



impact learning
by blossom

Tailor-made e-learning programme to engage your staff in your CSR approach

Impact Learning is a customisable training tool that provides an immersive journey into the world of sustainable development and CSR. The programme enables your employees to gain awareness of current major environmental, social and economic issues and to understand how these challenges can be taken into account in your company's strategy and performance.

The objectives of the Impact Learning programme

- Master the fundamentals of sustainability and CSR
- Understand the benefits of a transversal CSR approach
- Assimilate the current CSR framework and regulations
- Involve your employees in your sustainability strategy by ensuring that it is understood, shared and embraced by all

How to ensure the success of your Impact Learning programme

Our CSR consultants are here to help you:

- Customise your CSR training modules with company-specific and sector-specific content
- Define and implement an effective and impactful communication plan for the roll-out and follow-up of the training programme



WHY?

No matter what your company's level of CSR maturity may be, raising employee awareness is an essential step on your sustainability journey. Your staff will be the ambassadors and key players in your CSR approach, participating in the change internally and sharing your vision with the outside world.

HOW?

The modules of the Impact Learning programme are customisable both in terms of visual identity and content, based on 3 possible formulas:



Standard

Enable your teams to grasp the general theory and basic notions that define sustainable development and CSR.



Identity-based

Give your employees the opportunity to immerse themselves in the world of sustainability, using your brand's visual identity (logos, colours and fonts) to accentuate the sense of belonging.

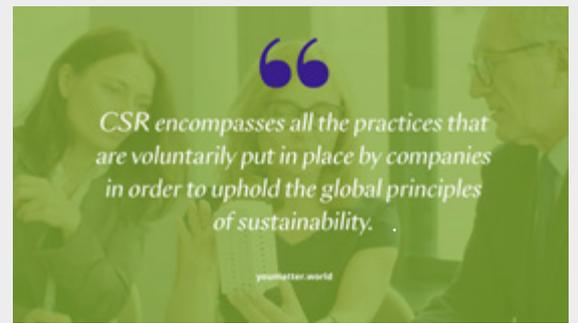
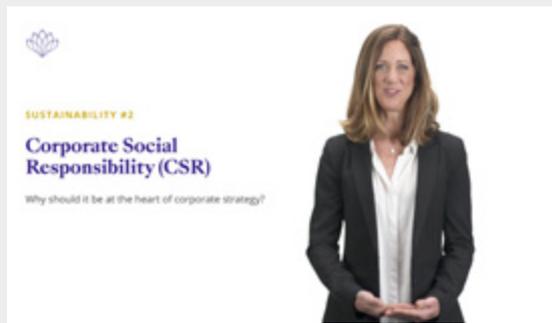


Tailor-made

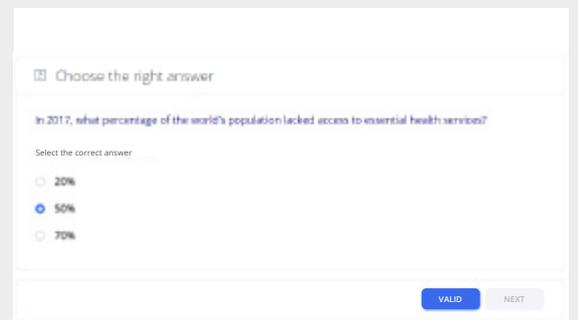
As well as enhancing the modules with your visual identity, add to the content of the modules with company or sector-specific information, videos and examples, for even greater relevance.

All the benefits of the Impact Learning programme

Developed by CSR specialists and validated by experts



Rich, interactive and engaging content



Fully customisable



Advantages of the programme



Modular



Multilingual



Online learning
Available 24/7



Secure LMS
platform



Internal certification
possible

Fundamental e-learning modules

ESSENTIAL

Sustainable development: definition, global issues and major milestones

Definition of sustainable development

Global issues

- The acceleration of climate change and its consequences
- A growing world population and increasing inequalities
- Depletion of natural fossil and mineral resources
- Biodiversity, the key to Nature's balance

Invest in change or pay the price of inaction?

Optimal sustainable development model

Major milestones

🕒 25 MINUTES



ESSENTIAL

Corporate Social Responsibility (CSR): definition and tie-in with sustainability

Definition of CSR and key areas of action

Putting sustainability at the heart of business strategy

Evolution of CSR over time

Paradigm shift for businesses

Creation of shared value

CSR, a source of financial performance?

Triple perspective

Setting a purpose

🕒 30 MINUTES



ESSENTIAL

Benefits of CSR: creation of opportunities and management of risks

How can a CSR strategy improve financial performance?

- Improvement in business margins
- Increase in turnover
- Strengthening of company valuation

Two distinct visions of the benefits of CSR

- Creating opportunities
- Identifying and managing risks

Concrete examples of business benefits tied to a CSR strategy

Levels of maturity of a CSR strategy

🕒 30 MINUTES



ADVANCED

CSR framework: principles, norms, certifications and reporting standards

Framework for establishing a CSR strategy

Intergovernmental initiatives

- UN Global Compact
- UN Sustainable Development Goals (SDGs)
- UN Guiding Principles on Business and Human Rights
- OECD Guidelines
- United Nations Principles for Responsible Investment (UNPRI)

Leading international norms and certifications

- ISO 26000
- Other relevant ISOs
- B Corp certification

CSR reporting standards

- Global Reporting Initiative (GRI)
- Other standards
- Benefits of reporting

Think tanks and networks

🕒 40 MINUTES



ADVANCED

Stakeholder management: dialogue and creation of shared value

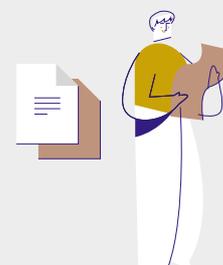
Definition and identification of stakeholders

Benefits of engaging stakeholders in the CSR strategy

- Manage potential negative impacts
- Encourage positive contributions
- Identify material topics via a materiality matrix
- Protect company reputation

Stakeholder engagement and degrees of implication

🕒 25 MINUTES



Thematic e-learning modules

FINANCE

Responsible investing: context and approaches

Context and changing role of the financial industry
Responsible investment - definitions and key figures
The different approaches to responsible investing

- Exclusion
- Best in class / Best in universe
- ESG integration
- Sustainability-themed investing
- Impact investing
- Corporate engagement and shareholder action

🕒 25 MINUTES 🌐 FR - EN

FINANCE

Laws and regulations for sustainable finance: overview by region

Role of legislation
Around the world: overview of progress in sustainable finance regulation

European Union: an ambitious player
Switzerland: a recommendations-based model
Singapore: the transition to green finance

🕒 20 MINUTES 🌐 FR - EN

MODULES TO COME

Our catalogue is constantly growing to include new modules on sector-specific topics. Coming soon: "Sustainable construction", "Focus on the supply chain in the jewellery and watchmaking industry" and "Greenwashing".



blossom is the first agency in French-speaking Switzerland specialised in the responsible transformation of organisations and companies. Our experience in brand strategy, combined with a pragmatic approach in the field of corporate social responsibility, is what differentiates us.

Raising awareness, defining strategies, integrating corporate social responsibility into brand positioning, as well as developing tools; by relying on our four areas of expertise, we harness the power of communication to support positive change!

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Our aim is to raise awareness and to encourage the transition towards responsible and sustainable models



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If you are interested in our Impact Learning programme, do not hesitate to get in touch. We'll be happy to help define your training needs or provide a quote.