



## The Business Case of Corporate Social Responsibility (CSR) and Environmental Social Governance (ESG) disclosure for Hong Kong companies (81304)

*This 3-hour course examines the relationship between corporate social and environmental accountability and long-term risk, and the way in which financial markets and global institutional investors can drive long-term social and environmental sustainability in the large corporations in which they invest. This encompasses issues relating to both globalization (and the role of institutional investors in ensuring that the process of globalization is sustainable), as well as the development of corporate-specific standards relating to environmental and social impact.*

### Topics To Be Covered

- Corporate social and environmental accountability, its relationship to risk, and the importance of disclosure
- The role of institutional investors, particularly pension funds with long-term investment time horizons, in driving sustainable practices
- Brand management and corporate image (and how the importance of this may change according to local culture and the extent to which the market is consumer-driven)
- Measuring and valuing environmental and social impacts and offsetting activities

### Learning Outcomes

- Gain knowledge of links between branding, reputational risk, and financial risk, and how this can transcend international borders ;
- Awareness of how reporting and communication practices can differ according to cultural environments, and how this may impact on the ability of multinational companies adhere to global standards ;
- Understand the structural impediments to the implementation of effective environmental and social management and reporting, particularly for multi-unit corporate structures operating across multiple jurisdictions ; and
- Understand the role of institutional investors in driving sustainable practices, and the types of information that company managers are increasingly being required to provide to those investor.

### Who Should Attend

This course is suitable for executive, CSR / sustainability managers, investor relations managers, corporate communications managers, marketing managers, academics, consultants, and those who are involved in or interested in activities of ESG, sustainability, CSR or corporate sustainability.

### Course Date & Time

- 3 hours
  - 17 April 2013 (Wed) 9:30am – 12:30pm

### Course Fee

- HK\$750 \*

\* Early Bird Discount – **5% if you register 3 weeks before the commencement of course.**

Group Discount – **5% for 2 or more applicants from the same organisation enrolled for the same course.**

BEC Membership Discount – additional discount as follows:

**Council Members: 10%; Corporate or General Members: 5%.**

## Tutor

- **Mr Hendrik Rosenthal**  
Director – Policy and Research  
*BsocSc(Hons), MES*

## Medium of Instruction

- English

## Certification

- A Certificate of Attendance is awarded to each attendee who successfully completes the course (100% attendance is required).

## Venue

- Business Environment Council, Jockey Club Environmental Building, 77 Tat Chee Avenue, Kowloon

## Application Deadline

- Enrolment deadline is 5 working days before the course commencement date. Late enrolment will be accommodated subject to seat availability.

## Application Form

- Click [here](#) to download the Application Form

## Terms & Conditions

- Duly completed application form accompanied by payment will be considered for admission;
- Course fee is non-refundable, non-transferable and should be received by BEC IEE no later than five working days before the commencement of the course;
- Admission is made on a first-come-first-served basis;
- Successful applicants will be notified no later than 3 working days before the commencement of the course;
- Unsuccessful applicants will be given refund of course fees if they have already paid; and
- BEC reserves the right not to conduct the course if the applications are below the required minimum number of participants, and course fees received will be refunded. All decisions made by BEC on matters related to the courses are final.

## About Business Environment Council (BEC)

Business Environment Council Limited (BEC) is an independent, membership-based non-profit organization, established by the business sector in Hong Kong. Since its origin in 1989, BEC has been at the forefront of promoting environmental excellence by advocating the uptake of clean technologies and practices which reduce waste, conserve resources, prevent pollution and improve corporate environmental and social responsibility. BEC offers sustainable solutions and professional services covering advisory, research, assessment, training and award programs for government, business and the community, thus enabling environmental protection and contributing to the transition to a low carbon economy.

For more information on BEC, please visit [www.bec.org.hk](http://www.bec.org.hk).

## About BEC Institute of Environmental Education (BEC IEE)

BEC IEE, a division of BEC, provides a platform for companies and individuals, particularly executive and decision makers, to advance their knowledge and develop the expertise necessary for environmental decision-making. BEC IEE also facilitates professional development by promoting quality environmental education through the various environmental education programmes locally and internationally.

*For further enquiries or assistance, please contact BEC IEE:*

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