

The challenge of Corporate Responsibility

Martin Stevens is the main character in our **new and unique e-learning programme, Business Sustainability Programme**. Martin works in finance and he has been given an assignment to investigate corporate responsibility (CR), what it means, how it impacts organisations and how his organisation can become more sustainable.

On the outset Martin knew little about CR, apart from seeing the benefits of recycling at home, he was unsure how CR can generate value to organisations.

Over five days, Martin experiences a revelation and learns that CR can give value to organisations. Martin takes you on a journey from potentially a basic level of knowledge through to confidence in understanding how your organisation can benefit from doing business differently. By addressing social, environmental and economic issues, you can generate a positive effect on your financial performance.

Benefits of the programme

- Content can be adapted to reflect your organisation's requirements.
- Programme is not time sensitive and can be accessed at your convenience.
- Keeps you abreast of the changes in CR.
- Can be taken in stages and in any order.
- Case studies are used to enhance learning.
- Helps you and your organisation to develop an action plan.
- Modules 1 and 2 are free to download.

The Business Sustainability Programme is relevant to small, medium and large organisations in the private and public sectors.

Contact us

For more information on how you can increase your knowledge of CR to help you and your organisation face issues now and in the future, contact us:

T +44 (0)1908 248 293

E bsp@icaew.com

www.icaew.com/bsp