

Strategic Community Investment Certification Training

Corporate Citizenship, pioneers of LBG, is pleased to launch its first official Strategic Community Investment Certified Training in Singapore.

The LBG-certified training will introduce and provide individuals with practical tools and knowledge to measure and manage community investment activities.

TESTIMONIAL

"LBG allows us to quantify our contribution into an easily digestible format for different audiences. For example, our LBG data feeds into our annual reports, is published on our website and used to promote our community work on social media."

Janet Liu, Corporate Sustainability and Community Manager at ANZ

TESTIMONIAL

"The LBG framework allows Myer to measure and track our corporate community investment in a focused and methodical way. Through LBG, our community investment has become quantifiable, feeding into our strategic planning and better equipping us to meet our community program objectives."

Kate Driessen, Community Relations Advisor at Myer

TESTIMONIAL

"LBG is a practical, useful tool that not only drives disciplines and transparent reporting, but also helps build a stronger case for corporate community investment"

JTI

ABOUT THE TRAINING

This two-day intensive community investment course is the first certification training by LBG in Southeast Asia.

Participants will develop their knowledge of community investment, its importance as a core function of a responsible organisation and how it can benefit the business. Participants will learn to apply the LBG methodology (the framework

and measurement principles) to assess the input, output and impacts of their community investment activities.

The training combines theory and a practical approach for participants to apply in their day-to-day roles. Case studies from global and Asian companies will be used to illustrate examples of good practice.

TRAINING OBJECTIVES:

Participants will be able to:

- Understand and build the business case to strategic community investment
- Gain an understanding on how to align community investment with business strategy, including approaches to employee volunteering
- Measure community investment programmes using the LBG framework:
 - **Input:** The resources a company provides to support a community activity

- **Output:** The activities delivered, numbers reached, funds raised and business-related activity resulting from the contributions made
- **Impact:** The short or longer-term outcomes that result from community activities
- Set KPIs/targets and collect relevant data using available tools and processes
- Use measurement to inform programme development and reporting

WHO IS IT FOR?

This training is designed for individuals with responsibility for managing community related programmes in companies and corporate foundations.

It is also suitable for individuals working in NGOs and governments agencies interested in learning how they can better manage and measure their community investment activities.

DETAILS OF THE TRAINING

Date: 22-23 May 2018

Time: 8:30-17:00

Venue: Collision 8 (1 North Bridge Road, 08-08, Singapore 179094)

Nearest MRT: Clarke Quay Station (5 mins walk), City Hall Station (6 mins walk)

ABOUT THE CERTIFICATION EXAM

All who wish to be successfully certified at the end of the course would be required to fulfil a minimum grade of 50% in the following aspects of the course:

- Participation during the two days (30%)
- Online multiple choice assessment (30%)
- Group assignment to design and measure a community project (40%)

The online multiple choice assessment is an open-book exam and can be done anytime within a week after the course.

TRAINING FEES

The rates below are for the two day course, including the certification

Normal Fees: S\$1,750

Special Rates of S\$1,600 are available to:

- LBG Global members
- Global Compact Network Singapore members
- NVPC Company of Good members
- Not-for-profit organisations

REGISTRATION (PLEASE COMPLETE)

To register for this session, please [click here](#) to complete our online form. Alternatively please email: Singapore@corporate-citizenship.com with the following details: (Attention to Corporate Citizenship SEA)

Full Name
Designation
Contact Number
Email Address
Company Name
Company Address
.....
.....
Attention Invoice to
.....

PAYMENT METHODS (PLEASE COMPLETE)

Credit Card

Card payment can be made through the registration link.

Cheque

Please make cheque payment payable to **'Corporate Citizenship Southeast Asia Pte Ltd'** and send to the address below within seven (7) days of registration.

Bank Transfer

Account Name: **Corporate Citizenship Southeast Asia Pte Ltd**

Account Number: **052-333325-001 SGD**

Bank: **HSBC Bank (7232)**

Branch: **Collyer Quay (052)**

Bank Address: **21 Collyer Quay, HSBC Building Level 1,**

Singapore 049320

ABOUT LBG

Used by over 300 organisations around the world, LBG (London Benchmarking Group) is the global standard for measuring and managing Corporate Community Investment. It offers a robust and consistent measurement framework that any company can apply to understand the difference their contributions make to business and society.

The LBG framework is also aligned with the community measurement indicators of Global Reporting Initiative (GRI), and the Dow Jones Sustainability Index (DJSI).

www.lbg-online.net

ABOUT CORPORATE CITIZENSHIP

Corporate Citizenship is a global management consultancy specialising in sustainability and corporate responsibility.

We work with corporate clients around the world to achieve their commitments to responsible business behaviours and sustainable practices.

Corporate Citizenship has been pioneering LBG as a global standard for community investment for over 20 years. Today, we continue to manage the LBG network and update the framework on behalf of its members. We also advise companies on measurement and community data assurance using the LBG methodology.

www.corporate-citizenship.com



BUSINESSES USING LBG

CONSUMER GOODS

AkzoNobel
 Britvic
 Coca-Cola Enterprises
 Coca-Cola HBC
 Japan Tobacco
 JT International SA
 JTI UK
 Philip Morris International
 Reckitt Benckiser
 Wesfarmers Corporate

ENGINEERING & MANUFACTURING

3M
 BAE Systems
 CSL
 Gestamp
 Jaguar Land Rover
 Michelin
 Rolls-Royce
 Skanska
 Siemens
 Stora Enso
 Swisse
 Toyota
 Wesfarmers Chemicals, Energy & Fertilisers

FINANCIAL SERVICES

ANZ
 Arab African International Bank
 Aviva
 AXA
 Banco Santander
 Bankinter
 Barclays
 BBVA
 BGL Group
 Capital One
 Citi
 CUA
 Deutsche Bank
 HSBC
 Investec
 Intesa Sanpaolo
 Maybank
 National Australia Bank
 Nationwide
 Provident Financial
 Prudential
 Royal Bank of Scotland

Reale Seguros
 Rothschild & Co
 Santander UK
 Schroders
 St James's Place Wealth

MANAGEMENT

Standard Chartered
 Standard Life
 Suncorp
 Teachers Mutual Bank
 Toyota Finance Corporation
 UBS
 UniCredit
 Zurich

FOOD & DRINK

Diageo
 Heineken España
 Bacardi
 Insurance
 Australian Unity
 LV=

GENERALI

GMHBA
 Medibank
 Simplyhealth

LEGAL

Freshfields Bruckhaus
 Deringer
 Gowling WLG
 Linklaters

MEDIA

Clubs NSW
 Foxtel
 Liberty Global Europe
 Pearson
 RELX Group
 Sky
 Management SA

PHARMACEUTICAL

Ashfield Healthcare
 Abbott
 AbbVie
 AstraZeneca
 GSK

PROFESSIONAL SERVICES

Accenture
 Experian

JLL UK
 KPMG
 PwC

PROPERTY

Abertis
 Acciona
 BAM Construct UK
 The Berkeley Foundation
 British Land
 Ferrovial
 Hammerson
 HSS Hire
 Intu Properties plc
 ISS UK
 Land Securities
 Lend Lease
 Mirvac
 OHL
 Payce
 Shaftesbury
 Stockland
 Unite Students
 Vicinity Centres
 Willmott Dixon

RETAIL

Aldi UK
 Amazon UK
 Bettys and Taylors of
 Harrogate
 Boots
 Coles
 Inditex
 Jerónimo Martins
 John Lewis Partnership
 Kingfisher
 Marks & Spencer
 Myer
 Target
 The Co-operative Group
 Southern Co-operative

SPORTS

Carlton Football Club
 Cricket Australia
 Essendon Football Club
 Hawthorn Football Club
 Power Community Ltd
 Richmond Football Club
 West Coast Eagles Football Club

TECHNOLOGY

ARM
 Datacom
 BT
 Deutsche Telekom AG
 Hitachi
 Nokia
 Optus
 Singtel
 STMicroelectronics
 Telefónica

TRAVEL AND HOSPITALITY

Compass Group
 FirstGroup
 Go-Ahead
 London City Airport
 The Manchester Airports Group
 Sydney Airport Corporation Ltd
 Tabcorp Holdings Ltd

UTILITIES AND SERVICES

Anglian Water
 Australia Post
 Brisbane Airport Corporation
 Centrica
 Deutsche Post DHL Group
 DP World
 Ecoembs
 EDP
 Endesa
 Galp Energia
 Gas Natural Fenosa
 Iberdrola
 Jemena
 National Grid
 New Zealand Post Group
 NuGeneration
 Port of Milford Haven
 Port of Tyne
 Red Eléctrica de España
 Royal Mail Group
 ScottishPower
 SGN
 SUEZ
 Terna
 Thames Water
 Tideway
 United Utilities
 Wood Group
 Woodside Energy

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