



CSR PLANNER

THE HAPTIC PLANNING METHOD

Sustainability strategy with the CORE method



CSR AND CORPORATE SUCCESS

Together sustainably successful - with the CORE METHOD

The CSR Planner empowers corporate teams to develop, refine and implement an individual sustainability strategy. It is a haptic planning and workshop method with which companies measurably increase their corporate success with CSR in nine steps.

The CORE method enables communication that is intuitive and understandable beyond language, culture and level of education.

- Engage departments and employees for successful implementation.
- Encourage creativity and innovation in teams.
- Make CSR success visible and measurable.

THE CORE METHOD

Description of the C(S)R Planner:

- Tool for simple planning, creation of the CSR strategy, distribution of tasks within the company and measurement of the success of the implemented measures.
- Workshop nature: Haptic modules and guiding questions are used to communicate and intuitively guide meaningful strategy creation, planning and implementation.
- The tool uses the potential of group dynamics and the resulting creativity and motivation in workshops.
- In terms of language, the planner is understandable for everyone, not just for economists. - ·
- Through creative work, all areas of the company or its employees are involved.
- The CORE CSR Planner can be carried out independently of location and technology.



CONTENT OF THE CSR-PLANNING METHOD

CORE-CSR-PLANNER

- 8 workbooks for the participants
- 1 guiding question book as a table flipchart with the nine steps
- Magnetic honeycombs printed and for free labelling
- Pens and sponge
- Book: The country needs new entrepreneurs! How to combine economic success with social responsibility (German edition)

THE SUSTAINABLE PRODUCTION OF THE PLANNER

- All utensils for the workshop are included in the suitcase, which is sustainably produced in Germany.
- A digital strategy (explanatory film on the respective honeycombs/work steps) complements the method.



OFFER

OFFER 1 - YOU REQUEST THE DELIVERY OF THE CORE-CSR PLANNER

- Have the planner delivered to your company.
- The planner and the CORE method enable you to conduct the workshop independently.
- Offer price: 2.190,- Euro plus VAT.

OFFER 2 - YOU WOULD LIKE TO RECEIVE TAILOR-MADE SUPPORT?

- You want to book a CORE trainer for your workshop?
- or you want to have your employees trained in the CORE method?
- You will receive experts for your successful implementation who will accompany and support you on your individual CSR path. Be it from the scientific, trainer or business team.

Communicate your wishes with us.

CERTIFIED METHOD FOR SUSTAINABILITY

Joint development with science:

The CORE method was developed with the 13 years of experience of the KMU Agency and validated by universities (ISM Stuttgart and DHBW Mannheim).

Use of the CORE-CSR planner as a teaching method at universities:

At the International School of Management (ISM) in Stuttgart in the CSR course and at the DHBW Ravensburg in the marketing course.

**With your use of the CORE-CSR Planner
you will receive the signet for green sustainability
for your corporate communication.**





CORE-CSR PLANNER

The haptic planning method guides corporate teams in nine steps through the successful (further) development of the sustainability strategy. The case contains everything for your technology- and location-independent workshop.





ORDER & INVESTMENT

By e-mail: info@kmu-csr-planer.de

Tel. 0049 711 99521960

www.kmu-csr-planer.de

Offer price:

2.190,- Euro plus VAT.

OUR WHY

We are not romantic socialists but full-blooded entrepreneurs. We have developed the CORE method with our 13 years of experience in the KMU agency and in cooperation with universities. Experience yourself how much joy and drive the CORE method creates.

This is what we stand for: CSR simply significant for all.

The KMU company has been on the market since 2008 and is based in Stuttgart. Katja Hofmann is the managing director of KMU and an expert on CSR. KMU received the Lea SME Award from the Ministry of Economics for its CSR commitment. The agency is a WIN Charter company and was awarded by the Ministry of the Environment for sustainable management. Katja Hofmann is a Top 100 Speaker and was awarded by the Federal Ministry as a role model entrepreneur. She is a bestselling author and lecturer at universities on marketing and CSR.



WORLD'S LEADING COMPANIES WORK WITH CORE

"As ISM, we have already been able to test the CSR planner in teaching and are thrilled. An easy-to-use toolkit that makes it intuitively tangible what each individual and the company as a whole can tackle in terms of corporate social responsibility. We are very excited as the CORE method will be used at our university from September 2019." Prof. Dr. Cornelia Hattula Campus Management ISM Stuttgart; Institute Director Business Innovation & Evolution, Vice President Teaching of ISM.

"As the Global Ethic Institute, we deal with topics of business and corporate ethics. In addition to research activities, practical transfer is a central pillar of our work. Therefore, we were impressed by the easy-to-implement CORE method." Prof. Dr. Dr. Ulrich Hemel, Institute Director of the Global Ethic Institute at the University of Tübingen

ISM INTERNATIONAL SCHOOL OF MANAGEMENT
University of Applied Sciences

DISCOVER **MORE** WITH MAZAK™

OVIBELL

SUSTAINABILITY STRATEGY BY CORE

MAHNKE GRUPPE

FETTE COMPACTING

beflex
A KATEK Brand

DHBW
Duale Hochschule
Baden-Württemberg
Ravensburg

CLAMA FIBREX h4ga INTIGENA OVIBELL

CONTACT



KMU - CREATIVE MARKETING SOLUTIONS

Silberburgstrasse 145A
70176 Stuttgart

0049 (0)711 99521860
info@kmu-csr-planer.de
www.kmu-csr-planer.de

