



Deutsch-Thaiändische  
Handelskammer  
German-Thai  
Chamber of Commerce



giz  
Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

In cooperation with:

CSR ASIA

## GTCC Training

### COMMUNITY INVOLVEMENT - INVESTING FOR IMPACT

#### Training on Strategic Community Involvement and Development

Monday, 7 October 2013, 9.30 - 17.30 hrs.

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#### HOW CAN COMMUNITY INVOLVEMENT AFFECT YOUR BUSINESS?

Community Involvement is one of the most **hands-on aspects** of **Corporate Responsibility**. Your organization can have a **great impact** in a selective group or area. Besides supporting a community in a very direct way, your organization triggers other dimensions such as **enhancing your organization's image** and **foster customer loyalty**.

You will learn about the **best community involvement projects** for your organization to maximize your organization's success.

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#### OBJECTIVES

With this training you will be able to:

- Better understand risks of community conflicts, opportunities for community engagement and effective community investments strategies that build trust and contribute to sustainable development
- Plan business strategies associated with community investment activities and strategic philanthropy
- Deliver relevant community based social investments that create meaningful impact, build trust and effectively contribute to improved relations with communities
- Understand strategic corporate community investment in the context of making CSR more strategic overall and integrating it more effectively across all business functions and along value chains

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#### COURSE INTRODUCTION

Businesses are increasingly expected to engage communities and companies across the globe already conduct and apply a wide spectrum of community investment initiatives. This interactive and participatory workshop that will equip participants with the ability to develop and improve projects, strategically align existing initiatives, engage various stakeholders and identify new opportunities.

The training will focus on the need for measuring impacts and addressing community concerns through stakeholder engagement. It will build on existing community investment initiatives shown in case examples and the practical experience of participants. It will discuss lessons learned from best practice and help participants develop ideas for innovative new initiatives.

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#### RELEVANT INFORMATION

**Date:** 7 October 2013  
**Time:** 9.30 to 17.30 hrs.  
**Venue:** GIZ (training venue is subjected to change depending on the number of participants)  
**Course Fee:** 12,000 Thb net / person  
The full fee is required with your registration. It includes lunch, coffee-/tea break and course material.

**For further information and registration, please contact:**

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## PROGRAMME

Monday 7 October 2013

09:00 –10:45	Community Investment: Introduction, Context and Concept –The Making of a Strategy
11:00 –12:30	Engaging communities –Stakeholder Engagement
-LUNCH-	
14:00 –15:30	Measuring Community Investment –Evaluation (LBG Framework)
15:45 –17:15	Planning, Delivering, Exiting, Reporting and Communication

\*Programme may be subject to slight change

## THE TWO TRAINERS

### Julia Langendorf

Julia Langendorf is a certified business trainer with vast experience in human capacity and organizational development. She is currently working in Bangkok for GIZ as a project director on the cooperation with Malaysia and Singapore. In previous positions she worked with GIZ in Germany, with Kienbaum Management Consultants and has held lectures at the Technical University Darmstadt.

### Leena Wokeck

Leena Wokeck is the Director of the CSR Asia Center at AIT and an Executive Director of CSR Asia. Her expertise is in sustainable development, responsible and inclusive business practices, transparency and accountability. She leads research and engagement projects and works on developing and delivering training and executive education programs, including the joint CSR Asia-AIT Professional Masters Program in CSR.

The interactive and participatory training will provide answers to the following questions:

- How are leading companies investing in communities to create real value for their business and for communities?
- What is the difference between corporate philanthropy and community investment?
- How can you engage your employees in the process?
- What are the opportunities? What are the risks? How can you measure your interventions to better understand the community and business benefits?
- How does community investment fit in with CSR and how can it be an entry point for making CSR more strategic?