Lesson Plan 1: 3 Pillars of CSR - A Foundation for Sustainable Business

Target Audience: VET Students (adaptable to specific programs)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Explain the three pillars of CSR (environmental, social, and economic) and their interconnectedness.
- Analyse how businesses can integrate CSR practices within each pillar relevant to their chosen VET field.
- Explore technological advancements that empower businesses to achieve their CSR goals across all three pillars.
- Develop a practical action plan outlining CSR initiatives for a company within their chosen VET field, considering all three pillars.

Materials:

- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online resources on CSR (e.g., https://www.investopedia.com/terms/c/corp-social-responsibility.asp)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR and its different pillars.
- Use the project platform https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/
- Use presentation software to display key points, visuals, and data on CSR practices.
- Explore virtual tours of companies with strong CSR programs focused on each pillar (environmental, social, economic).
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

Lesson Duration: 90 minutes (adaptable)

Lesson Activities:

Introduction (15 minutes):

1. **Brainstorming:** Ask students, "What are some ways companies can give back to society?" Capture their responses and introduce the concept of CSR as a strategic business approach that goes beyond just profit.

Activity 1: The Three Pillars of CSR (20 minutes):

1. **Presentation & Discussion:** Introduce and define the three pillars of CSR: environmental (protecting the environment), social (ethical labor practices, community engagement), and economic (sustainable business practices). Discuss how these pillars are interconnected and contribute to a company's long-term success.
2. **Connecting to VET:** Divide students into groups based on their chosen VET fields. Each group discusses how the three pillars of CSR might be relevant to their specific field.
3. **Examples & Online Research:** Students use laptops/tablets to research examples of companies within their VET field who are actively integrating CSR practices. Encourage them to find examples that address each of the three pillars.

Activity 2: Technology & Innovation for CSR (25 minutes):

1. **Technology Showcase:** Present a few examples of how technology advancements are empowering businesses to achieve their CSR goals across the three pillars (e.g., renewable energy solutions for environmental sustainability, AI-powered diversity and inclusion training for social responsibility, data analytics for tracking economic impact).
2. **Exploring Best Practices:** Divide students back into their VET field groups. Each group analyses the companies they researched in Activity 1, focusing on the specific technology (if any) used to implement their CSR initiatives across all three pillars.
3. **Group Discussion:** Encourage students to discuss the effectiveness of the technologies used and how they contribute to the overall success of the CSR programs.

Activity 3: Building a Sustainable Business Plan (25 minutes):

1. **Scenario & Challenge:** Briefly introduce a scenario (e.g., a local bakery) within their chosen VET field. Challenge students to develop a practical action plan outlining specific CSR initiatives for this company, considering each of the three pillars. Encourage them to incorporate technology, if applicable, to enhance the effectiveness of their proposed initiatives.
2. **Action Plan Development:** Students utilize online collaboration tools or individual worksheets to develop their CSR action plans. The plan should identify specific goals and strategies for each pillar (e.g., environmental: reducing waste, social: employee training programs, economic: supporting local suppliers).
3. **Solution Presentations:** Invite students to present their CSR action plans for the bakery to the class, highlighting the integration of the three pillars and the potential benefits for the company and society.

Wrap-up & Assessment (10 minutes):

1. **Recap:** Summarize the key takeaways: CSR is built on three pillars (environmental, social, economic) and technology can be a powerful tool for achieving CSR goals.
2. **Assessment:** Consider ongoing assessment based on class participation, online research findings (Activity 1 & 3), analysis of best practices (Activity 2), and the comprehensiveness, practicality, and incorporation of technology in the proposed CSR action plans from Activity 3.

Differentiation:

- Provide struggling students with a list of pre-selected companies within their chosen VET field known for strong CSR practices across all three pillars for Activity 1.

- Challenge advanced students to research and present on emerging technologies with the potential to significantly impact CSR practices within their chosen field, considering all three

Sources

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/

Lesson Plan 2: Unveiling CSR's Pillars - A Tech-Driven Exploration (VET Schools)

Target Audience: VET Students (adaptable to specific programs)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Explain the three pillars of CSR (environmental, social, and economic) and their interconnectedness.
- Analyse how technology and innovation can contribute to achieving each CSR pillar within a chosen VET field.
- Identify case studies showcasing companies excelling in specific CSR pillars.
- Develop a plan for integrating a chosen CSR pillar into the operations of a company within their VET field, using technology.

Materials:

- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online resources on CSR (e.g., https://www.investopedia.com/terms/c/corp-social-responsibility.asp), https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/
- Case studies on companies demonstrating strong performance in specific CSR pillars (relevant to student VET fields) (https://services.businesswire.com/investor-relations-services/corporate-social-responsibility)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR and case studies. Use the project platform https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/
- Use presentation software to display key points, visuals, and data on CSR pillars and technological advancements.
- Explore virtual tours of companies with innovative CSR practices related to each pillar.

- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

Lesson Duration: 90 minutes (adaptable)

Lesson Activities:

Introduction (15 minutes):

1. **Brainstorming:** Ask students, "What does a responsible company look like?" Collect and discuss their responses, highlighting the concept of CSR beyond just profit-making.
2. **Introducing CSR:** Define CSR as a company's commitment to operating ethically and sustainably, considering social, environmental, and economic factors in its decision-making.

Activity 1: The Three Pillars of CSR (20 minutes):

1. **Presentation & Discussion:** Introduce the three pillars of CSR:
   - Environmental (e.g., minimizing pollution, resource conservation)
   - Social (e.g., fair labour practices, community engagement)
   - Economic (e.g., ethical business practices, contributing to long-term economic growth)
2. **Interconnectedness:** Emphasize the interconnectedness of the pillars. For example, strong environmental practices can lead to economic benefits through cost savings.
3. **VET Field Focus:** Discuss how companies within specific VET fields can prioritize each CSR pillar. For example, how can a hospitality business prioritize environmental sustainability, or a healthcare provider prioritize social responsibility?
4. **Online Research:** Students use laptops/tablets to research a specific CSR pillar and find an example of a company within their chosen VET field demonstrating excellence in that pillar.

Activity 2: Tech Powering Each Pillar (25 minutes):

1. **Technology Showcase:** Present a few examples of how technology can be leveraged to achieve goals within each CSR pillar (e.g., Environmental: renewable energy solutions, AI for waste management; Social: online platforms for employee training, virtual volunteering opportunities; Economic: blockchain for supply chain transparency, data analytics for informed business decisions).
2. **Case Study Analysis:** Provide students with case studies of companies within their VET fields known for their strong performance in a specific CSR pillar and their use of technology (e.g., recycling programs using mobile apps, AI-powered training programs for employees).
3. **Group Discussion:** Divide students into groups based on their VET fields. Each group analyses the case study assigned, focusing on the specific technology used and its role in enhancing the effectiveness of the CSR initiative within that pillar. Encourage them to discuss the impact of this technology on the company and society.

Activity 3: Integrating CSR with Technology (25 minutes):

1. **Challenge:** Ask students to develop a plan for integrating a chosen CSR pillar (environmental, social, or economic) into the operations of a company within their VET field. Encourage them to consider the technological solutions explored in Activity 2.
2. **Plan Development:** Students utilize online collaboration tools or individual worksheets to develop their plans. The plan should outline the chosen CSR pillar, the specific company or industry type within their VET field, the technology they plan to use, and a description of how this integration will contribute to the company's CSR goals.
3. **Solution Presentations:** Invite students to present their plans to the class, highlighting the chosen CSR pillar, the company/industry type, the technology used, and the expected benefits for both the company and society.

Wrap-up & Assessment (10 minutes):

1. **Recap:** Summarize the key takeaways: CSR encompasses environmental, social, and economic concerns, technology empowers

Sources

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/

Lesson Plan 3: Unveiling CSR's Powerhouse - The Three Pillars with Technology & Innovation (VET Schools)

Target Audience: VET Students (adaptable to specific programs)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Explain the three pillars of CSR (environmental, social, and economic) and their interconnectedness.
- Analyse how technology and innovation can contribute to achieving each CSR pillar within a VET field.
- Identify case studies showcasing companies excelling in specific CSR pillars relevant to VET fields.
- Develop a proposal for a CSR initiative focusing on one of the pillars within their chosen VET field, leveraging technology for implementation.

Materials:

- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online resources on CSR (e.g., https://www.investopedia.com/terms/c/corp-social-responsibility.asp), https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/

- Case studies on companies demonstrating strong practices in each CSR pillar, relevant to student VET fields (https://services.businesswire.com/investor-relations-services/corporate-social-responsibility)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR and case studies. Use the project platform https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/
- Use presentation software to display key points, visuals, and data on CSR pillars and innovative solutions.
- Explore virtual tours of companies with strong CSR practices or online demonstrations of relevant technologies.
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

Lesson Duration: 90 minutes (adaptable)

Lesson Activities:

Introduction (15 minutes):

1. **Brainstorming:** Ask students, "What are some ways a company can be responsible beyond just making a profit?" Record their responses and introduce the concept of CSR.
2. **Defining CSR:** Define CSR as a company's commitment to operating ethically and sustainably, considering environmental, social, and economic factors in its decision-making.

Activity 1: The Three Pillars of CSR (20 minutes):

1. **Presentation & Discussion:** Introduce the three core pillars of CSR: environmental (protecting the environment), social (fair labour practices, community engagement), and economic (sustainable business practices). Discuss the interconnectedness of these pillars.
2. **Connecting to VET:** Discuss how each CSR pillar might be relevant to their chosen VET field. For example, how can a hospitality business prioritize environmental sustainability or a healthcare provider promote social well-being in its community?
3. **Online Research:** Students use laptops/tablets to research specific examples of companies within their VET field demonstrating strong practices in one of the CSR pillars.

Activity 2: Technology & Innovation for Each Pillar (25 minutes):

1. **Technology Showcase:** Highlight a few examples of how technology can be leveraged to achieve goals within each CSR pillar (e.g., environmental: AI-powered energy management systems, social: digital literacy training programs for employees, economic: online platforms for fair trade sourcing).
2. **Case Study Analysis:** Provide students with case studies of companies within their VET fields known for their excellence in a specific CSR pillar and the technological advancements utilized (e.g., waste reduction programs using smart technology in manufacturing, digital skills development initiatives for employees in the construction industry).

3. **Group Discussion:** Divide students into groups based on their VET fields. Each group analyses the assigned case study, focusing on the specific CSR pillar addressed, the technology used, and the impact of the company's initiative.

Activity 3: Crafting a Tech-Driven CSR Initiative (25 minutes):

1. **Challenge:** Ask students to develop a proposal for a CSR initiative focusing on one of the CSR pillars within their chosen VET field. Encourage them to consider the technological solutions explored in Activity 2 and how they can be applied to address a specific CSR challenge.
2. **Proposal Development:** Students utilize online collaboration tools or individual worksheets to develop their proposals. The proposal should outline the chosen CSR pillar, the specific challenge addressed, the target beneficiaries, the technology used for implementation, and the expected positive impact on the environment, society, or responsible economic practices.
3. **Solution Presentations:** Invite students to present their CSR initiative proposals to the class, highlighting the chosen CSR pillar, the technological innovation, and the potential benefits for the company and stakeholders.

Wrap-up & Assessment (10 minutes):

1. **Recap:** Briefly summarize the key takeaways: CSR encompasses environmental, social, and economic responsibility, technology plays a key role in achieving CSR goals, and innovative initiatives can create a positive triple bottom line impact.
2. **Assessment:** Consider ongoing assessment based on class participation, online research findings (Activity 1), case study analysis (Activity 2), and the comprehensiveness, chosen CSR pillar

Sources

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/