

Executive Summer Course in

**CSR** / Corporate  
Social  
Responsibility



# Beyond CSR: Leadership for Social Innovation

Online: June 1 – 18, 2017

Geneva: June 19 – 23, 2017

## COURSE DESCRIPTION

The **Executive Summer Course Beyond CSR: Leadership for Social Innovation** addresses professionals from private companies, NGOs, international organisations and the public sector who would like to:

- Understand the major aspects of CSR and how it contributes to institutions meeting global sustainability challenges and opportunities;
- Enhance their leadership skills to become innovative responsible leaders;
- Master the latest CSR cutting-edge tools and strategies;
- Boost their company value.

Learn how to integrate CSR at the core of your organisation through a dynamic and interactive course combining lectures, group exercises, case studies and exchanges with peers. Take advantage of the exclusive international networking opportunities Geneva has to offer in the sustainability area.

### Who should attend?

Managers in charge of CSR activities, CEOs, board members, consultants and executives in private companies, NGOs, international and public institutions.

The **Executive Summer Course Beyond CSR: Leadership for Social Innovation** is organised around a self-paced introductory e-learning module followed by a 5-day intensive classroom session in Geneva.

**Classes** take place every day from Monday June 19 to Friday June 23, 2017, from 9 am to 5 pm. They consist of a mix of lectures, case studies, group exercises and presentations. They give participants the opportunity to share and discuss their own CSR experience, projects and challenges and get feedback from peers.

**Speakers** include leading academic and professional CSR experts from the private sector, United Nations specialised agencies, Non-Governmental Organisations and think tanks.



UNIVERSITÉ  
DE GENÈVE

## PROGRAMME

### June 1-18, 2017 Online self-paced introductory module

Through a mix of readings, videos and forum discussions, participants will learn or refresh their knowledge on what CSR is and the major issues it addresses.

*Dr Catherine Ferrier, Senior Research Associate and Programme Director, University of Geneva*

### Monday June 19, 2017 Discussing CSR and Sustainable Development

What is CSR? Where is it heading? How do you understand CSR in your own cultural context? Wrap-up the online introductory module. Share your views and experience on CSR with peers in an interactive morning introductory session facilitated by The Lego® Serious Play® Method.

Meet Geneva CSR and Sustainability professionals in the afternoon.

*Dr Catherine Ferrier, Senior Research Associate and Programme Director, University of Geneva*

*Ms Cathy Coïc, Solution Energizer, Let's Share Please, Geneva*

*Guest Speakers from the Geneva CSR network*

### Tuesday June 20, 2017 Global Issues and Challenges

Learn about the global challenges organisations are facing, for instance: MDGs and business, climate change challenges after COP 21, human rights, labour-related issues in the supply chains.

Meet experts from UN, NGOs and think tanks based in Geneva.

*Various guest speakers from Geneva-based UN, NGOs and think tanks.*

**Evening:** Welcome dinner

### Wednesday June 21, 2017 Scenarios and Visioning: Tools, Tricks and Techniques for Advancing a Business and Sustainability Strategy

This session provides an introduction and overview to visioning and scenario planning, two innovative approaches companies use to grapple with business and society challenges. It will look at how companies can be better equipped to anticipate, manage and solve problems while honing their competitive edge; when is one approach to future-casting more appropriate than another; what are some of the key content and process features of successful scenario and visioning exercises.

*Ms Margaret Flaherty, Business School Lausanne*

### Thursday June 22, 2017 Beyond CSR: Social Innovation

This session will tackle the challenge of "Social Innovation in a Digital World" as a new approach of cross-sectorial collaboration in order to achieve business and societal benefits.

*Dr Thomas Osburg, Assoc. Prof. Fresenius Business School and Director, CircularKnowledge Institute, Munich*

**Evening:** CSR Geneva Summer Drinks. Meet and interact with the Geneva-based CSR community.

### Friday June 23, 2017 Change Management and Leadership

The need for change is what distinguishes leadership from management. The need for sustainability distinguishes good leaders from bad. How can good leaders create rapid and significant change for sustainability? This session focuses on being a values inspired leader.

*Mr Jacob Mayne, Managing Partner, New Angles, Paris*



## PRACTICAL INFORMATION

### Diploma awarded

A Certificate of Attendance will be delivered by the University of Geneva to participants attending the Executive Summer Course. Participants who successfully complete the required examinations will receive a Certificate of Completion that represents 6 ECTS credits (European Credit Transfer and Accumulation System).

### Language

The Executive Summer Course in CSR Leadership is taught in English.

### Admission requirements

A recognised University degree or equivalent, or significant professional experience.

### Fees

- CHF 3,700.- for the complete programme
- Early bird: CHF 3,370.- for applications received by **1 March 2017**
- CHF 750.- for single day(s) attendance (register at least two weeks before)

The fees include the welcome dinner, coffee breaks, lunches and the CSR Summer Drinks. Participants are responsible for their own travel and accommodation arrangements and expenses.

Geneva taxpayers can benefit from a “Chèque-Formation Emploi” of up to CHF 2,250.- that can be obtained under certain conditions.

For more detailed information, please visit <http://www.ge.ch/CAF/>

### Registration deadline

Early Bird registration deadline: **1 March 2017**

Regular registration deadline: **15 April 2017**

The Executive Summer Course in CSR Leadership will open with a minimum number of 10 participants. All registered participants will be informed about the go/no go decision around April 20, 2017.

### Cancellation Conditions

Any withdrawal after registration confirmation has been received and before the start of the programme will incur an administration fee of CHF 450.-.

The FULL fee is due if the cancellation occurs after May 31<sup>st</sup>, 2017.

## REGISTRATION AND CONTACT INFORMATION

To register, please send the completed registration form, along with the required documents, by email only to:

CSR / GSEM Executive, Geneva School of Economics and Management

Ms Leticia Saura

University of Geneva

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