



The ECPA “Training”

Corporate Social Responsibility & Public Affairs: Added Value or Distraction?

Wednesday 25 May 2022, 11.00-12.30



Virtual Venue

This training explores the value - or lack of – for public affairs practitioners from the private sector in using concepts such as corporate social responsibility, ESG and thought leadership with a view to influencing public policy. Building on research, group work, practical tools and case-studies, we will critically examine the relevance of these concepts in public policy circles, as well in improving corporate reputation with decision-makers.

After this training, participants should be able to demonstrate a refined understanding of key concepts commonly used to explain the participation of businesses in international public affairs, and be able to mobilise this knowledge in their professional life for the wider benefit of their organisation.

Trainer: Christophe Lécureuil, Executive Director, The ECPA

Christophe is a seasoned advocate with 25 years of corporate, consulting, NGO and institutional experience. Highlights of Christophe’s corporate career include heading up Government Relations for McDonald’s in Europe and managing International Public Affairs for Yum! Brands (KFC, Pizza Hut, Taco Bell) across 100 countries. He regularly trains Executives on [Advocacy in International Affairs](#) at the Graduate Institute of Development and International Studies in Geneva.

Free for ECPA members/100 euros participation for non-members

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