



ESG in Business Application (vLearn Programme)

This comprehensive course covers key aspects of ESG, including its definition, historical context, and global trends. Explore case studies from various industries to gain insights into the initiatives that corporations have taken to attain sustainability, whilst maintaining profitability and balance for staff and social wellness.

By completing this course, you will be equipped to integrate ESG principles into your business strategies, ensuring long-term success whilst making a positive impact on the world. Join us now and be at the forefront of ESG practices in the business realm!

Learning Outcomes

Learning Outcome

Upon completion of this course, you will understand:

- The definition of ESG and its global and local trends
- How does global climate change impacts business sustainability
- How your company could implement more sustainable practices
- What employees do to support the company's sustainability goals

Programme Code	10015623-11
Programme Duration	68 minutes divided into several learning sessions (Valid for 1 Year)
Platform	HKPC Academy vLearn
Medium	Cantonese with English and Chinese subtitles
Course Fee	HK\$380
Certificate Award	A Certificate of Accomplishment will be awarded to participants who have completed the course

Course Outline

1. ESG — Definition, History, Local and Global Trend

- Definition of ESG
- Recent Extreme Weather Events in Local, Regional and Global
- Cause and Impact of Green House Effect
- Global Actions and Paris Agreement
- Sustainable Development Goals (SDGs) Framework
- China and Hong Kong's Climate Action Plan
- Principles for Responsible Investment (PRI) and Carbon Net Zero Target
- ESG Initiatives and Driving Forces on ESG / Sustainable Development
- Carbon Market Bloom in Capital Market

2. ESG — Environmental VS Corporate Profitability

- Case Studies in Various Industries:
 - i. Automobile Industry – Carbon Credit
 - ii. Clothing Industry - Responsible Consumption & Production, Gain Follows Givers
 - iii. Aviation Industry – Adopt More Sustainable Practices / Resources
 - iv. Shipping Industry – Energy / Pollutant (Green House Gases) and Water Resources Management Policies

3. ESG — Social Engagement

- Social Problems Holds Back Sustainable Development of City
- Loss of Talent Problem: Structural VS Resolvable
- Labor Market Problem: Staff Recruitment & Retention
- Social Need Escalation Over Generations
- Transformation Journey: CSR -> CSV -> ESG
- Stakeholders Engagement
- Staff Wellness Planning for Retention / Motivation
- Planned Community Investment Event
- Case Study: A Running-theme CSV Corporate Program

4. ESG Corporate Culture - Altruism

- Corporate Governance by Altruism
- Institutionalisation of Altruism
- Institutionalisation of Altruism into Corporate Governance
- ESG Cycle
- ESG Framework as Foundation of Sustainable Business Growth
- Governance Structure of ESG Strategy Formulation, Implementation & Reporting

5. Summary



Trainer Profile – Daniel LO

Daniel is a Certified Sustainable Development Planner and trainer, back up with 25-year solid business operating experience, of which 9 years as Chief Operation Officer to lead the corporate transformation role in a chain-catering company, and Senior Management roles in 2 HK-listed corporates.



Enrolment Method

1. Scan the QR code to complete the enrolment and payment online.

OR

2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Terence LUEN). Please indicate the course name and course code on the back of the cheque and envelope.

[Enrolment form can be downloaded at <https://www.hkpcacademy.org/enrollment/>]



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