

'HET IVOOR': Manual and Training for the Integration of Corporate Social Entrepreneurship into Programmes of the Mainstream System

Organising institution:

Odissee

Abstract:

Future entrepreneurs are currently insufficiently prepared in mainstream programmes for their contribution to corporate social entrepreneurship. The ESF project HET IVOOR wanted to remedy this. Het IVOOR stands for Manual and Training for the Integration of Corporate Social Responsibility into Programmes of the Mainstream System. It offers a ready-made instrument to help lecturers integrate corporate social responsibility (CSR) into the content of their courses.

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<http://www.competento.be/ivoor>

You can also find the manual here.

Description:

Responsible entrepreneurs keep account of their responsibility towards people, planet and profit as well as the long-term consequences of their decisions in all their activities. If you want entrepreneurs to show corporate social responsibility (CSR) you must also make sure that future entrepreneurs are convinced of its significance. Future entrepreneurs can be found at school. Therefore, an important role is to be played by higher education as well. For this reason a manual for lecturers was developed within the ESF project HET IVOOR which is freely available for interested lecturers and teachers.

Objectives of IVOOR

During the project period (2006-2007) an instrument was developed which helps intermediaries (teachers, trainers, lecturers and instructors) to integrate attention to CSR into the content of their regular training packages.

The instrument, i.e. a manual for lecturers on CSR, may help these intermediaries to make (potential) entrepreneurs more aware of the overall concept of CSR and to integrate this concept into their daily activities.

The final goal of the project is to change the mindset of entrepreneurs, employees and future entrepreneurs/employees, so that they can help promote corporate social responsibility. In this way this ESF project can contribute in the longer term to creating a broad understanding of the CSR concept and wide social support for this topic.

Target group of IVOOR

The project was aimed at two different target groups: 1) the intermediary target group: teachers, trainers, lecturers and instructors;

2) the final target group: starters, students, the unemployed, employees.

The manual focuses on the intermediary target group (teachers, trainers, lecturers and instructors). In this way a very broad final target group could be reached, since the intermediaries work for a diverse group of entrepreneurs and potential entrepreneurs (starters, students, the unemployed, employees).

IVOOR manual for lecturers

Relation to CSR and subject area: The manual is composed of several components. After a brief introduction to sustainable development and corporate social responsibility, the manual focuses specifically on lecturers and teachers, mainly with sheets that establish the link between CSR and a specific subject area. It is indeed often difficult for lecturers who want to integrate CSR into their teaching package to find actual common grounds between CSR and their area of study. The manual provides a first impetus to that end for different subject areas.

Teaching methods: In addition, the manual contains a whole series of teaching methods relating to CSR which are ready to be used in the classroom straight away. Some of these methods are completely new, whereas others were already applied before by lecturers. The manual also makes a clear distinction between methods for higher education and methods for entrepreneurial training courses 'Business Management'.