

Corporate Social Responsibility

Business is Evolving



Get in Touch

contact@blocksedu.com

1 Yonge Street, Suite 900, Toronto, Ontario

Copyright 2019 – BlocksEDU Learning Corp.

A Bloxxar Tech Ventures Inc. company

**Our sessions are
designed to help you:**



Recruit Better Talent



**Improve Strategy
Management**



**Capture Investment
Interest**



**Improve Marketing
Campaigns**

Corporate Social Responsibility

What we do

Our workshops provide foundations in the development and management of Corporate Social Responsibility (CSR) strategies. We provide an overview of the importance of CSR and some of the frameworks used by the world's largest tech, telecommunications, manufacturing, retail and mining companies. We provide guidelines on how to improve an organization's environmental footprint, employee engagement, transparency, waste management, human rights performance, community investment, and responsible supply chain management. At the end of the workshops, attendees should leave with the tools necessary to develop inspiring initiatives and successfully promote it.

Our objectives

- To demystify the field of CSR and advance its application across all industries.
- To help companies develop sustainability initiatives that are enduring and, where possible, revenue generating.
- To help organizations make the most of their efforts through appropriate reporting and marketing techniques.

Why CSR

- A lack of formal training in CSR can obstruct a company's efforts to improve environmental impact, employee retention, community and ethical performance - CECP, 2018.
- CSR is one of the fastest growing components of Fortune 500 companies (90% now file sustainability reports annually) - Global Reporting Index, 2018.
- \$22.89 trillion (USD) of assets are now professionally managed under responsible investment strategies - McKinsey and Company, 2019.

Get in Touch

contact@blocksedu.com

1 Yonge Street, Suite 900, Toronto, Ontario

Copyright 2019 – BlocksEDU Learning Corp.

A Bloxxar Tech Ventures Inc. company



Instructor bio: Cameron Jones

Cameron is our in-house instructor and course facilitator. He is a passionate public speaker with a background in corporate social responsibility, innovation and organizational change.

Prior to blocksEDU, Cameron worked on climate change and community impact initiatives for a host of private, public and non-profit organizations. He has co-authored a book and multiple papers on clean technology, capacity building and carbon mitigation. He is the recipient of multiple awards, including the Premier's Public Service Award for his role overseeing the largest corporate transformation in the history of the Alberta Public Service. He is an active member of Toronto's clean technology community and recently helped launch the first drone-reforestation company in Canada.

To hear more details about the available programs, schedule a call with Cameron by emailing him at cameron@blocksedu.com

His Work has been Featured in:



Get in Touch

contact@blocksedu.com

1 Yonge Street, Suite 900, Toronto, Ontario

Copyright 2019 – BlocksEDU Learning Corp.

A Bloxsar Tech Ventures Inc. company



Nano Degree 1: CSR Foundations

- Understand what corporate social responsibility (CSR) represents and why 'profit with purpose' is increasingly necessary.
- Explore the social, environmental and economic drivers behind the recent surge in corporate citizenship.
- Review global trends and case studies on the most innovative applications of environmental, social and governance (ESG) initiatives.
- Learn the terminology, key performance indicators and definitions used in the field.

LENGTH

20 hours



Nano Degree 2: Sustainable Investing

- Learn the differences between major international stock markets tracking corporate sustainability.
- Discover why sustainability reporting is a critical consideration for any future-facing company.
- Explore CSR metrics and rating methodology used by Dow Jones and Morgan Stanley.
- Learn how to benchmark corporate performance and get companies included in the portfolio of a high-performing sustainability index.

LENGTH

20 hours

Get in Touch

contact@blocksedu.com

1 Yonge Street, Suite 900, Toronto, Ontario

Copyright 2019 – BlocksEDU Learning Corp.

A Bloxsar Tech Ventures Inc. company



Nano Degree 3: Strategy Setting

- Learn how to set an organization's goals; including mission statement, vision statement and priorities.
- Decide where to focus sustainability efforts based on an assessment of core competencies and customer considerations.
- Decide the winning strategy for an organization and what will give the business a competitive advantage.
- Learn how to measure progress towards goals and how to report accurately to stakeholders and shareholders.

LENGTH

36 hours



Nano Degree 4: Brand Activism

- Learn how to manage brand activism in a way that improves revenue, brand recognition and customer loyalty.
- Review the basic components of any good marketing strategy.
- Learn how management of corporate statements can either catapult or collapse a company.
- Review case studies on the most creative brand management practices in CSR.

LENGTH

20 hours

Get in Touch

contact@blocksedu.com

1 Yonge Street, Suite 900, Toronto, Ontario

Copyright 2019 – BlocksEDU Learning Corp.

A Bloxsar Tech Ventures Inc. company

Why blocksEDU?

1. Our team

At blocksEDU, we have built an exceptional team of instructors and researchers that includes academics from Oxford, government, non-profits and industry. Our instructors have trained over 50,000 students and worked with some of the largest companies in North America.

2. International focus

We work with governments and schools in Canada, the USA, the Middle East, Latin America, and China. We prioritize content that captures trends and practices in emerging technologies across the world. This ensures curriculum remains valuable, relevant and applicable to an international audience.

3. Future-oriented

We strive to always be a future-oriented company committed to developing the workforce of tomorrow. We leverage our in-house resources to contribute expertise in world-changing technologies such as blockchain, smart cities, electric vehicles, etc.

4. Comprehensive

We pride ourselves in covering everything from A to Z in our courseware. Our programs focus on theory and application so that we create an employable workforce.

5+

Government
Partnerships

10+

University
& College
Partnerships

5+

Countries

Get in Touch

contact@blocksedu.com

1 Yonge Street, Suite 900, Toronto, Ontario

Copyright 2019 – BlocksEDU Learning Corp.

A Bloxxar Tech Ventures Inc. company