



## CSR communication

### Presentation

How does one design, formalize and manage a territorial strategy for sustainable development in the framework of cooperation between multiple parties? How can citizens be given a new role at each stage of the process, and how does one develop a new territorial intelligence for the general interest and for preserving the common good?

Understanding global challenges (SDG) and the local benefits of a territorial approach to sustainable development.

Understanding each stage of implementation of a territorial CSR project through the example of the Communauté de Communes des Vallées du Haut-Anjou (Federation of municipalities of the Haut-Anjou Valleys), the first federation of municipalities with the Lucie 26000 Collectivités label.

Laying the foundations of an engaging communication strategy involving local stakeholders (including businesses): informing, consulting, debating, and co-constructing a multi-party sustainable project.

Case study: Great debate "Nantes, the Loire River and Us", design, management, and communication on the closing session of the public consultation event.

### Recommended Prerequisite(s)

Students must have good knowledge of CSR and of the key stages of sustainable development nationally and internationally.

Understanding the rationales of actors that promote local dynamics.

### In brief

**Number of hours** : 12.0

**Teaching term** : Six-monthly

**Teaching activity** : Seminar

**Year** : Fifth year

**Validation** : Continuous assessment

### Contacts

**Responsible(s)**



## Bibliography

- \* *La Ville, nouvel écosystème du XXI siècle*, Rapport public du Comité de prospective du Comité 21, 2012.
- \* *Réussir sa communication locale pour le développement durable*, co-auteur Christophe Bultel, Territorial Éditions, 2013.
- \* Charlot A., *Du quartier à la ville durable, vers un nouveau modèle urbain ?*, Éditions du Comité 21, 2011.
- \* *Guide pour l'appropriation de l'agenda 2030 par les collectivités françaises*, Comité 21, 2019.
- \* *Petites et Moyennes entreprises et ODD*, CFE-CGE / Comité 21, 2019.

## Formule pédagogique

Methodology seminar held on the first day with a mini case study on SDGs.

Situational simulation conducted on the second day by a study team working on a practical case study on citizen communication/consultation.

## Additional information

Class delivered by Christophe Bultel.

