



A program IN DETAIL

DIAGNOSTIC

(based on Afnor CSR commitment)

→ 0.5 days on site individually

- Evaluate your level of CSR maturity
- Position yourself in relation to the expectations of the Afnor Engaged CSR framework
- Prioritize your actions and define your personalized objectives in the committed CSR journey

Deliverable 1

A diagnostic and action plan CSR on the framework Afnor Committed CSR (Month 0)

TRAINING 2D

Afnor skills

→ 2 days face-to-face and collective

- Know the main principles of CSR according to ISO 26000
- Structure your project and your CSR roadmap according to your priority and strategic issues
- Integrate the CSR strategy into its vision and governance as a VSE/SME

Deliverable 2

Training certificate
AFNOR Skills

4 COLLECTIVE WORKSHOPS

Governance / Environment / Social and societal / CSR indicators

→ 4 collective half-days in person

- Deepen the solutions according to the actions and needs of companies
- Draw inspiration from advances and good practices among peers and remove obstacles collectively
- Identify and monitor key social and environmental indicators to measure and monitor its impact and progress

Deliverable 3

Personalized CSR indicator table on digital platform

INDIVIDUAL COACHING

→ 12 hours of individual coaching throughout the course

- Advance your CSR roadmap with a dedicated CCIAMP expert
- Take action on priority or "quick win" topics

BALANCE SHEET & COLLECTIVE SHARING

→ 1 collective half-day in person

- Share your progress among peers
- Set your next step and its organization to bring the process to life
- Position yourself on the labeling option

Deliverable 4

Diagnosis and roadmap on the Engagé RSE framework updated with progress (Months+6)



CCI AIX MARSEILLE
PROVENCE

Ready to get involved?

For any information, financing solution, start dates, contact:

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Ecological Transition Advisor

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Learn more
on the AFNOR label



cciamp.com

YourSolutionsAreHere



Accelerate

with the route taken CSR

→ CCIAMP x AFNOR

6 months to engage your activities and your company in a concrete approach to sustainable development.

YourSolutionsAreHere

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For a
transformation
with complete peace of mind!

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afnor
GROUPE



Accelerate
with the route taken **CSR**

72%
entrepreneurs
who engage in
a CSR approach,
see **profits**
on the image that
their customers from
their business!*

The Aix-Marseille-Provence CCI and AFNOR****deploy a collective CSR support training-action course lasting six months.**

The time necessary to let yourself be guided and move forward concretely, step by step, and leave with an individualized action plan: diagnosis on the AFNOR Committed CSR framework, roadmap, targeted actions, measurement of the impact using indicators.

Choosing to be committed to CSR means asserting for your company a competitive positioning in line with societal issues, transforming constraints into opportunities and an effective way of increasing your performance and the potential of your company.

* The great consultation of entrepreneurs"
- Opinionway survey for CCI France -
August 2023

** (French Association of NORmalization -
organization responsible for coordinating
the establishment of French standards)

For who ?

TPE and SMEs
from any sector of activity

! Prerequisites!
→ Identify a referent
internal CSR of
the company -
employee, manager or
business manager,
himself.

**Why
to commit ?**

→ Become independent
on your CSR strategy
thanks to the skills
development of a
internal referent.

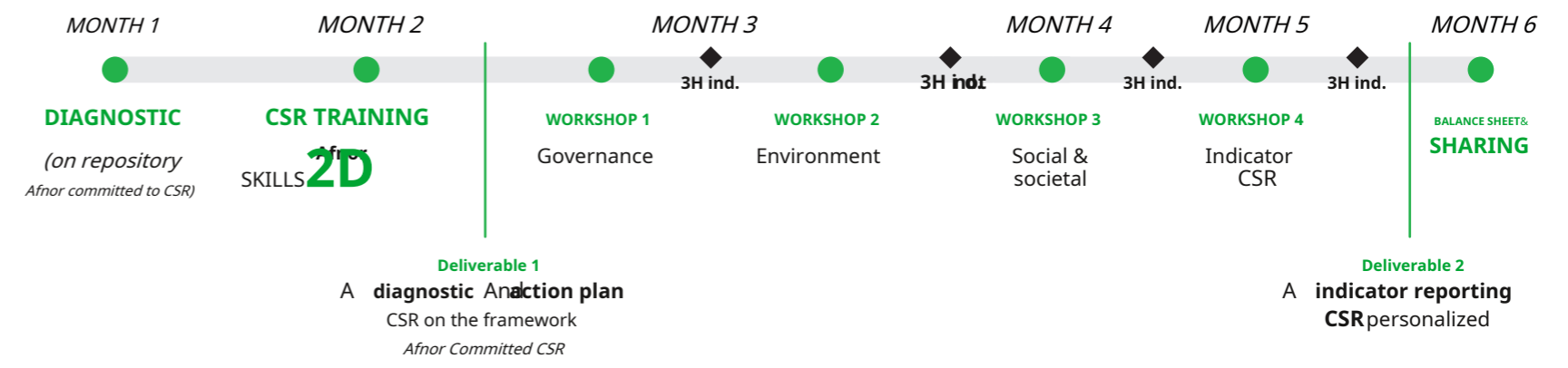
→ Prioritize your
commitments in
depending on the issues
from your sector
and news
opportunities
business.

→ Take action
concretely to
short term.

→ Measure your
progression and
give credibility to your
commitment with
a method and
indicators of
performance
recognized.

**A program of
action training
phased on 6 months**

Retroplanning session 2024



OPTION :
COURSE INTEGRATING THE PROCESS
OF LABELING OVER 18 MONTHS
Reduction on labeling
AFNOR COMMITTED to CSR

RATE
3€950 excluding tax*
€3750 excluding tax
(for members
premium MBA)



**A pedagogy
dynamic**

- The alternation of an **individual approach** and a **collective approach** to share good practices.
- A **dedicated digital platform** to the participants of the course to manage the indicators and monitor progress.
- Companies from the locomotive region to inspire you.

* On quote if continuation of the course
with the Engagé RSE AFNOR label