**Title: Social business values**

**Learning Objectives:**

* Develop a thorough understanding of **social business values.**
* Deepen knowledgeof **values and competencies** of companies.
* Get to know what **social** **corporate responsibility** is and be able to define it.
* Gain **knowledge of how to align values of social business with corporate values.**
* Learn about **impact steering programme**.
* To get acquainted with **communication ways and tools.**
* Apply learned concepts through **practical exercises.**

**Learning outcomes:**

Upon completion of this training, you will be ready to:

* clearly define and explain the social business values and its’ differences from corporate social responsibility.
* define and explain ways how to align social business values with core competencies of the company.
* select and use tools and methods for communication.
* understand and use the impact steering programme.

**Lesson plan**

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| **Time** | **Content** | **Methodology** | **Materials** |
| 9.00 | Welcoming participants Introducing the trainer, learning outcomes and agenda  | Presentation | PC, projector. |
| 9.10 | Difference of social business and corporate social responsibility  | **Presentation 1 & discussion.****Slides 1-32**Social business definitionCorporate social responsibility: definitionDifferencesSimilarities | PC, projector. |
| 10.00 | Share in pairs/groups | **Exercise**: to be selected by trainer | Flipchart |
| 10.30 | Aligning social values with company’s core competencies | **Presentation 2 and discussion****Slides 1 – 31**Benefits;StrategiesCase studies. | PC, projector |
| 11.30 | Coffee break |  |  |
| 11.50 | Internal and external communication | **Presentation 3****Slides 1 – 24**The power of communicationExternal and internal communicationRoadmap to effective communicationCommunicate your impact. | PC, projector |
| 12.50 | ​ | **Discussion** |  |
| 13.00 | Lunch |  |  |
| 14.00 | Impact steering | **Presentation 4****Slides 1 – 22**Impact Steering programmeAmbitions and activitiesImpacts and stakeholders | PC, projector |
| 14.45 |  | **Presentation 4****Slides 23 – 31**Steering and assessmentReporting and reviews | PC, projector |
| 15.15 | Group work | **Exercise:** To be selected by the trainer | Flipchart |
| 16.30 |  | **Discussion**: Main findings |  |
| 17.00 | End of program |  |  |

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