



Corporate Social Responsibility (CSR) Workshop

- Improve** operational efficiency
- Identity** new revenue streams
- Improve** waste & resource management

PM Session
22nd Nov
2009

Capital Club, DIFC



Whether your company is just starting to look at CSR or sustainability issues, or you are already a CSR leader, we can work closely with you to help improve performance.

For companies new to CSR strategy, we provide your senior management team or Board of Directors with an awareness raising workshop on CSR, corporate governance, business ethics or sustainability.

A unique opportunity to learn from world renowned Corporate Social Responsibility specialist Ivano Iannelli in an executive training master class

Please contact:

+971 (0) 4 371 3333

and speak to Lucy, Events Manager or email her at lucy@istidama.com



The Workshop Agenda

13:00 Introduction by Ivano Iannelli, former Chief at Projects with the United Nations and world renowned CSR thought leader.

13:30 Theoretical Baseline: what CSR is and what it is not. Myth-busting and why the definition of CSR does not equate to simple philanthropy but has serious business implications.

15:00 Coffee break

15:15 The Carbon Layer: measuring profitability from the CSR and Sustainability perspective. Explaining Carbon Credits and the Kyoto Protocol, and integrating them within a commercial framework, to seriously benefit your business.

16:30 Corporate Disclosure Policies, concepts and rationales: the importance of transparency, efficient data collection and dissemination, to raise your company's CSR profile and develop PR strategy.

17:00 Closing address

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Gate Village, DIFC

“A clear article about CSR should be incorporated in the bylaws of all companies working in the UAE”

Mohammed Bakker Al Harthy,
CEO of Social Benefits, Community
Development Authority



Ivano's wide-ranging Project Management experience is partly derived from long spells in senior roles at the United Nations (UNOPS), in the Middle East, where he successfully devised and implemented a raft of CSR initiatives. As Chief of the Programme Development Unit, he worked closely with the private sector, meeting the challenge of integrating cost-effective sustainability programmes into multi-layered organizations.

Ivano is also the Senior Fellow with the University of Verona where he acts as the knowledge driver for CSR within the faculty of Development Economy. Ivano also brings broad vision and international experience to the team, derived from Project Management and Administration roles within the Italian Ministry of Foreign Affairs, based in Afghanistan. He was instrumental in the growth of Corporate Social Responsibility & Sustainability awareness. In response to the requirements of ministries, the business community and other stakeholders, he rapidly initiated feasibility studies and research, acting as a focal point and helping to nurture the green shoots of CSR in the region. Earlier in his career, Ivano was Human Development Outreach Officer for UNOPS in Mozambique and involved in the post-conflict rebuilding of infrastructure and Sustainable Human Development (SHD). This brought highly positive benefits, through regional economic development, micro-credit expansion, health and education.

Four easy ways to register ►

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Delegate (s)

Name: _____

Email: _____

Telephone: _____

Workshop Rate
US\$ 495.00*



Payment Method

- Invoice
- Credit Card
- Cheque

* Client discount available upon request