



THE SUMMIT

Learning & Networking for ESG & Corporate Social Responsibility (CSR) Professionals



BC
CCC

BOSTON COLLEGE
CENTER FOR CORPORATE CITIZENSHIP
CARROLL SCHOOL *of* MANAGEMENT



What is the Summit?





A week of learning

Summit participants spend 1-5 days immersed in the latest CSR/ESG strategies and best practices. Participants can choose their own schedules, selecting courses that best align with their roles (for example: Employee Engagement or Advancing Inclusion & Diversity). Courses are taught by business leaders and top faculty from the Carroll School of Management at Boston College.

A week of networking

Although it is possible to complete Summit courses independently and fully online, attendees tell us the added value they gain from the in-person experience is immeasurable. Opportunities to collaborate, share ideas and challenges are numerous, both inside and outside the classroom. Most participants forge lasting relationships with peers in similar roles, which support continued learning and ongoing dialogue.

A kick-start to ESG/CSR certification

The Summit is designed to help participants complete a large portion of the work required to earn a BCCCC **Corporate Citizenship Certificate of Practice**. This ESG/CSR certification is globally recognized as the gold standard for professional development in the field; it signals a serious commitment to advancing the ideals of corporate social responsibility.





More importantly:

What will you gain

by attending?



Tools to advance your ESG/CSR programs

All our coursework is designed to support professionals actively working in ESG/CSR roles. Each topic is reinforced with concrete tools and techniques you can begin using right away, to execute programs better, more broadly, and/or more efficiently. In fact, by inserting their own projects into class exercises and discussions, participants often find they actually gain momentum, despite this time spent away from their desks.



Opportunities to engage with experts

Summit instructors are established business leaders and respected authorities in corporate social responsibility. The ability to explore your ideas, goals, and obstacles with these experts in your corner can yield countless benefits.

Status as a forward-thinking brand

Thousands of professionals from hundreds of CSR-minded companies have earned BCCCC certification, since the Center's founding. A BCCCC credential is a noteworthy differentiator for any executive and for any brand that invests in this best-in-class professional development.



Key Takeaways from Some of Our Most Popular Summit Courses

- Best practices for aligning, developing, and implementing corporate citizenship through the use of strategy.
 - Essential sustainability reporting and standard frameworks (the key aspects of and differences between) ISO, GRI, SASB, and CDP.
 - How to begin assessing programs and ensure desired outcomes and impacts.
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- How to establish expectations for partners on why, how, and what to measure.
 - How to use the Logic Model to construct and achieve a "theory of change."
 - How to calculate ROI and when to apply it to corporate citizenship projects.
 - How to present and utilize assessment data for program improvement and decision-making.
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- How to develop a materiality matrix for your industry sector and your company.
 - How to apply the materiality assessment process to your company to identify corporate citizenship priorities.
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- How to align your company's CSR message to your company's brand and marketing messages.
 - How to customize communications to engage different audiences and still maintain a cohesive message.
 - How to apply scientifically proven principles of psychology to improve the "stickiness" of your message, and to increase the likelihood that your audience will respond to your call to action.
 - Tools to increase employee participation in corporate citizenship programs and measure engagement.
 - Plus much more...



What do past participants say about the value of the Summit?

"The entire week was wonderful, from start to finish."

"...the perfect blend of instruction and interaction."

"I really liked the fact that we got a chance to use the tools in a group setting."





Who attends the Summit?

Executives from these companies
and many more have attended recent Summit sessions.

