



CSR e-learning Programme

The Vision

CSRchina.net is launching an innovative online self-assessment and learning centre as the first step in getting Chinese managers to understand the business issues and management concepts of CSR in the context of consumer markets and international trade.

This will allow managers to take a first cut at where they currently stand, providing top-level indications of possible risks and opportunities and identifying improvement needs, e.g. management structures, accountability, business processes, knowledge, skills, technology, culture, operational behaviour, etc.

The programme will be modular and designed to:

- Communicate the key messages of responsible business
- Raise awareness of the market trends and challenges
- Assist managers in developing customised programmes to respond to risks and opportunities
- Demonstrate the links between responsible business and productivity in specific areas such as the environment, health and safety, labour relations and working practices

Programme Features

The online programme will support CSR management for business success by enabling:

- Self-assessment of responsible management and productivity across key issues
- Benchmarking against other companies and against international standards and sector codes
- Identification of improvement priorities
- Sourcing of expertise for support and training
- Networking between companies with similar challenges

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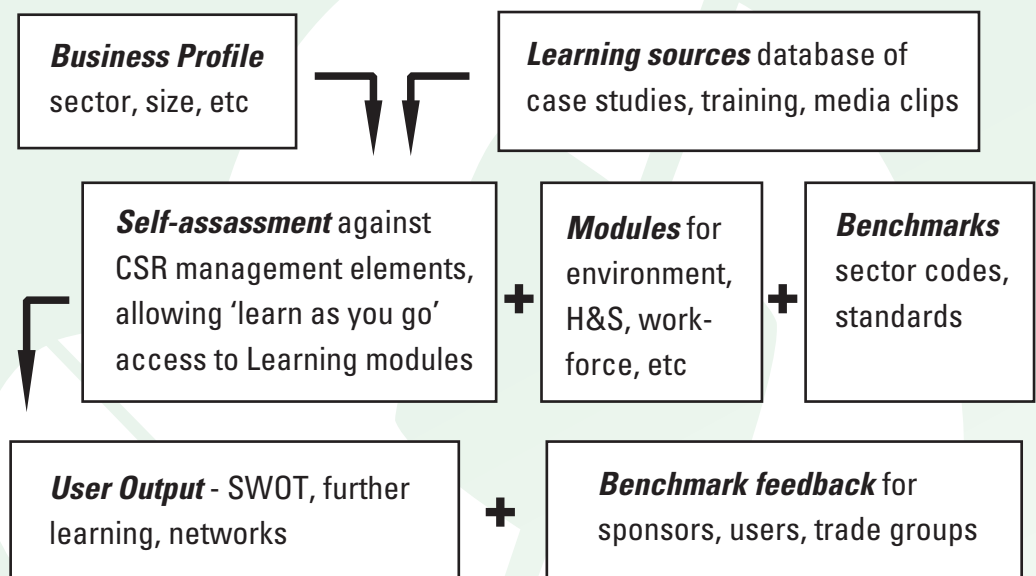
CSR e-learning Programme

learning
people
environment
productivity
health
safety
integrity
ethical

The Framework

We are seeking a range of sponsors for and contributors to different components of an expanding tool set built around:

- CSR management concepts (accountability, transparency, stakeholder engagement, etc)
- Issues (health and safety, environment, ethics, workforce, etc)
- Standards, sector codes, guidelines
- Legislation compliance and risk management
- Good practice and productivity



- Self-assessment tools will be interactively linked into learning resources
- Learning resources ('learn as you go' approach) will include legislation, case studies, sector initiatives, media coverage
- Modules will cover general CSR management principles and business case as well as specific issues, e.g. environment, health and safety, labour conditions, ethics
- Benchmarks will allow cross-referencing to international standards, codes and guidelines as well as sector results
- User output will include strengths, weaknesses, further information links, etc.

Please contact us to offer material contributions or to discuss funding.

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