

In search of Responsible Excellence

How Corporate Social Responsibility stimulates innovation and creates value

In search of

Responsible Excellence

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The context of the course

This set of visuals supports a MBA level course in 10 modules of about 2 hours each.

The course is highly interactive. There is no fixed text or notes with the visuals, but reading material is also available and can be found elsewhere on the web site.


Modules 5 is entirely devoted to a case study directly presented by a corporation

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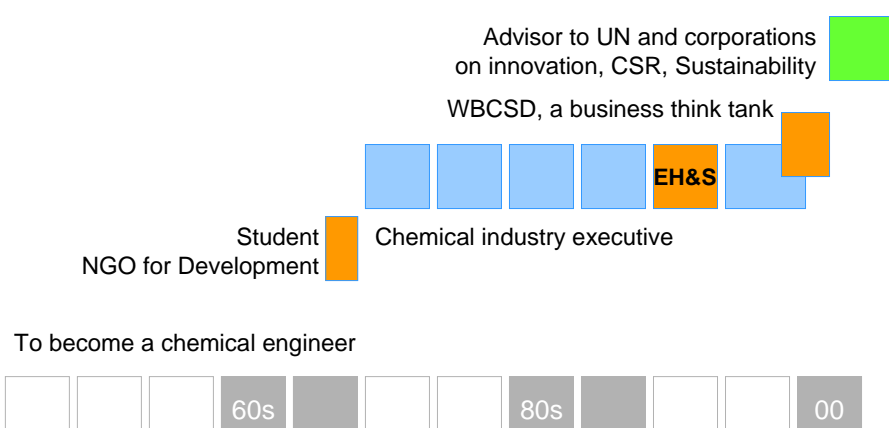
10 modules in 4 days



1	2	3	4	5	6	7	8	9	10
1. Feb 3	17.30 – 19.20	Sustainable Development – the political agenda							
2. Feb 3	19.40 – 21.30	Corporate Social Responsibility – a business agenda							
3. Feb 4	09.00 – 11.00	Sustainability and Innovation							
4. Feb 4	12.00 – 14.00	Case study – A mobility breakthrough							
5. Feb 10	14.30 – 15.45	A corporate case – Holcim							
6. Feb 10	16.00 – 17.30	Stakeholders and boundaries							
7. Feb 10	18.30 – 20.10	Case study – a mobility breakthrough							
8. Feb 10	20.30 – 21.30	Value creation – difficulties and evidence							
9. Feb 11	09.00 – 11.00	Responsible excellence – a performance model							
10. Feb 11	11.30 – 13.30	Responsible Excellence and the real world							

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Claude Fussler, his life...



Advisor to UN and corporations on innovation, CSR, Sustainability

WBCSD, a business think tank

EH&S

Chemical industry executive

Student NGO for Development

To become a chemical engineer

60s 80s 00

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a course-long assignment . . .

Prepare the **outline** of a performance report that:

- covers your or an imaginary organisation
- is state-of-the art non financial disclosure

Outlines are presented and
discussed in module 10 to reflect
on the entire course

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