



CENTRE for SUSTAINABILITY
and EXCELLENCE

"Solutions for Sustainable Development"



How to...Sustainability Workshops In-House Workshops 2007

The success of these workshops relies on bringing together a limited number of people from diverse backgrounds offering participants the opportunity to acquire expert knowledge and to engage in in-depth discussions with the trainer and the rest of the group with the use of interactive exercises.

CSE Profile

The Centre for Sustainability and Excellence (CSE) is a leading advisory organization specialized in offering Sustainable Development solutions to organizations & a Think Tank with offices in Athens (head quarters) Brussels and Dubai. It represents the outcome of the cooperation between experts and scientists, who deal with, apply and provide support in the most advanced practical methodologies towards sustainability, while adhering to social and environmental criteria.

Through its network of international partners, CSE offers coaching in a vast array of services promoting Sustainability and Excellence to Organisations, Society and Governments. CSE cooperates with international organisations, such as the EFQM (European Foundation for Quality Management), GRI (Global Reporting Initiative), UN Global Compact (United Nations Global Compact), EBEN (European Business Ethics Network), Forum for International Communications and the European Commission CSE supports, on their journey towards sustainability, leading organizations such as Lloyds TSB, Eurocontrol, Dell, BP, DHL, Lafarge (Aget Heracles), Mc Cain, Bank of Cyprus and many others including the European Investment Bank, the largest financial Investment Institution of European Union and the Dubai Center for Corporate Values (DIFC, TECOM, DAFZA). The global presence of CSE is enhanced by numerous activities carried out in many countries/regions including the United Kingdom, Belgium, Luxemburg, Germany, Spain, Italy, Cyprus, Bulgaria, Romania, India, Russia, China and the Middle East (Dubai).

Quotes from Participants

"With high demands and focused on results CSE constitutes the leading consulting company for successful changes in every organization". John Swannick, *CSR Manager, Lloyds TSB*

"One of the best interactive workshops on a new concept". Faiza Egbert, *Emirates Flight Catering*

"That the input can be 'transferred' and adjusted to the company's requirements for identification of its current status on the subject". I. Katsirou, *Quality Manager, DHL Express Hellas*

"What I liked the most about the particular workshop was that it gave me the opportunity to grasp the basics about CSR and to understand not only what it entails but also how to proceed with its implementation in the organization". E. Boutou, *Public Power Corporation*

I. Beginners level



A. How to...Get Started with Sustainability and Corporate Social Responsibility

1 day workshop
Trainer: Nikos Avlonas

Who should attend?

CSR Directors, Heads and/or Managers, PR, Communication and/or Marketing Managers, Sustainability, Environmental managers. Who have limited knowledge on CSR issues and wish to learn more about how to start up on their organisation's CSR strategy.

Key issues to be covered:

This one day workshop presents all the necessary steps to be followed, when setting out on the journey of your Organisation towards Sustainable Corporate Performance, using such practical tools as the EFQM framework for CSR & Stakeholder Management.

- Defining the notion of CSR
- The benefits and the importance of CSR
- Why integrate CSR in your corporate culture
- Social cause related marketing
- Designing your CSR strategy (introductory)
- Stakeholder Mapping

By attending this workshop you will:

- Learn about the precise meaning of CSR as well as the series of actions that need to be implemented in order to design a concise CSR strategy
- The interactive nature of this workshop will allow you to discuss your ideas with other participants and to clarify any unclear points through in depth discussions with the trainer
- Gain insight on the current CSR trends and practices applied by leading companies through the analysis of case studies

B. Integrated Crisis Management Communication/ Operations

2 days workshop
Trainer: Fotini Sfakianaki

Who should attend?

General Managers, Communications, PR, Quality and Operations Managers

Key issues to be covered:

- Crisis Management & Communication
- Crisis Management & Operations
- Practical tools for intergraded Crisis Management
- Presentation of good practices through the use of case studies

By attending this workshop you will:

- Benefit from the use of innovative tools and methodologies on how to deal with crises with practical approaches
- Collect substantial amount of information regarding crisis management from a trainer who has gained respected knowledge and practical experience in this area
- Acquire complete knowledge on the issue of crisis, covering all aspects (operational, communication, legal)

II. Advanced level

A. How to... Design and Implement an Effective CSR Strategy and Report

2 days workshop
Trainer: Nikos Avlonas
& Thomas Achelis

Who should attend?

General Managers, CSR Directors, Heads and/or Managers, PR, Communication and/or Marketing Managers, Sustainability, Environmental Managers. Who have so far achieved a good level of knowledge on CSR issues through participation in relevant workshops or through their job tasks and who wish to advance their understanding and bring added value to their organisation.

Please note that in order to attend the specific workshop a very good knowledge of CSR is required and it is recommended that you first attend the relevant introductory workshop.

Key issues to be covered:

The focus of this programme is to present and analyze the notion of CSR and the tools to be utilized for the proper management of CSR activities, as well as the good practices applied by the best companies around the globe.

- The history of CSR & the role of the European Commission in the shaping of CSR principles
- The drivers of CSR
- Stakeholder engagement and CSR
- Management Models and other practical tools for CSR
- Presentation of key CSR reporting guidelines (EFQM, GRI, UN Global Compact)
- Good practices and case studies from leading companies around the world
- The basic principles for the development of CSR Report according to International Standards
- How to communicate your CSR Strategy and Report to your stakeholders

By attending this workshop you will:

- Benefit from the exchange of information on the discussion topics of the workshop amongst a small number of participants
- Acquire comprehensive knowledge on the practical methods that can be used in order to further develop your organization's CSR Strategy
- Become familiar with tools that can be utilized in order to improve the quality and content of your CSR Report.



B. CSR and the Environment

1 day workshop
Trainer: Harry Papageorgiou

Who should attend?

General Managers, CSR Directors, Environmental Managers, Heads and/or Managers, PR, Communication and/or Marketing Managers, Sustainability Managers who have so far achieved a good level of knowledge on CSR and Environmental Management issues through participation in relevant workshops or through their job tasks and who wish to advance their understanding and bring added value to their organisation.

Please note that in order to attend the specific workshop a very good knowledge of Environmental Management is required.

Key issues to be covered:

This programme intends to provide an insight on the integration of advanced environmental management features in CSR Strategies and Programmes.

The key modules to be covered include:

- How to... and significance of an Initial Environmental Review
- Methodologies for the identification of the Environmental Aspects of your services and products. The notion of your business's Environmental Footprint
- Environmental Risk Assessment and Management. Basic Principles.
- Costs & Benefits of Environmental Programmes, tools for effective top management commitment
- The environmental Indicators of GRI
- Product Life-Cycle Assessments and Eco-Labeling
- Best Practice examples of win-win partnerships with Environmental NGOs

By attending this workshop you will:

This programme intends to provide an insight on the integration of advanced environmental management features in CSR Strategies and Programmes.

The key modules to be covered include:

- Benefit from the exchange of information on the discussion topics of the workshop amongst a small number of participants
- Acquire comprehensive knowledge to be used in the front line of advanced environmental management and CSR practices
- Develop skills on how to engage top managers and maintain commitment on environmental performance
- Learn how to integrate the environment into your CSR Strategy and Reporting

CSE Faculty

Thomas Achelis

Thomas Achelis is a well respected PR practitioner with nearly thirty years of experience in the communication industry. Besides managing his PR business, he has lectured in public relations practice at the University of Munich since 2000. In addition he has developed a system of practical communication training, which is today the most acknowledged training programme in this field in Romania. Thomas is a board member of IPRA the (worldwide) International Public Relations Association. He has been a Board member of the German PR Association (DPRG) and is the previous president of the European Public Relations Confederation (CERP), the umbrella organisation of most of European PR associations. He is also a member of the British Institute of Public Relations (IPR), honorary member of the Russian and the Romanian PR associations and director of the Institute for Quality in Public Relations (IQPR), a task force set up by IPRA, CERP and ICCO. Since 2002 he is a member of the steering committee of the German PR Academy (DAPR), and president of the European PR Academy (EAPR), a subsidiary of DAPR.

Fotini Sfakianaki

Fotini Sfakianaki is a scientific collaborator and lecturer at the Department of Media and Communication (Laboratory for the New Technologies) at the University of Athens, teaching online Marketing, Political Communication and Crisis Communication Management. She had been responsible for the design and implementation of several professional Master's Degrees, under the auspices of the European Union, among renowned European Universities. She has also been a visiting lecturer at the University of Metz, France / Haute Ecole St. Luis, Belgium / Kemi Tornio Media School, Finland and CITI University of Lisbon, Portugal. As a Communication Consultant she was involved in the set up and training of staff for the Press Office of the Ministry of Public Order and has been working with them since 2001. As a freelance Communication Consultant she specializes in Media Training for Corporate and Political Communications – with an emphasis in Crisis Management. She has cooperated with various companies and organizations for the implementation of EU funded educational programs, mainly as a content provider for subjects relevant to Media Relations and Crisis Communication.

Nikos Avlonas

As one of the founders and Managing Director of the Centre for Sustainability and Excellence (CSE) specialised in Total Quality Management/Business Excellence, Balanced Scorecards, Corporate Social Responsibility (CSR), Nikos Avlonas has carried out the design and implementation of systems and methodologies for dozens of leading companies in Europe, as well as CSR assurance engagements for more than 60 organizations. He was the project leader for the creation of the European Model & pertinent methodologies for CSR and he collaborated with leading corporations on the implementation of those methodologies. He has carried out numerous seminars & workshops attended by senior managers and executives from various leading corporations and he has contributed various articles for the international press

Harry Papageorgiou

Harry Papageorgiou is the recently appointed Executive Director of the Centre for Sustainability & Excellence. He holds an MSc degree in Environmental Impact Assessment & Auditing. He has extensive experience and exceptional expertise in the field of environmental management systems and programmes in Greece and abroad. Moreover, he has acquired extensive experience in the NGO sector as he has served as a Public Participation Coordinator and Environmental Policy Campaigner for WWF Greece. He started his career as an environmental consultant in a collaborative project between the Norfolk County Council in Norwich UK and the offices of Anglia TV, the East Anglian branch of ITV, where he conceptualised and successfully implemented a Waste Management System and a Paper Recycling Scheme. He has participated in a great number of National and International R&D Projects in the fields of Environmental Management, Sustainable Agriculture, Sustainable Tourism and Agro/Eco Tourism, Strategic Environmental Assessment etc., and he has provided advisory and consulting services to various companies. He has been involved in advanced training activities, including practical training of environmental managers and NGO volunteers. He has given plenty of presentations and speeches on pertinent themes.

General Terms and Conditions:

Registration Policy

If you want to participate in our workshops you can either register online at www.cse-net.org or contact us at +30 210 80 85 565. Please note that full payment must be received 7 days prior to the workshop sending the bank. Transfer Receipt by fax to +30 210 80 85 556.

Bank Account Details

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