

Date of a training: 12.03.2014

Venue: BelarusState Economic University

Trainers: 1) Natalia Popok, dean of the School of International Business Communications
2) NatalliaMahilenskikh, head of the department of intercultural economic communication
3) MarynaZaranskaya, instructor of the department of intercultural economic communication

Topic: "Organisations and social responsibility".

The training was held with 3d and 4th -year students of the School of International Business Communications.

The training method follows this pattern:

1. Trainees are asked to make a "tree of associations" (i.e. associations they have with "social responsibility").
2. Then, the participants discuss in groups the areas of corporate social responsibility.
3. The participants practice by discussing certain events held and measures taken.
4. The participants watch a video on the topic ("Green is Great").
5. The participants comment on the quotations on social responsibility.
6. All points are supported with full written notes to take away.

The main issues discussed during the training:

- 1) Types of social responsibility (individual – corporate, active - passive);
- 2) Areas of corporate social responsibility (economy, environment, employess, society);
- 3) Common types of corporate social responsibility actions;
- 4) "Social license", "triple bottom line", "risk management", "ethical consumerism".
- 5) Opinions of opponents and proponents of social responsibility.
- 6) Examples of socially responsible organizations and institutions (including Manchester Metropolitan University, University of Bradford, etc.)

The video that is offered to watch contains several examples of sustainable development (the Eden Project, use of renewable energy sources, preparation for London 2012 Olympics). After watching trainees were asked to do some exercises.

To prepare the training, Natalia Popok, NatalliaMahilenskikh and MarynaZaranskaya had used the materials provided during the lectures and training held in Braganca in October, 2013 by Anita Shukla as well as the materials on social responsibility available on the Internet.