

## **Blended Intensive Programme**

### **NGOs and CSR Partnerships: The Role of Leadership in This Partnership**

We propose a Blended Intensive Program (BIP) titled "NGOs and CSR Partnerships: The Role of Leadership in This Partnership" aimed at students in the fields of Business, Communication, and Sustainability. The program seeks to train future professionals capable of understanding and managing the intricate relationships between Non-Governmental Organizations (NGOs) and Corporate Social Responsibility (CSR) initiatives with a focus on how leadership roles can influence this relationship. This program will equip students with the skills and knowledge to foster sustainable and impactful partnerships between the private sector, civil society and leadership skills.

Building effective NGO-CSR partnerships is critical for addressing social and environmental challenges. Leadership plays a crucial role in ensuring these partnerships are sustainable, impactful, and aligned with the strategic goals of both parties. By focusing on leadership within these partnerships, the program aims to produce professionals who understand and can navigate through the complex CSR field within an organizational context.

This BIP aims to create future leaders who are committed to sustainable development and capable of bridging the gap between NGOs and the corporate world through effective CSR partnerships. The program will not only enhance students' academic knowledge but also provide practical skills and cultural insights, fostering a new generation of socially responsible leaders.

#### Objectives:

- To understand the Dynamics of NGO-CSR Partnerships. The BIP will provide students with a comprehensive understanding of how NGOs and corporations can collaborate effectively to achieve mutual goals.
- Be able to develop leadership skills as a means of guaranteeing success in the CSR communication. Train students in leadership skills necessary for managing partnerships and driving CSR initiatives.
- The promotion of sustainability. We aim to emphasize the importance of sustainability in business practices and NGO operations.
- Further enhance students' communication skills. We aim to explain to the students and bring them up to date with innovative communication tools needed to advocate for and manage CSR partnerships.
- To foster social innovation. The program will try to encourage innovative solutions for social issues through effective NGO-CSR collaborations.



Academic Fields and Focus Areas

ACADEMIC FIELDS	Business and Communication	Sustainability	Multidisciplinary
FOCUS	<ul style="list-style-type: none"><li>• Leadership and Management</li><li>• Marketing and Communication</li></ul>	<ul style="list-style-type: none"><li>• Sustainability</li><li>• Social innovation</li></ul>	<ul style="list-style-type: none"><li>• Economic engagement</li><li>• Capacity building</li><li>• Human resource and leadership development</li></ul>
SECTORS	<ul style="list-style-type: none"><li>• Corporate Sectors (technology, finance, retail, manufacturing)</li></ul>	<ul style="list-style-type: none"><li>• Environmental NGOs</li></ul>	<ul style="list-style-type: none"><li>• Healthcare NGOs</li><li>• Educational NGOs</li></ul>
SCOPE	<ul style="list-style-type: none"><li>• NGOs initiatives</li></ul>	<ul style="list-style-type: none"><li>• CSR initiatives</li></ul>	<ul style="list-style-type: none"><li>• Leadership development</li></ul>

Proposed Schedule

I. Online sessions.

- 1 or 2 sessions in December (4 hours total, 2 hours per session)

II. Face-to-Face workshop sessions.

- Salamanca (Faculty of Communication), **20 – 24 January 2025** (26 hours)

Credits: 3 ECTS (30 hours total, including online and face-to-face sessions)

**I. Online sessions.**

During the online sessions, students will receive information on:

1. Introduction to NGO-CSR Partnerships. Overview of the importance and impact of NGOCSR collaborations. A lecture might be given online to complement the theoretical understanding of these topics.
2. Case Studies and Success Stories. Students will be required to present a case studies from each one of their regions, highlighting successful NGO-CSR partnerships.
3. Principles of Leadership in CSR. Students will discuss the key leadership qualities necessary for managing these partnerships. They will have to review information on this topic autonomously.



## **II. Face-to-Face workshop sessions.**

During the face-to-face workshops, the program will focus among other topics on:

1. Communication and Marketing Tools. Learn strategies for effective communication and marketing in NGO-CSR partnerships.
2. Leadership in Practice. Participate in interactive sessions and role-plays to develop leadership skills.
3. Sustainability Practices. Attend workshops on integrating sustainability into business and NGO operations.
4. Real-World Challenges. Work on real challenges from local NGOs and corporations, developing practical proposals and solutions.
5. Cultural and Practical Exposure. Gain practical insights and network through visits to local businesses and NGOs, and other cultural sites in Salamanca.
6. Local Business Visits. Understand CSR initiatives and partnerships by visiting local businesses.
7. NGO Engagement. Interact with local NGOs to learn about their operations and challenges.
8. Cultural Activities. Explore Salamanca's rich cultural heritage to enhance the learning experience.

### Expected Outcomes

By the end of the program, students will:

- Have a deep understanding of the dynamics of NGO-CSR partnerships.
- Be equipped with leadership and communication skills to manage these partnerships effectively.
- Be able to develop sustainable and innovative solutions for social issues.
- Have practical experience through case studies and real-world challenges.

### Contact

Pontifical University of Salamanca

International Mobility and Cooperation Office: [cooperation@upsa.es](mailto:cooperation@upsa.es)

### Academic Coordinators:

Dr. Fernando Enrique Reyes Reina (Faculty of Communication)

Dr. Ángel Losada Vázquez (Faculty of Communication)