

YOUR CORPORATE SPONSORSHIP *Can Make A Difference*

The work of the Centre could not be undertaken without the active support and involvement of our corporate partners – Accenture, the CMA, Molson, Nexen, and P&G. We encourage our partners to send representatives to all of our activities and join the Centre's Business Advisory Board. For example, attendance at our CSR Weekends allows our corporate partners to actively engage with students and see them in action. It allows our partners to address students using a 'different voice' that can enhance corporate reputation and recruiting initiatives. Our corporate partners are featured in all of our materials and events. As our programs continue to grow, the need for companies willing to not only sponsor events, but to also become actively engaged with our students and faculty around issues of CSR, also continues to escalate. We have many proposed projects we can tailor to the needs of our corporate sponsors.

CURRENT SPONSORS



For more information on the Centre for Corporate Social Responsibility, please consult our website at www.business.queensu.ca/centres/csr/ or contact:

Professor Peggy Cunningham

Director

613.533.2327

pcunningham@business.queensu.ca



Ms. Mandy Daniel

Project Manager

613.533.3331

mdaniel@business.queensu.ca



ACADEMIC EXCELLENCE. EXCEPTIONAL EXPERIENCE.



Queen's

CENTRE FOR

CORPORATE SOCIAL RESPONSIBILITY

*Be on the leading edge of the
business issue of the 21st century*



Queen's
SCHOOL
OF
BUSINESS

QUEEN'S CENTRE FOR CORPORATE SOCIAL RESPONSIBILITY

Business leaders worldwide are responding to the demand for greater corporate social responsibility (CSR). In addition to demands made by stockholders for ever increasing profits, managers today must work to:

- Reduce waste and emissions
- Respond to dynamic governance standards
- Create a transparent, open, and ethical culture
- Foster employee development in safe, equitable workplaces
- Manage global supply chains with an eye to sustainability and human rights
- Build and protect corporate reputations in the face of increased scrutiny by international media
- Engage with stakeholders as diverse as governments, communities, and activists, and
- Plan for crises like pandemics and food shortages

Managing this complexity requires new knowledge, competencies, skills, and capabilities. The Centre for Corporate Social Responsibility, located within Queen's School of Business, was founded in 2004 to help train future and present managers to meet these pressing challenges. The Centre has four major purposes:

1 EDUCATION

The Centre is devoted to creating a generation of globally responsible leaders. It fosters leading-edge education in the field of CSR through such initiatives as:

- The CSR Certificate program for undergraduate students (see description in the right hand column)
- The design and provision of learning modules for the MBA, MSc, and PhD programs
- Support of student-led CSR clubs and events
- The development of new teaching methods and educational materials



THE CERTIFICATE IN CORPORATE SOCIAL RESPONSIBILITY

The first in North America, Queen's offers students the opportunity to earn this Certificate in conjunction with their Commerce Degree. To qualify for the Certificate, students must take 2 full credits (3-4 courses) related to CSR as part of their degree program. They also learn by doing. They must attend three **CSR Weekends**, which are highly interactive, experiential events featuring debates, interaction with speakers, roundtable discussions, engagement with social causes, and live case study competitions. Students must also complete a minimum of 60 hours of volunteer work with a non-profit organization or social cause. Those who earn the Certificate will bring leadership skills and in-depth knowledge about CSR to their employers. Thanks to the generous support of our corporate sponsors, students do not have to pay additional tuition fees to enroll in the program.





2 RESEARCH AND ADVICE

The Centre works to foster high-quality research to build knowledge on topics related to the successful formation and implementation of CSR strategies. We work closely with large and small Canadian enterprises to address their questions about issues related to evolving CSR practice. The Centre collaborates with other national research networks and other Queen's Faculties to provide a comprehensive and integrated understanding of the challenges associated with CSR and sustainable enterprises.



4 A GLOBAL ADVOCATE FOR RESPONSIBLE LEADERSHIP

As a founding member of the Globally Responsible Leadership Initiative and as one of the first 100 business schools to sign the UN's Principles for Responsible Management Education, the Centre works on the world stage to better understand the challenges associated with globally responsible leadership. The Centre provides assistance to those wishing to improve CSR education and works to change educational models to develop new and better ways to train future and current managers.

3 SUPPORT FOR THE NON-PROFIT COMMUNITY

The Centre for Corporate Social Responsibility provides support to members of the non-profit community to help them further their missions while improving their CSR practices. Our student volunteers work actively on projects as varied as the design of campaign materials to support of Boards of Directors.

