” (group)