

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG):

An Introduction to Sustainable Investing and Leadership

PRESENTED BY ECOMARKETING AND LYMON
IN PARTNERSHIP WITH SVCA



Aim

The aim of this course is to develop participants' understanding of the impact and future of Environmental, Social and corporate Governance (ESG) within the context of Sustainable Investing and Leadership.

It will equip participants with frameworks and strategies that enable them effectively implement ESG across their own diverse stakeholder networks and those of their investee organisations while providing insight into how a commitment to ESG delivers strategic value.

Training Method

This introductory course will combine a series of presentations that are complemented with practical case analyses.

Learning Objectives

1. To develop an understanding of the systems approach to sustainability and its contribution to the business case for ESG.
2. To understand how effective leaders adapt to the emerging challenges facing organisations as the impact of globalisation and regulatory requirements intensifies.
3. To understand how to mobilise stakeholders and promote a stronger sustainability ethic within organisations.
4. To understand how to apply ESG assessment matrices for competitive advantage.

Course Content

SYSTEMS THINKING AND SUSTAINABILITY:

The interdependence paradigm: the organisation, society and the individual

LEADERSHIP AND STAKEHOLDER ENGAGEMENT:

Frameworks for engaging leaders, investors and other stakeholders in establishing a strategic approach to ESG

THE BUSINESS CASE:

Understanding return on investment for ESG initiatives

ESG ASSESSMENT MATRICES:

Monitoring and evaluating performance.

About the Course Presenters



DR. DAVID FITZGERALD

MANAGING DIRECTOR,
ECOMARKETING ASIA®

David's industry experience spans over 20 years, initially working in the service sector in both a marketing as well operational capacity. These days, through EcoMarketing Group, David provides strategic sustainability advice to professional service firms, the manufacturing sector, government agencies and the utilities sector.

In an academic and research capacity, David is a visiting Professor for IESEG School of Management, Paris and Lille and holds a PhD in Marketing from RMIT University. His dissertation considered Marketing's role in meeting complex sustainability challenges.



LEE YISHAN

FOUNDER AND MANAGING DIRECTOR,
LYMON PTE. LTD.

Lee Yishan is the Founder and Managing Director of Lymon Pte. Ltd. ("Lymon"), a regulatory compliance firm mainly focused on serving fund management companies. She founded Lymon in 2013 and oversees around 20 staff.

She is a Chartered Accountant of the Institute of Singapore Chartered Accountants, a Certified Internal Auditor as well as a Chartered Accountant with Chartered Accountants Australia & New Zealand. She was formerly with the Investment Intermediaries Department of the MAS, supervising fund managers and trust companies.

Prior to MAS, she was with the Morgan Stanley Group of Companies, assisting with the setup of their Asia private bank branches in Singapore and Hong Kong. Before that, she spent 6 years with PricewaterhouseCoopers (Singapore and Australia), specializing in the audit and advisory engagements of fund management companies and funds.

For course bookings and enquiries

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