



Hong Kong Institute of Certified Public Accountants 香港會計師公會



# How to become a sustainable company

Programme Code: S120917

This lecture is designed to help participants develop a rigorous understanding of corporate sustainability and the role innovation plays in achieving it. Sustainability is defined as "a corporate strategy, operations, and governance structure, and a process that creates consistent and long-term economic, environmental, and social value". This is also a topic of growing interest to corporations and investors all over the world. Every major company is grappling with the meaning and application of sustainability in relation to its industry and business model. Similarly, more and more institutional investors are incorporating sustainability into their resource allocation decision making process. As a result, there is the emergence of a new view of the role corporations in society, one that simultaneously meets shareholders and other stakeholders' objectives. This new model is only beginning to emerge, but some of its outlines are already clear, such as a longer-term time horizon, more holistic performance measurement and reporting, more active corporate governance, and greater engagement with shareholders and other stakeholders.

Date	Monday, 17 September 2012				
Time	6:30 p.m. – 8:00 p.m.				
Venue	Hong Kong Institute of CPAs, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.				
Format	Seminar				
Language	English				
Fee	HK\$190 for HKICPA member or student; and IA/ HKIAAT member or student; and BEC member; and HKICS member HK\$180 for online enrolment (for HKICPA member only) HK\$330 for non-member				
Objectives	To discuss the measurement and reporting issues; and to understand the relation between environmental, social and governance (ESG) performance and financial performance.				
Speaker	<b>George Serafeim,</b> Assistant Professor of Business Administration, Harvard Business School				
Participants	Professionals responsible for corporations' environmental management performance				
Competency	Financial Accounting and Reporting; Leadership and Business Strategy				
Rating	Advanced Level (Please refer to the Institute's online CPD Learning Resource Centre)				
CPD hours/ points	1.5				



### CPD ENROLMENT FORM

Finance & Operations Department, Hong Kong Institute of CPAs, 37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

## To confirm your CPD booking, just log on to "My CPA" at http://www.hkicpa.org.hk

Please click here for online enrolment (for HKICPA members only)

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#### Deadline: 7 working days before the date of the programme

	Members	hin			Email address * <sup>(2)</sup>		
No.		Status (1)	Full Name of Participant(s) (Block Letters)	Company	Programme Code	Fee (HK\$)	
1							
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* En	nail address is	Total (HK\$)					

\_ Tel No. : \_\_\_\_\_ Fax No. : \_\_\_\_\_ E-mail : \_\_\_\_ Contact Person :

#### **Payment Method** (*Please tick the appropriate box*)

Cheque (payable to "Hong Kong Institute of Certified Public Accountants")																			
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Membership Status: NP = Non-Practising, P = Practising, IA = International Affiliate, S = Student, HKIAAT = HKIAAT Student or Member, Notes: 1. GAA = GAA Passport holder, BEC = BEC member, HKICS = HKICS member, NM = Non-Member.

Successful applicants will receive confirmation of registration by email at least 3 working days before the event. Unsuccessful applicants will also be notified 2. around the same time. If you have not heard from the Institute regarding your registration 2 working days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253. 3.

NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.

Application by fax will ONLY be accepted when payment is made by Visa/Master credit card. Please ensure all the particulars relating to payment are completed, 5. otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.

6. Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.

7. NO REFUND/CANCELLATION will be entertained after the application is processed. If you are unable to attend the enrolled programme, you may nominate a substitute to take your place, provided that the Institute is notified in writing at least two working days prior to the event date. All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is 8.

hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.

The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances. 9.

Attendance record could be provided by HKICPA, please indicate your request to event duty staff and collect it on site. No late application will be entertained by 10. HKICPA.

All personal data collected from the enrolment process, and administration of the CPD Programmes will only be used for the purpose of the administration of the 11. course on which members are enrolled. In addition, the Institute may use the collected data for statistical research and analysis, for keeping members informed of its services and other uses internally.

All applications are on a first-come-first-served basis. 4.