

# TRAINING

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The training area of Ethical Performance Online lists CSR, SRI and sustainability courses. This area of our website is designed to allow the visitor to find the type of course they are looking for as quickly as possible, allowing both companies and users to get the best results. The site features courses provided by everything from universities and other educational establishments to specialist companies.

A training course email alert featuring all courses on the site is sent monthly to 15,000 opt-in recipients worldwide and directs them to Ethical Performance Online, where your course is listed.

## BENEFITS

- **targeted** – only CSR and SRI courses featured
- **focused** – 62% of recipients work for companies, institutions or investors
- **actively marketed** – monthly email campaigns direct traffic to your courses

Menu allows users to narrow down the courses by type and region

You specify the content of your entry with up to 250 words of text

A logo with clickthrough to your website is available for an additional fee

You can provide contact details (phone number, email address and website)

We can host PDFs containing further information

We provide tracking on clickthroughs and views of your courses

The screenshot shows the 'ethical performance' website. The main heading is 'TRAINING COURSES'. Below this, there is a search bar and a list of course types: Masterclass (3), Webinar (1), Evening Course (1), Workshop (1), Professional Development (1), and Inhouse Training (5). There are also filters for regions: Europe, Americas, Asia/Pacific, and Web Based. The page features several advertisements, including one for 'How will Copenhagen affect business?' and another for 'Which global companies have a human rights policy?'. A prominent 'CSR ASIA' logo is visible, along with text about reporting and communications. The bottom of the page mentions 'IRCA Certified Corporate Responsibility Training Course' and 'Two Tomorrows'.

The screenshot shows the 'ethical performance' website with the 'REPORTING AND COMMUNICATIONS' section. It features a 'CSR ASIA' logo and the following details:  
**Current course types:** Masterclass (3), Webinar (1), Evening Course (1), Workshop (1), Professional Development (1), Inhouse Training (5).  
**Regions:** Europe, Americas, Asia/Pacific, Web Based.  
**Archived Courses:** Promote your course.  
**REPORTING AND COMMUNICATIONS:** CSR Asia course. 1 day. Please visit website for the training schedule. Location: Hong Kong, Malaysia or Singapore.  
**Course Overview:** Stakeholders are increasingly holding companies accountable for their activities and demand information that is consistent, material, comparable, credible and well structured. This course helps you to learn about international reporting standards and how to deliver your sustainability message effectively to support business objectives.  
**Topics include:**  
 • Identifying the key issues on which to report  
 • Transparency and accountability  
 • Developing priorities through stakeholder engagement  
 • International reporting standards  
 • Global Reporting Initiative (GRI)  
 • Tools and strategies to deliver an effective sustainability message  
 • Tailoring reporting solutions to meet a company's unique needs  
 • Measuring and reporting on community investment  
 • Reporting CSR activities to key stakeholders  
 • Developing an effective communications plan  
 • Case studies of successful reporting strategies  
**Duration & date:** 1 day. Please visit <http://www.csr-asia.com/course.php> for the training schedule.  
**Fee:** USD 375. Register 1 month in advance to get 10% early bird discount.  
**Enquiry:** Please contact us at [marketing@csr-asia.com](mailto:marketing@csr-asia.com) or +852 3579 8079.

## Tariffs:

The cost of an entry relates to the period it is on the site for. A single month is £90 while a whole year is £600. See below for more details.

	month	price per month (£)	total (£)
	1	90	90
	2	90	180
	3	70	210
	4	70	280
	5	70	350
	6	60	360
	7	60	420
	8	60	480
	9	60	540
	10	60	600
	11	60	660
	12	50	600

Logos are also available for a one off £50 per course.

Button ads are charged at £60 per month and are shown at the right of all training area pages.

All prices are excluding VAT