



# CORPORATE SOCIAL RESPONSIBILITY (CSR) PRACTITIONER

– CERTIFICATE OF  
COMPLETION

Every  
company needs  
a Sustainability  
Executive!

Sustainability  
is very  
important  
for business  
success

*Institut Mayang  
is registered with:*



MINISTRY OF EDUCATION MALAYSIA



*Endorsed by:*

WORLD  
SUSTAINABILITY  
COMMUNITY

Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia  
(PPM-011-14-20062019)

*In collaboration with:*

**CSR Malaysia™**

[www.csrmalaysia.org](http://www.csrmalaysia.org)

[www.sustainabilitycommunity.org](http://www.sustainabilitycommunity.org)

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## Institut Mayang's Centre for Sustainability & CSR Excellence

The Centre's vision is to be the preferred institution of learning at the forefront of developing talents for sustainability and corporate social responsibility excellence in Malaysia through its high value programmes and courses of studies, in line with the country's committed pursuit of sustainable development when it formulated the New Economic Model (NEM) in 2009.

## Institut Mayang

Institut Mayang is owned and managed by Mayang Academy for Professional Studies Sdn Bhd. It is a boutique education institution that offers niche and specialized courses for the Malaysian workforce. Mayang is in existence for the last two decades and is registered with Ministry of Education and is also a registered HRDF training provider.

The courses on sustainability and CSR are delivered in collaboration with 'CSR Malaysia' and Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia, a national organization for Corporate Sustainability and Social Responsibility.

## CSR Malaysia

'CSR Malaysia' is a social initiative and a national publication on corporate sustainability and social responsibility initiatives, approved by Ministry of Home Affairs (KDN). It is active in carrying out sustainability and CSR activities and it shares the unwavering commitment of corporations in Malaysia towards the community at large and their inherent roles as change agents in the socio-economic transformation of Malaysia.

## Sustainability Malaysia

Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia also known as Sustainability Malaysia sees sustainability becoming more important for all businesses across all industries. As such, it aims to carry out activities and programmes to promote sustainability efforts on a broad scale. The objectives of Sustainability Malaysia are as follows:

- Promoting the importance of corporate sustainability and social responsibility through educational programmes

- Raising corporate communities that are sustainability conscious in their businesses
- Instilling noble sustainability values in the younger generation
- Creating a global community that loves and values the environment
- Carrying out welfare programmes involving corporate sustainability and programmes that help the needy
- Collaborating with corporate and government bodies to promote a sustainable community and to help the poor
- Honouring local corporate companies that champion sustainability and social responsibility causes

## About the Trainers

Trainers at Institut Mayang's Centre for Sustainability & CSR Excellence are professionals who are trained in sustainability and most importantly, individuals with a genuine interest in sustainability and corporate social responsibility causes. They are educated with relevant degrees and have the professional experience to deliver the courses effectively in an engaging manner.



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This course will provide you an insight into the principles of CSR, its role and importance in business and how you can effectively help to further the CSR cause for your organisation.

### Course contents & highlights:

- **Corporate Social Responsibility (CSR) concept and origin**
  - definition of CSR
  - brief history and evolution of CSR
- **CSR vs Sustainability: The Differences**
  - definition of sustainability
  - know the 6 differences between sustainability and CSR in terms of vision, targets, business, management, rewards and drive
- **The main areas and principles of CSR**
  - introduction to the 4 main categories of CSR – Environmental, Ethical, Philanthropic and Economic responsibility
  - introduction to the 3 basic principles of CSR – Sustainability, Accountability and Transparency
- **The importance of CSR for businesses and NGOs**
  - know the significant business risks when businesses ignore CSR (eg. shunned by other companies, investors, human resource talents and consumers alike, legal troubles arising from fraud and corruption, becoming obsolete etc)
  - know how businesses can benefit from CSR (eg. improved public image, increased brand awareness and recognition, cost savings, competitive advantage, increased customer and employee engagement)
- **CSR strategies for companies**
  - the strategies that can be incorporated in the business' CSR initiatives (eg. promoting a healthy and inclusive workplace culture, designing goals with measurable impact, aligning community impact goals with business practices, leveraging on the business core capabilities, getting feedback from stakeholders with a view to maximizing stakeholder value)
  - an appreciation of the key trends in the world of CSR today
- **Implementing CSR strategies in the business**
  - steps to launching your CSR strategy (eg. defining what CSR means to the business, understanding the CSR benefits for your business, presenting the business case for your CSR and getting buy-in from top management, identifying your CSR initiatives and tools, launching your CSR programme and managing your CSR programme for success)
  - an appreciation of the challenges in implementing CSR (eg. lack of management support, lack of resources including finances, human capital, knowledge and expertise)
- **Promoting volunteerism to enhance work place skills**
  - what volunteerism is about and the benefits arising (eg. in the areas of mental health, self-confidence, purpose in life, gaining new knowledge, skills and beneficial networks etc)
  - workplace skills that can be enhanced through volunteerism (eg. leadership, critical-thinking, teamwork, communication, problem-solving, project planning, task management, organizing etc)
- **CSR and human rights**
  - the meaning of human rights and what they are based upon (eg. dignity, fairness, equality, respect and independence)
  - relevance of human rights to the economic, social and environmental aspects of CSR (eg. labour rights, right to non-discrimination, right to a clean and safe environment etc)
- **Creating a CSR team in the organization**
  - understand what a CSR team is, its role and value
  - tips on creating a successful CSR team at work (eg. relating to management support, passion of team members, team size, goals, meeting frequency, communication, evaluation, project ownership etc)
- **Positioning your company through CSR**
  - approaches to putting CSR at the heart of your business (eg. adopting a business code of ethics, follow a workplace health and safety programme, committing to environment protection, engaging suppliers, putting your charity where it counts, explore certifications and recognitions)
- **Measuring your CSR efforts**
  - reasons for measuring CSR efforts (eg. for informing stakeholders of the importance of your CSR activities carried out, for improving the CSR decision-making process and for aligning your CSR activities with the corporate goals)
  - approaches to measuring your CSR performance (eg. benchmarking against top performers, using key performance indices, employing recognized industry-standard measurements etc)
- **Local and international case studies on CSR**
  - successful and impressive CSR efforts of some selected local and global companies
  - examples of failed CSR policies and efforts of some selected local and global companies
- **Discussions tailored to personal work situation**
  - assessment of participant's workplace situation (identifying opportunities as well as challenges to the embrace of CSR practices)
  - suggestion for best approaches for participant's aspirations to be realized in the pursuit of corporate social responsibility practices at the workplace
- **Individual written assignment on sustainability**
  - Participants should demonstrate an acceptable and satisfactory level of understanding of the various aspects of corporate social responsibility in their assignment task which will be based on the contents of this course

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## Learning Outcomes:

Upon successful completion of the course, participants will be able to:

- know the principles and importance of CSR for today's businesses
- promote volunteerism as an effective way to enhance workplace skills
- know why companies are successful in their CSR efforts
- design, implement, measure and manage CSR strategies for the organisation

## Certification:

Upon completion of the course and submission of assignment ((having achieved a minimum competency level of 60%), participants will be awarded with the Certified CSR Practitioner – Certificate of Completion, endorsed by Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia, the national organization for Corporate Sustainability and Social Responsibility.

## Are you trained in Sustainability & CSR?

Every day, more companies are beginning to adopt more environmentally sustainable workplace practices, not only to fulfil their corporate social responsibility, but because sustainability makes business sense, in terms of reduced wastages, efficiency of production, better brand image and competitive advantage, reduce work related illnesses and injuries that leads to a healthier and more productive workforce sustained through a clean and safe working environment. Sustainability and CSR also garner the all-important respect and support from the community, promote ethical and noble practices that also lead to regulatory compliance, achieve sense of pride for employees and company alike and attract quality talents, business partners and investors – inevitably to greater profits.

## Aspirations for Sustainability

A recent study carried out by 'CSR Malaysia' and 'Sustainability Malaysia' revealed that companies that embrace sustainability have a clear vision on ensuring the companies' longevity and they develop strategies to that effect. To soar higher like other successful global companies, corporate Malaysia should adopt a greener supply chain, reduce pollution and waste and minimize its footprint, eliminate the use of disposable plastic items,

## Duration:

2 days

**Venue:** Double Tree Hilton,  
Kuala Lumpur

**Fees:** RM2588

## Who it is for:

- Individuals who are championing corporate social responsibility (CSR) practices
  - Leaders and entrepreneurs
- Executives of companies who want to learn the essentials of CSR
  - Purpose-driven executives
  - Sustainability / CSR executives
    - HR executives
    - Consultants
  - Charity organization and local community leaders
- Business development executives
  - Marketing executives

For more information, please contact:

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optimize product life cycles, promote good environment quality, energy and water efficiency, increase productivity and optimize material usage, adopt good labour practices, look after employee welfare, promoting health and safety, while not forgetting to do good for the communities.

## Sustainability is More than Just Doing Good

Corporate sustainability is much more than just a buzzword for the businesses of today. Sustainable economic growth promotes jobs and stronger economies while countering the effects of climate change, pollution and other environmental factors. Being sustainable improves health, increases safety, and saves money. Sustainability concepts should be adopted and integrated into more than one aspect of a business and across many levels of its organization. The practice of sustainability includes consideration and involvement of all the stakeholders while not neglecting the community as well as the environment.

## Sustainability Impact

By practising sustainability, companies can be more aware of the kind of impact they are having on all aspects of society be it economic, social or environmental. Embracing sustainable business practices has a positive impact on a company's strategic performance, employee satisfaction, project opportunities, and market advantage. Sustainable business practices extend into the lives of individuals involved which impact society greatly.