

2 days course on:
CSR, Sustainability and International Development.
13 and 14 October 2014, Lisbon, Portugal.

Course Summary

The course will focus upon Corporate Social Responsibility (CSR) in international development and its practical implications. Starting from a discussion on what is CSR and Sustainability all about, we shall start with a clear and useful definition to help you understand the maze of terms that are being used as well as how they link to other concepts such as those defined by ISO26000, the EU, the UN Global Compact etc. The course draws upon both the course leader's book on CSR and International Development and copies will be given to registered delegates, as well as Dr. Hopkins' vast experience in working with companies, Governments and the United Nations in over 120 countries around the world. The course will cover CSR strategy and how it links to practical conditions in emerging market economies with examples taken from large companies as well as small. The course will include company representatives and experts associated with leading companies in the Mediterranean Basin. Delegates will leave the course with a clear idea of how to implement CSR and Sustainable Development in projects and programmes from community development, to employment creating programmes to their own chosen projects.

Course Methodology

This course will teach you all the available techniques and how to practically apply them through the extensive use of case studies. The course is highly interactive with delegates learning from each other as much as from the instructor. A choice of case studies will be offered and delegates can choose the ones most appropriate to their own needs and requirements – for instance working with a case study that understands how communities can be involved to reduce risk using the experience of the BP Baku-Tiblisi-Ceyhan pipeline or seeing how sustainable development can be promoted in case studies of BAT in Bangladesh, South Africa and/or Sri Lanka.

Who Should Attend

This course is designed for delegates who are seeking to improve their CSR and sustainable development skill in emerging markets:

- Corporate **executives** working on CSR in different cultural contexts
- **NGO** leaders who are implementing development projects around the world and seek to know how to increase their sustainability
- **Government civil servants** who wish to further their knowledge of CSR and sustainability in implementing development projects and programmes
- **Directors and business development** executives from corporates, equity sponsors and consultancies wishing to reduce risk in their projects and programmes in emerging markets
- **SRI finance managers** looking for projects to invest in
- **Accountants and Lawyers** who wish to evaluate emerging market projects and programmes
- **Professionals** looking to change their focus to be more involved in promoting development while understanding how these can be profitable for companies, NGOs and Governments

About the Professors:



Dr. Michael Hopkins is a PhD economist with a strong focus upon measurement, employment issues and executive education especially in emerging market economies. He has worked in the Corporate sector, the United Nations, The World Bank and in Academia and has held a number of Professorships. Since leaving the UN, he founded and is CEO of [MHCI](#) and its subsidiary the [CSR and Financial Institute \(CSRFI\)](#), founded the Arabia CSR Awards, founded and directed the University of Geneva's CSR Executive Training and he advised the [USA Chamber of Commerce's Corporate Citizenship Programme](#). He has published over 120 articles in journals, is a regular contributor to [CSRwire](#), and is the author of 13 books.



Dr. Sofia Santos is a PhD economist with a focus on sustainable development and its linkages with social and environmental risks. She began her career in 1997 in the research department of the bank Merrill Lynch in London in the Global Strategy Team. In 2004 she set up her first consultancy company on CSR issues and in 2013 she co-founded [SystemicSphere](#), a company that aims to help organizations to deal with uncertainty by understanding future trends and elaborating scenarios, that can help them to identify new markets, new businesses and new thinking. In 2012 she published a book ["Banking in Portugal and the Green Economy"](#). She is also President and co-founder of the NGO, [The K Evolution](#), which aims to promote citizenship, sustainability and entrepreneurship via education.

| Instructors | Location | Certificate | Date | Cost |
|------------------------------|--------------------|--|-----------------------|---|
| Prof. Dr. Michael Hopkins | Lisbon Portugal | Awarded George Mason University tested certificate on successful completion | 13-14 October 2014 | EUR 500 for registrations before 1 October |
| Prof. Dr. Sofia Santos | | | | EUR 750 for registrations after 1 October |

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