



AIMA's Certified CSR Leader Bootcamp (AGENDA)

Agenda

DAY 1 | 27 OCTOBER 2026

STRATEGY, REGULATION, PRIORITISATION & SOLUTION DESIGN

09:30–10:00 AM | REGISTRATION, BREAKFAST & NETWORKING

01 10:00 – 11:30 AM CSR & SUSTAINABILITY LEADERSHIP - From CSR Administration to Strategic Social Investment

SESSION FOCUS

Making CSR Strategic

- Changing role of CSR
- CSR, sustainability & shared value
- Why CSR is mandated
- CSR and the SDGs
- Linking CSR with organisational priorities
- From programmes to strategic investment

LEARNING OUTCOMES

- Think beyond CSR expenditure
- Link CSR with organisational priorities
- Use SDGs to shape priorities
- Make stronger CSR choices

02 11:30 AM–01:00 PM CSR REGULATION, AMENDMENTS & GOVERNANCE - From Regulatory Updates to Better CSR Decisions

SESSION FOCUS

Navigating the CSR Regulatory Landscape

- CSR mandate & applicability
- Schedule VII activities
- CSR governance requirements
- Key 2025–26 changes
- Planning, implementation & reporting
- Board & management responsibilities

LEARNING OUTCOMES

- Understand applicable CSR requirements
- Track key regulatory changes
- Apply rules to CSR planning
- Strengthen CSR governance

01:00–02:00 PM | LUNCH

03 02:00 – 03:00 PM CSR STRATEGY & PORTFOLIO MANAGEMENT - From Spreading Resources to Making Strategic Choices

SESSION FOCUS

Choosing Where to Invest

- Setting CSR priorities
- Organisational priorities vs. social needs
- Choosing focus areas & geographies
- Portfolio thinking
- Resource allocation
- Scale, continuity & sustainability

LEARNING OUTCOMES

- Set clearer CSR priorities
- Compare competing priorities
- Manage CSR as a portfolio
- Make better investment choices

04 03:00 – 04:15 PM NEEDS, STAKEHOLDERS & SOLUTION DESIGN LAB - From Funding Priorities to Problems Worth Solving

SESSION FOCUS

Defining the Right Intervention

- Identify the real social need beyond the visible issue
- Understand root causes and underlying drivers
- Bring beneficiary perspectives into the decision
- Map the ecosystem, stakeholders and existing efforts
- Assess where CSR can add meaningful value
- Evaluate intervention choices for relevance and feasibility
- Consider scale, continuity and long-term value

LEARNING OUTCOMES

- Conduct a structured needs assessment
- Define problems using evidence and stakeholder inputs
- Assess ecosystem factors affecting intervention choices
- Develop relevant and feasible intervention options

05 04:15 – 05:00 PM CSR PROJECT & INVESTMENT DESIGN - From Social Priorities to Investable CSR Projects

SESSION FOCUS

Turning an Idea into a CSR Project

- Project objectives & outcomes
- Beneficiaries & activities
- Implementation approach
- Investment-to-impact logic
- Budget & resources
- Timelines & indicators
- Feasibility, risk & sustainability
- CSR proposal structure

LEARNING OUTCOMES

- Turn priorities into projects
- Define clear outcomes
- Build a realistic budget
- Include measurement from the start
- Develop a stronger CSR proposal

05:00 PM ONWARDS | HI-TEA & NETWORKING (Day 1 concludes)

DAY 2 | 28 OCTOBER 2026
IMPLEMENTATION, IMPACT, REPORTING & ACTION



09:30 – 10:00 AM | BREAKFAST & NETWORKING

06 10:00 – 11:30 AM CSR IMPLEMENTATION & PARTNERSHIP MANAGEMENT- From Project Design to Effective Implementation

SESSION FOCUS

CSR Implementation Insights from Agencies

- CSR implementation models
- Working with implementation agencies
- Partner selection & due diligence
- Roles, responsibilities & project governance
- Managing implementation challenges
- Monitoring project delivery
- Partner & stakeholder management
- Case studies & implementation lessons

LEARNING OUTCOMES

- Select and manage implementation partners more effectively
- Strengthen project oversight
- Address common implementation challenges
- Improve partner and stakeholder coordination

07 11:30 AM – 01:00 PM MONITORING, EVALUATION & CSR IMPACT - From Monitoring Activities to Measuring Outcomes

SESSION FOCUS

Reporting & Sustaining CSR Impact

- Monitoring & evaluation of CSR projects
- Measuring outputs, outcomes & impact
- Impact assessment
- Using evidence to improve projects
- Reporting CSR impact
- Sustaining impact beyond the project period
- Case studies & lessons learned

LEARNING OUTCOMES

- Build a practical M&E approach
- Measure outcomes and impact
- Use evidence for better CSR decisions
- Strengthen CSR impact reporting
- Plan for sustained impact

01:00 – 02:00 PM | LUNCH

08 02:00 – 03:00 PM SUSTAINABILITY REPORTING & STAKEHOLDER ENGAGEMENT - From CSR Reporting to Communicating Impact

SESSION FOCUS

CSR, Sustainability & ESG Reporting

- Corporate Social Responsibility (CSR) and Sustainability Reporting
- Global Reporting Initiative (GRI) Standards
- Business Responsibility and Sustainability Reporting (BRSR)
- Integrated Reporting
- Connecting Corporate Social Responsibility (CSR) with Environmental, Social and Governance (ESG) and Sustainability
- Reporting CSR Performance and Impact
- Stakeholder Communication and Engagement

LEARNING OUTCOMES

- Understand key sustainability reporting frameworks
- Connect CSR with ESG and sustainability reporting
- Strengthen CSR reporting
- Communicate CSR impact to stakeholders

09 03:00 – 04:00 PM LEADERSHIP CAPSTONE | CSR DECISION-MAKING – From Learning to Leadership Judgement

SESSION FOCUS

CSR LEADERSHIP SCENARIO

- Review the CSR investment scenario
- Assess priorities, projects & beneficiaries
- Allocate resources across competing needs
- Consider impact, scale, risk & partnerships
- Develop a practical response and explain your decisions
- Discuss decisions with expert guidance

LEARNING OUTCOMES

- Apply programme learning to a CSR investment decision
- Make choices across competing priorities
- Balance impact, resources and risk
- Strengthen CSR investment judgement

04:00 – 05:00 PM 12-MONTH CSR LEADERSHIP ROADMAP - From Learning to Leadership Action

SESSION FOCUS

Building the Action Plan

- CSR strategy & priorities
- CSR projects & investment
- Partnerships & implementation
- Impact & reporting
- Governance & regulatory readiness
- Team ownership & 90-day actions

LEARNING OUTCOMES

- Identify key organisational priorities
 - Define actions for the next 12 months
 - Assign ownership and timelines
 - Set measures of progress
- OUTPUT:** A practical 12-Month CSR Leadership Roadmap

05:00 – 05:15 PM | Certificate Distribution for Certified CSR Leaders

05:15 PM ONWARDS | HI-TEA & NETWORKING