

SUSTAINABLE DEVELOPMENT AND CORPORATE SOCIAL RESPONSIBILITY



TARGET AUDIENCE

Executives and managers.



GOALS

- Understand the context of CSR with articulation between emerging countries and developed countries
- Understand the meaning of Moroccan initiatives and the scope of international regulations and their impact on Moroccan organizations
- Immersion in sustainability methodologies to mobilize business teams through active pedagogy for the appropriation of normative content, each according to their profession
- In groups, participants will carry out an assessment of the maturity of the CSR approach according to ISO 26000
- Deepening of the extra-financial issues of the rail sector and establishment of performance indicators.



EDUCATIONAL MODALITIES

Presentations, sustainability tools, in-depth explanations based on surveys, polls and consulting ...



DURATION: 2 Days

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **No**



PREREQUISITES

None.



PROGRAM

- CSR: Why and How? Genesis and development
- The main instruments of CSR / the vocabulary of CSR
- The specificities of CSR: stakeholder dialogue. Identify, prioritize stakeholders; Why and how to engage them?
- Global Compact and Duty of Vigilance - European directives, OECD, SDGs;
- The regulatory shift in Morocco;
- The standards of the "Global reporting Initiative";
- ISO26000 standardization - CSR in performance logic
- Exploration of the AA1000 standard and its impact on rail professions;
- The philosophy of integrated reporting (capital transformation)
- The materiality study process: presentation and study of a practical case;
- Discovery of an online tool dedicated to materiality.