Engage all your staff in your CSR approach!

Customisable e-learning programme dedicated to sustainable development and CSR

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

Our modules are constantly enriched with up-to-date topics. In addition, our catalogue is regularly extended. We will soon be adding new modules dedicated to specific sectors or themes, such as sustainable construction, the supply chain in the jewellery and watchmaking industry, or the issue of greenwashing.

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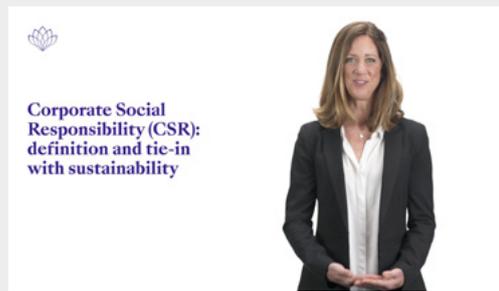
Tailor-made
As well as enhancing the modules with your visual identity, add to the content of the modules with company or sector-specific information, videos and examples, for even greater relevance.

All the benefits of our programme

## Developed by CSR specialists and validated by experts

The course content, developed by CSR experts, has been honed and enriched based on the recommendations of specialists from various professional sectors.

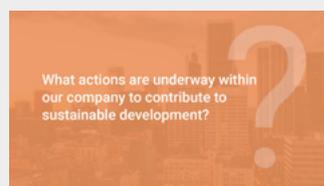## Rich, interactive and engaging content

- Self-assessment quizzes
- Interactive exercices
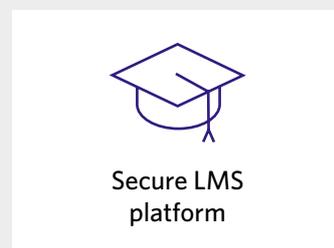- Case studies
- Bibliography
- Final test

Fully customisable and modular
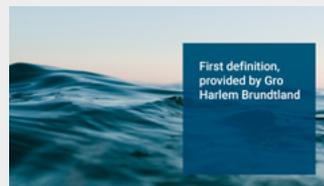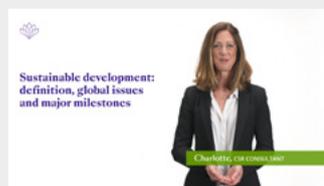
In terms of design:
We integrate your visual identity (logo, colours and typography).

In terms of content:
We include company-specific information and content.

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

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

Laws and regulations for sustainable finance: overview by region

Role of legislation

European Union: an ambitious player

- New rules: SFDR and Taxonomy
- Amendments to existing laws

Switzerland: a recommendations-based model

Around the world: overview of progress in sustainable finance regulation

🕐 20 MINUTES

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blossom

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.

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