



**Corporate Social Responsibility:
Building Connections between Enterprises & NGOs**
AGENDA for enterprises

Monday, 3 March. **Training Course**

9:30-17:00. Location: *Savanorių 1, Kaunas, Socialinių Inovacijų Fondas*

- Overview of Corporate Social Responsibility
 - Why CSR is critical in private & public sectors
 - Building social and business value
- Systems-based CSR Approach
 - Current CSR models
- Best Practices of Corporate Citizenship in the 21st Century
 - Alignment with business strategy
 - Transparency, accountability, & performance
- Stakeholder Engagement
 - Strengthening stakeholder engagement
 - Reporting activities to stakeholders
- Developing & Integrating a Successful CSR Business Strategy
 - CSR Action Plan
 - Integrating customer perspectives
- Implementing CSR Programs
 - Obtaining & maintaining employee support
 - Implementation challenges & barriers
- Monitoring & Measuring Impact
 - Creating simple, measurable, achievable and time-bound results
 - Celebrate achievements
- Successful CSR Guidelines
 - Use champions to help implement CSR action plan
 - Allocate CSR budget & resources

Thursday, 6 March. **Corporate Citizenship Networking Event**

15:00-18:00. Location: *J. Gruodžio g. 21, Kaunas, Hotel Santaka*

This event involves structured and facilitated networking to match the CSR goals of 15 enterprises with the missions of 15 NGOs and opportunities to build new partnerships between enterprises and NGOs.

- Introductions
- Presentations from 2 enterprises about their successful CSR programs
- Enterprises present their CSR goals & objectives
- NGOs pitch their missions, existing programs, and interests
- Enterprises & NGOs network to discuss potential partnerships