

CASE STUDY: THE SIGNATURE SEMINAR

(2 days)

Theme : Implementing CSR

DAY 1 : ALIGN & ACT

- **10:00 AM - The Committed Welcome:** Arrival at a green-certified venue.
- **11:30 AM - Disconnection:** Sophrology Workshop (45 min) to release pressure.
- **12:30 PM - The Locavore Break:** Seasonal, locally sourced lunch.
- **2:00 PM - The Transition:** 2Tonnes Workshop (3h) to align teams on carbon issues.
- **7:30 PM - The Wonder:** Evening featuring a Lyric Art performance or an olive oil tasting.

DAY 2 : IDÉATION & DÉPLOYMENT

- **9:00 AM - Well-Being:** Sensory awakening and breathing.
- **10:00 AM - New Models:** Convergence Workshop (3h).
- **1:00 PM - Conviviality:** Lunch.
- **2:00 PM - Taking Action:** Ideation meeting and co-construction of the CSR rollout within the company.

Result (R.O.I.) : A CSR strategy understood by everyone, reunited teams, and a concrete action plan ready to be deployed.