





⇒ About CSR in Action

The CSR in Action is an initiative set to develop and enhance the practice and awareness of CSR activities among practitioners and simultaneously augment student conceptual understanding.

Through capacity building mechanisms, the program aims at engaging the Private Sector, Academia, and Government entities in formulating strategies that are more responsive to community needs.

About UWE Bristol

UWE Bristol Can traces its roots back to the foundation of the Merchant Ventures Navigation School, which was founded in 1595.

UWE Bristol is one of Britain's most popular universities with over 27,000 students and 3,000 staff. Students come to UWE from all parts of the UK, as well as a significant and growing number of international students from over 140 countries worldwide.

CSR in Action Goals and Objectives

- Help shape the CSR and sustainability divisions within the private sector, government and community development authorities and make them more responsive to community needs
- Enhance knowledge, awareness and understanding of CSR practices among Arab students and CSR practitioners in the world
- Build the participants' capacity in developing new sustainable social enterprises and CSR projects that will positively contribute to their society, university and CSR divisions in private sector.



CSR in Action UK 2016

Building on the highly successful 2011 program in UAE and the subsequent additions in Lebanon, UAE, Jordan and the UK, CSR in Action 2016 will return to the UK engaging around 30 participants, Taking place from the 23rd of May to the 1st of June 2016 at University of West of England – Bristol.

The Program

CSR in Action program consists of 3 stages:

Stage 1: Training Workshops & Projects Conception

- 8-day interactive trainings with high calibre trainers and speakers, building the
 participants capacities in underlying principles of CSR, and exposing them to the best
 national and international practices.
- Forming the teams and conceptualizing the projects' ideas.
- Teams working in groups on their projects, under the mentor's supervision.
- Participants in teams present their projects ideas to an esteemed judging panel, which will qualify them to move to the second stage.

Stage 2: Pilot Project Implementation

- 1 month period whereby the teams will be working on piloting their projects.
- Progress reporting that shows the management and impact of their respective projects.

Stage 3: Projects Assessment and Award Ceremony

An esteemed panel of judges will assess the projects progress and success, and nominate best 3 projects for the award.



Workshop Agenda

Day	Monday	Tuesday	Wednesday	Thursday	Friday
Time	23 May	24 May	25 May	26 May	27 May
9:00-10:30	Students Registration	Understanding CSR Concept	Best UK social entrepreneurship practices	Case study	Case study
10:30-10:45	Break	Break	Break	Break	Break
10:45-12:30	Opening Ceremony	CSR Strategy	Best CSR Practices in the UK	Business Model Canvas	Creativity and innovation
12:30-1:30	Lunch	Lunch	Lunch	Lunch	Lunch
13:30-15:00	Panel Discussion CSR>>Social entrepreneurship	The Importance of Branding	Designing the Idea according to your passion.	CSR Reporting	Social Impact Measurement
15:00-15:15	Break	Break	Break	Break	Break
15:15-16:30	Team Building Activity-	Case study	Leadership Best Practices	Student Groups- Meeting Mentors	Project Management
Day	Saturday	Sunday	Monday	Tuesday	Wednesday
Time	28 May	29 May	30 May	31 May	1 June
9:00-10:30	Case study	Practical Leadership	Media / Social Media and CSR	Group Working	Final Presentation Preparation
10:30-10:45	Break	Break	Break	Break	Break
10:45-12:30	Importance of Partnership	Fundraising techniques	Communication skills	Prepare for Presentation	Judges
12:30-1:30	Lunch	Lunch	Lunch	Lunch	Lunch
13:30-15:00	How you lead your CSR Initiative	Cultural Activity	Marketing your social business	Video about the Project	Closing Preparation
15:00-15:15	Break	Break	Break	Break	Break
15:15-16:30	Group Working with Mentors	Cultural Activity	Group Working	Group Working	Closing Ceremony
	Cultural Night- UK	Cultural Night- Jordan	Cultural Night- UAE		



Program Timeline:

Timeline	Activity	
May 23rd – June 1st	Training Workshops & Project Conception	
June 1st	Group Working & Teams Presentations	
June 2nd – July 15 th	Pilot Project Implementation	
July 15 th – August 1st	Progress Reporting & Projects Assessment	

The workshop program includes group work time between each session to give the teams more time to implement the concepts into their project conception whilst following a structured flow. As the idea is more developed when new concepts are introduced, participants will be able to engage with the concepts better. The on-going parallel group work also allows for particular ideas to fail and iterate whilst maintain pace with the program's general trajectory.

Daily, each team will receive one hour of mentoring from managers of CSR projects or social entrepreneurs. The mentors will be consistent throughout the program with relevant industry expertise in the social challenge each team will tackle. Receiving mentoring daily will allow for expert critique and give teams time to integrate these suggestions in their ideas.

On June 1st, teams will present their projects ideas in front of judging panel by which the projects will be given either to proceed in the implementation, or to shut down the project, or to highlight some amendments on the projects to be done.

Post June 1st, teams will be given a period of time to implement their pilot projects, where mentors will keep working with their teams during the implementation through meetings, calls, or emails. Assessing the progress achieved during the pilot project implementation.



○ Contact

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