

# International CSR trends and CSR management

**1st workshop of the  
SUSBIZ Kenya programme**  
November 8<sup>th</sup> – November 10<sup>th</sup> 2011

Venue:  
Federation of Kenya Employers  
Argwings Kohdek Road, Milimani  
Waajiri House, P.O.  
Nairobi



# Programme Tuesday, November 8<sup>th</sup>

## International CSR Trends

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|-------|---|
| 09.00 | <b>Welcome, Programme Status and Introduction to the workshop</b><br>By SUSBIZ Programme Director, Mr. Henning Høy Nygaard, and Programme Coordinator Ms. Joan Kithika  |
| 09.30 | <b>International perception of Corporate Social Responsibility (CSR)</b><br>By CSR Adviser, Ms. Sofie Pedersen, Danish Centre for CSR, Danish Commerce and Companies Agency.<br>- <i>Introduction to the international CSR agenda</i><br>- <i>What is CSR and what is not?</i><br>- <i>CSR drivers</i>  |
| 10.15 | <b>CSR in Kenya</b><br><b>By Judy, Ufadhili Trust, Kenya</b><br>- <i>What is the main agenda in Kenya?</i><br>- <i>What is the main challenge?</i>  |
| 10.45 | <b>Discussion and questions</b>   |
| 11.00 | <b>Break</b>  |
| 11.15 | <b>The international CSR media debate and its consequences</b><br>By SUSBIZ Programme Director, Mr. Henning Høy Nygaard   |
|       | <b>We watch the movie 'A killer bargain'</b><br>- <i>discussion and reference to Kenya</i>  |
| 12.30 | <b>Lunch</b>  |
| 13.30 | <b>Requirements from Customers: Introduction to Codes of Conduct</b><br>By SUSBIZ Programme Director, Mr. Henning Høy Nygaard, and CSR Adviser, Ms. Sofie Pedersen, Danish Centre for CSR, Danish Commerce and Companies Agency<br>- <i>What is the background for international codes of conducts?</i><br>- <i>Danish and international tools: Presentation of the CSR Compass</i><br>- <i>What are the potential problems in implementing a general code of conduct in Kenyan companies -</i><br>- <i>Communication between customers and suppliers regarding CSR/codes of conduct</i><br>- <i>Codes of conduct and compliance to local law</i> |
|       | <b>Experiences with Customers Requirements and Codes of Conduct</b><br>Discussion in groups facilitated by SUSBIZ Programme Director, Mr. Henning Høy Nygaard, and CSR Adviser, Ms. Sofie Pedersen, Danish Centre for CSR, Danish Commerce and Companies Agency   |
| 15.00 | <b>Break</b>  |
| 15.15 | <b>Continued</b>  |
|       | <b>Presentation and follow-up on discussions in groups</b>  |
| 16.30 | <b>Wrap up and see you tomorrow</b>   |

# Programme Wednesday, November 9<sup>th</sup>

## CSR Management

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|-------|---|
| 09.00 | <b>Registration and Coffee</b>  |
| 09.15 | <b>Welcome, Introduction to the Programme of the day</b><br>By SUSBIZ Programme Director, Mr. Henning Høy Nygaard,  |
| 09.30 | <b>CSR Management</b><br>By Henning Høy Nygaard, SUSBIZ Programme Director. <ul style="list-style-type: none"><li>- <i>What is CSR management?</i></li><li>- <i>Introducing the process (an overview)</i></li><li>- <i>How to use CSR management to increase competitiveness and reach new customers</i></li><li>- <i>CSR management systems and guidance: ISO 14001, OHSAS 18001, SA 8000, ISO 26000</i></li></ul> |
| 10.30 | <b>Break</b>  |
| 10.45 | <b>Introduction to ISO 14001 as an example for a Certified Management Systems</b><br>By Programme Coordinator Mrs. Joan Kithika <ul style="list-style-type: none"><li>- Introduction to ISO 14001</li></ul>   |
| 12.00 | <b>Introduction to exercise and case company</b><br>By Programme Coordinator Mrs. Joan Kithika, and CSR advisor, Ms. Sofie Pedersen   |
| 12.30 | <b>Lunch</b>  |
| 13.30 | <b>Visit at ISO 14001 certified company</b>   |
| 17.00 | <b>End of days workshop</b>   |

# Programme Thursday, November 10<sup>th</sup>

## CSR Management

|       |   |
|-------|---|
| 09.00 | <b>Welcome, Introduction to the Programme of the day</b><br>By SUSBIZ Programme Director, Mr. Henning Høy Nygaard   |
| 09.15 | <b>Presentation of assignment from yesterday's company visit and exercise</b>   |
| 10.15 | <b>Dilemmas of CSR Management</b><br>By CSR Adviser, Sofie Pedersen, Danish Centre for CSR, Danish Commerce and Companies Agency, and Henning Høy Nygaard, SUSBIZ Programme Director <ul style="list-style-type: none"><li>- How do we tackle different CSR Management challenges from our every day work in the companies</li><li>- Presentations of dilemmas and introduction to group work</li></ul> |
| 10.30 | <b>Group work on dilemmas</b>   |
| 12.00 | <b>Lunch</b>  |
| 13.00 | Presentation and discussions  |
| 13.45 | <b>Workshop wrap up and our next activities</b><br>By Programme Coordinator Mrs. Joan Kithika, and SUSBIZ Programme Director, Mr. Henning Høy Nygaard   |
| 14.15 | <b>End of days programme</b>  |

# CONTACT

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