



ESG Forum 2021 (Face-to-Face)

Reimagining the new normal sustainably: Achieve it smartly

The COVID-19 crisis has highlighted the importance of sustainability to investors, causing both short and long term ESG strategy changes. Sustainability efforts should not be limited to a particular product, service.

For example, Sustainability Linked Loans (SLL) offer discounts that can be applied to each Key Performance Indicator (KPI) that is met. One such KPI is the CO₂ reduction target, which aims to keep global temperatures below a 1.5 degree increase.

The emergence of the Sustainable Development Goals (SDGs, <https://sdgs.un.org/>) is the latest attempt to bring about **specific measures** (a set of 17 goals and 169 targets) and a series of integrated steps that aim to tackle the world's biggest social and environmental issues.

Businesses cannot survive without customers and future generations, such as Gen Z, are about to become the largest market segment. They prefer brands that actively support sustainability issues and are willing to switch brands and pay more for sustainably-sourced items.

Forum events will be on the following topics:

- Reporting: New ESG Requirement updates and trends.
- Repositioning: Paradigm shifts can be positive and create powerful changes in compulsory ESG reporting. Three shifts are analysed:
 - From current to future markets.
 - From a budget fundraising to a self-financing centre.
 - From ESG to SDG perspective.
- Recognition: Strategic ways to show your company's social endorsement on stakeholder touchpoints as well as ESG reports.

Guest Speakers:



Mr. Mervyn Tang
Global Head of ESG Research,
Sustainable Finance,
Fitch Ratings



Dr. Darwin Chen SBS
Emeritus President,
UNESCO Hong Kong
Association



Mr. Edward Sit
Executive Director,
Head of Greater China
Corporate Development,
Raffles Family Office



Ms. Justine Zee Kwok
Founder,
Flow Farm & Sanctuary
(The Flow is two SDG
World Records Holder)



Mr. Cyrus Cheung
Partner, Assurance,
PricewaterhouseCoopers



Ms. Lena Wong, CFA
Founder,
Hong Kong
Momtrepreneurs
(Forum Moderator)

The ESG Forum 2021 (face-to-face) will be held on **31st March 2021 (Wed) at the 4/F Conference, HKPC Building (Kowloon Tong) from 9:00am to 12:30pm.** The event is by **invitation only**.

Donation for Peace – SocietyNext Foundation will donate to UNESCO HK Association Global Peace Centre for each forum participant. Selected SDG World Records will be presented at the Forum event.

To learn more about the ESG Forum, please contact us at forum@societynext.org. To explore more social endorsements, please visit <http://SocietyNext.org>

Please note: If conditions do not permit the forum to take place on 31 March 2021, it will be rescheduled to the InnoESG Presentation Ceremony on 22 Apr 2021 at HKPC.



Hong Kong & Macao Chapter



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Small Gifts & Takeaways

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