

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	George Serafeim , 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

