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## **TRAINING : The importance of CSR committed by the whole organization. The impact of non-action – How much does non-action cost?**

### **The objective of the training for the company:**

Following awareness of sustainable development challenges, most companies deploy a CSR strategy. But what about those that don't do it as a cost-saving measure?  
How much does non-action cost the environment and the living?

This training aims to demonstrate – depending on the company's field of activity (tailor-made)- that not acting is undoubtedly more expensive than action. In a connected world, where information circulates efficiently, demonstrating social performance is positive internally to motivate employees and externally as attractiveness criteria.

### **The training is tailor-made by professionals in the field and adaptable according to the company's activity and challenges.**

### **Vision and anticipation are the keywords.**

Corporate social responsibility aims to integrate environmental, societal and economic policies into the strategy of organizations.

At the intersection of many issues: ethics, social divide, notoriety and energy transition, CSR is a broad field evolving rapidly and encompasses a complex regulatory area and a plurality of stakeholders.

Thanks to this training module, you master the regulatory framework governing CSR and the methodology that will allow you to implement your projects and drive change within the company.

### **Formation's goal :**

- Master the challenges of CSR as well as the regulatory framework and the obligations of companies ;
- Evaluate and develop a CSR strategy adapted to the environmental, societal and economic challenges of the organization ;
- Implement and manage a CSR policy with all stakeholders ;
- Driving change, promoting and making visible CSR projects ;

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**This training is for you if:**

- You want to boost the employer brand ;
- Build customer loyalty or optimize company performance through responsible approaches ;
- The climate dimension is very present in the program and any company's " RESPONSIBILITY " principle.