

Invitation

Ljubljana, December 17th 2009

SCHOOL FOR CORPORATE SOCIAL RESPONSIBILITY

- *Key concepts and techniques of social responsibility, human resources management and sustainable development.*
- *Corporate social responsibility as a part of corporate ethics.*
- *New trends on social and environment topics.*

Join us with our second year of School for Corporate Social Responsibility (CSR) from February 25th until March 12th 2010 in Chamber of Commerce and Industry of Slovenia, Dimičeva 13, Ljubljana.

The main focus of the School for Corporate Social Responsibility is to study the social environment in which social responsibility is present and explain its' key concepts and terminology. Social responsibility has become one of the key factors of a successful society and having knowledge on it can improve the reputation and financial situation of the company.

Social responsibility is tightly connected to sustainable development, which focuses on protecting the environment, natural resources and avoiding consequences inflicted by pollution. Sustainable development mainly concentrates on developing the human society now in a way, which will not badly influence on future generations.

The programme is divided into **seven modules** - Stakeholder Management and Introduction to CSR, The Role of Intermediaries and the Media, Stakeholder Strategies and Actions, Business context of CSR, Stakeholder Management in Practice and Reputation Building, Applying CSR, Managing and Implementing CSR Strategies, Panel Discussion.

The participants will gain a thorough understanding of the following concepts: What is corporation? The role of corporate governance, stakeholders and issue analysis , responsibility, accountability and transparency, evaluation of the business success on the basis of »Triple Bottom Line«, sustainable development, CSR reporting and auditing, corporate citizenship, corporate social performance, NGOs and iNGOs, socially responsible investment, the business case for CSR, globalization and international development, global warming and climate change, carbon trading.

The participants of the CSR School will make a project of CSR and they will present it at the end of the project. They will also receive a **CSR Diploma** of London School of Public Relations.

The group of speakers represents different stakeholder groups, from business representatives to NGOs, from media to government and academics.

Speakers are:

- John Dalton, general manager London School of Public Relations Worldwide,
- Leonardo F. Peklar, Socius,
- Nadya Zhexembayeva, IEDC – Bled School of Management,
- Sebastja Šik, Luka Koper
- Sandro Baričević, Coca-Cola Adria
- Vita Kernel, Studi Kernel
- Marko Divjak, Urška Antolin, Interstat
- Vida Ogorelec Wagner, NGO Umanotera
- Aleš Kranjc Kušlan, Family Friendly Company Certificate,
- Tamara Valenčič, Simobil,
- Barbara Žaucer, Dunja Turk, Finance,
- Blanka Vezjak, Vezjak Consulting,
- Yogesh Chauhan, CSR manager BBC (to be confirmed)
- Siniša Djurič, CSR consultant

London school of Public relations has founded the School CSR, with the intention to broaden the knowledge and understanding the meaning of corporate social responsibility. The goal is to establish a permanent educational programme in middle, east and south Europe.

Further information: Maja Rečnik, SPEM Communication group, Gregorčičeva ulica 39, Maribor, phone: 02/228 44 49, fax.: 02 252 32 09, lspr@spem-group.com

Please send your **application** until February 6th to lspr@spem-group.com

Partners:



