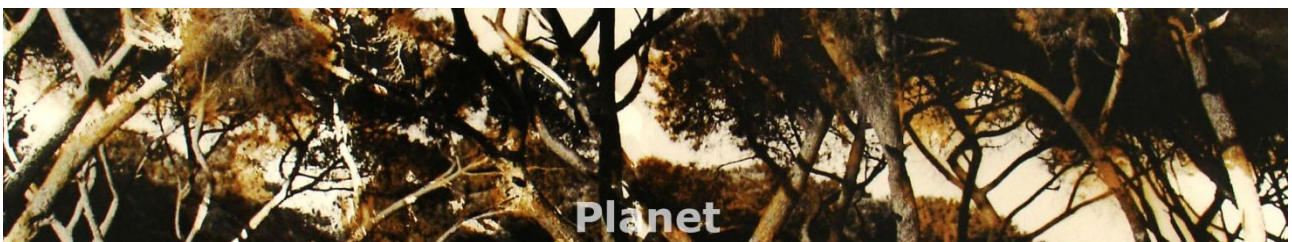


CSR and Innovation Lab

- your chance to learn more about CSR,
gain a network among CSR professionals,
and develop an innovative CSR project

GLOBAL CSR



Join the CSR and Innovation Lab February 2012

GLOBAL CSR launches a new round of the CSR and Innovation Lab in February 2012. The 'CSR and Innovation Lab' is targeted new CSR professionals, anxious to learn how to make core CSR principles operational and work creatively with CSR, as well as experienced professionals, who are new to the field of CSR or need further inspiration for their CSR engagement. Even seasoned CSR professionals who need a brush-up on the principles based approach to CSR and latest developments can benefit from participation.

Join the CSR and Innovation Lab if you want to enhance and update your CSR skills and increase your potential for working with CSR innovation. Together we will create a solid practice- and knowledge-based foundation for innovative CSR projects as well as a network for professionals like you.

WHAT IS THE CSR AND INNOVATION LAB?

The Lab consists of **five workshops** running over five weeks. It is not only a CSR course, but a working lab as the workshops give you the opportunity to develop an innovative CSR project.

The workshops further provide a platform for an extensive network of professionals working with CSR and innovation, which can continue after the workshops.

FIVE WORKSHOPS

Every workshop consists of two elements that run in parallel. The first develops your **CSR capacity** through presentations and discussions of essential CSR approaches and topics. The second helps you come to terms with **CSR innovation** and will make room for enlightened creativity.

The two elements will work in synergy enabling you to develop a qualified, sustainable and innovative CSR project individually or together with other participants. For more detailed information on each workshop see the figure on the right.



OUTPUT AND BENEFITS

The CSR and Innovation Lab provides you with **a solid understanding** and overview of state of the art CSR. You are also introduced to approaches, strategies, methods, and tools, which GLOBAL CSR has successfully applied working with clients and CSR projects for more than 15 years.

In addition the workshops emphasize **the creative potential** that arises from corporate social innovation. The workshops take you through the most important elements of CSR, ensuring a solid foundation for creative and innovative CSR projects for you and/or your company.

By the end of the course you will thus not only have gained more knowledge and new perspectives on the latest development of CSR. You will also have learned how **to transfer your renewed CSR capacity into concrete projects** – a skill of utmost relevance for your future CSR activities.

DATES, PLACE & PAYMENT

Workshops are held **five Wednesdays in a row** from 13.00 – 16.30. The dates are:

- February 29th
- March 7th
- March 14th
- March 21st
- March 28th

You should expect maximum one day of preparation between each workshop.

The workshops will take place at Symbion ConferenceCenter, Fruebjergvej 3, 2100 Copenhagen Ø.

"The course was really beneficial to me; it provided a clear general overview of the CSR field and updated me on the very latest CSR tendencies. Among other things, the course had a simple and practical approach to working with CSR in a structured way, and provided guidance on how to ensure a strong focus in the strategic CSR work. Moreover, the collection of provided material was of very high quality. To the CSR professional, who is not yet confident with the principles-based approach to CSR and now UN's Guiding Principles, the course is definitely recommendable."

Mikkel Hesselgren, Legal Director, Vækstfonden

Fee for participating is 19.000 DKK (+VAT). In cases where two employees from the same company wish to participate, we offer a reduced fee of 33.000 DKK (+VAT) for two. Payment is upon registration and no later than February 29th, where the first workshop is held.

The workshops are held in English, and you will receive a GLOBAL CSR diploma upon completion.

JOIN BEFORE FEBRUARY 20th

Deadline for signing up is Monday the 20th February 2012. If you want to join the CSR & Innovation Lab please register with project assistant Natalie Pedersen at np@global-csr.com by listing your name, title, company and contact information. For any queries or further information please do not hesitate to contact GLOBAL CSR at +45 4499 5506 or visit our website www.global-csr.com.