

## **DAY 1**

### *The Communities We Operate In*

- Corporate Social Responsibility (CSR) vs. Community Engagement
- Understanding the Importance of Community Engagement
- Defining the Corporate Community Involvement Mission
- Identifying Key Stakeholders
- Stakeholder Expectations of Our Organisation
- Assessing Impacts and Pre-empting Risks
- Reputational Impact

## **DAY 2**

### *Integrating Community Involvement into the Business*

- Integrating Community Involvement into the Business
- Environmental Issues
- Health and Safety
- Local Procurement
- Education
- Capacity Building
- Reputation Management

## **DAY 3**

### *Practical Steps for Community Engagement*

- Developing Engagement Programmes
- Engagement Techniques
- Corporate Communication with the Communities
- Presenting our Organisation to the Communities We Operate In
- Budgeting
- Practical Exercises in Community Dialogue

## **DAY 4**

### *Types of Community Programmes*

- Community-Driven Projects
- Social Contribution Projects
- Supporting Neighboring Communities in Case of a Disaster
- Corporate Giving and Foundations
- Connected Leadership
- Employee Involvement
- Manage Cross-sector Collaboration

## **DAY 5**

### *Measuring, Evaluating and Reporting Corporate Community Programmes*

- Goal Setting and KPIs
- Measuring Success of Our Initiatives
- Integrated Reporting