



Pedagogical guidelines of Module 3 – Unit 3

OSR/CSR INSTRUMENTS

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I. Identity form of the module 3 – Unit 3

Domain	SCR instruments, social responsibility of companies
Subject	Corporate social responsibility and professionals' raising awareness to the instruments of SCR implementation in companies.
Key concept	the initiative of RSE is not any more a fashion but a new stake for organizations
Title	OSR/CSR INSTRUMENTS
Date of Creation	September 2009
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Author(s)	Marina Stefanova
Training materials	Slide show PowerPoint containing 39 slides + cases for illustration
Summary	<p>At the conclusion of this module, the learner must be capable of understanding all the problems connected to the connected to the instruments (management standards, code of conduct, reporting, rules of investing and consumption) used to implement the social responsibility in the companies.</p> <p>Indeed, these subjects are in the heart of our everyday life today. Adopted by numerous international agreements (long-lasting tourism, long-lasting agriculture.), but also by the European legislators (law NRE, etc.), companies, employees, labour unions, NGO (NON-GOVERNMENTAL ORGANIZATION) make from now on references to the sustainable development in their mode of management. The big challenge for the company is thus of manager by taking into account apparently opposing interests: requirements of the shareholders, the risk prevention, the quality of the service, the management of the human resources, the environmental protection...</p> <p>The end of this module is to allow the learners to think about the instruments for the implementation of various management standards, code of conduct, reporting, rules of investing and consumption.</p>

II. Educational potential of the module

A.Target groups

This module addresses a public of professionals of company - leaders, HR managers, staff representatives - within the framework of a module of in-service training. It does not imply preliminary knowledge in terms of management.

B.Educational objectives

- to make the link between work experiences in company and decisions by manager to support the implementation of the concepts of sustainable development and social responsibility.

- to support the discover the concept of organisation social responsibility (OSR), to make the learners aware that the OSR is a from now on a must for organizations.

C.Educational Process

This module can be applied in both inductive and deductive modes.

In inductive mode, it reveals the origin and the nature of the environmental and social actions connected to the sustainable development. It supports a collective reflection on the social responsibility of organizations, especially by pointing out the current importance of the sustainable development and the OSR.

In deductive mode, it aims at making raising awareness on the challenges of the sustainable development from the perception of the stakeholders in the organisation.

III. Playing recommendations on the Module

This module can be integrated into a more global training module/solution dedicated to Human Resources, to the Strategy of an organisation, or to Sustainable Development.

In a module on human resources or on organisation strategy, it enables to understand first the origin of strategic decisions and, secondly, the integration of sustainable development within organisations.

Within the framework of a module on sustainable development, it deals with the manager dimension in terms of the ecological and social policies.

It can be used to demonstrate the link between the various dimensions in terms of human resources, sustainable development and strategy within an organisation.

It is interesting to advise to the participants to lead personal researches on the stakes in the sustainable development and in the social responsibility. This initial awareness may be completed by:

- Reading a few sustainability reports of listed companies.
- Looking at a case study of a responsible company
- Looking at the case study on partnerships between a company and an NGO.

A.Duration of the module

- 2 to 8 hours (up to one day maximum)

B.Face-to-face duration (including remote F-2-F)

- 2 to 8 hours (up to one day maximum).

C.Related activities and their duration

- Reading and discovery of case: 1h30
- Working workshops on cases: 1h30

D.Questions for the kick-off of the course

- 1- Do you have any experience in the implementation of OSR policies in the company?
- 2- Do you identify the OSR labels? (N.B.: based on a visual presentation)
- 3- Are you a responsible consumer?

E. Questions to structure the discussion/the training

- 1- What are the advantages/disadvantages of the various SCR instruments?

F. Debating questions

- 1- Do we need a written code of conduct?
- 2- Do you practice responsible consumption and investment?
- 3- Can she be a driver of growth and development?

IV. Acknowledgement and references

A. European support from the Lifelong Learning Programme



B. References and global approach:

- ▶ The present pedagogical guidelines and the related training module are part of a global training solution on OSR developed within the HERMES-OSR project (www.hermes-osr.eu).
- ▶ A set of training materials have been developed as a toolkit for the trainers and training organisations validated by the Hermes-OSR project.
- ▶ Syllabus for each of the training module is available on the Hermes-OSR website.
- ▶ 4 training modules have been developed as a generic and flexible approach mainly for subcontracting SMEs and extend as well to all types of organisations and stakeholders:
 - Module 1 – Awareness rising on OSR
 - Module 2 – Inception training to answer fundamental questions in a practical way and applied to specific needs of the audience
 - Module 3 – Applied training for OSR operators and managers involved in the deployment of OSR approaches. This module can be delivered by key topics to fit organisations' needs.
 - Module 4 – Ethics and deontology issues and OSR module to be integrated in existing MBA training (strategy and managerial issues).
- ▶ Module 3 and 4 are also included in a labelisation process of the training organisations. FLA, the Fair Labor Association (www.fla.org) has been involved in the definition of the labelisation process and system recognition of the training solution.

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