

# Corporate Social Responsibility: A Competitive Strategy or Philanthropy?

For the first time in Kenya, Corporate Social Responsibility and Finance Institute (CSRFI) in partnership with Apex porter Novelli will seek to critically examine CSR and its potential to build brand and organizational value.

The 2 day workshop to be held on 27th and 28th March at the Strathmore Business School is designed for senior managers, directors and CEO's of organisations that would want to redesign their CSR strategy so as to build the value of their organizations while meeting a need in society.

## Key Faculty



### Dr. Michael Hopkins

*CEO of the CSR and Financial Institute, CEO and Chairman of MHC International Ltd.*

Dr. Michael Hopkins is Chair and Partner of MHC International Limited (MHCi). He has worked in the Corporate sector (IBM, ITT), the United Nations, The World Bank and in Academia (IDS Sussex, QEH Oxford, Harvard, Geneva) and has held a number of Professorships (Middlesex, Brunel, GMU). He is a PhD economist with a strong focus on measurement, employment issues and executive education especially in emerging market economies. Since leaving the UN he has founded various financial and academic institutions such as the MHCi and its subsidiary the CSR and Financial Institute (CSRFI). He has also advised the USA Chamber of Commerce's Corporate Citizenship Programme and trained in Nestle, Unilever, Price Waterhouse, Unilever and Ernst & Young. He has published over 120 articles in journals, is a regular contributor to CSRwire and is the author of 13 books two of which are on CSR. He was invited as founder member in 2013 of Alliance of Trustworthy Business Expert beside the likes of Sir Richard Branson. In 2013 he was included in the top 100 thought leaders across the world.

## Who should attend?

- ❖ Delegates who are seeking to improve their CSR, Social entrepreneurship and sustainable development skills in Africa.
- ❖ Professionals who are looking to change their focus to be more involved in promoting development while understanding how these can be profitable.
- ❖ Government civil leaders who wish to further their knowledge of CSR and sustainability in implementing development projects and programmes.
- ❖ Corporate executives working on CSR in different cultural context.

**Your investment:** Discounted fee of USD 570

**For more information, please visit:** <http://www.csrfi.com/courses/csr-sustainability-and-social-entrepreneurship-n1>



In Partnership with:

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