



ESG webinar: Sustainability 101 for Accounting and Finance Professionals

Programme Code: EWEB24071101



As businesses increasingly recognize the importance of sustainable practices, the role of CPAs and finance professionals in driving these initiatives has become more critical than ever. Accounting and finance professionals play a crucial role in providing sustainability-related financial information to manage risks, develop business strategies, and influence business decision-making.

The Hong Kong Institute of Certified Public Accountants has invited the World Green Organisation to provide participants with a foundational understanding of sustainability and ESG principles, highlighting their significance in today's corporate landscape through an accountant's lens.

In this webinar, participants will explore:

- ❖ **Leveraging CPA competencies:** How CPAs can leverage their core competencies to support organizations in achieving sustainable and resilient business operations.
- ❖ **Triple Bottom Line framework:** Understanding the Triple Bottom Line (TBL) framework, focusing on the three P's: people, planet, and profit.
- ❖ **Linking accounting with ESG:** The linkage between accounting and ESG, including how finance professionals can integrate ESG factors into traditional accounting practices.
- ❖ **International trends and regulations:** An overview of international trends in sustainable development and regulations, providing a global perspective on evolving standards.
- ❖ **ESG reporting shortfalls and legal pitfalls:** Identifying current shortfalls in ESG reporting and legal pitfalls that companies may encounter.
- ❖ **Climate change as a central pillar of ESG:** Exploring climate change risks, including severe weather events and regulatory transitions, impact on major companies and driving divestment from carbon-intensive industries.
- ❖ **Value and analysis of sustainability disclosures:** Examining how to analyze, interpret, and apply sustainability assessments, focusing on the impact of non-financial factors on business performance.
- ❖ **Avoiding greenwashing, climate washing, and Sustainable Development Goals (SDG) washing:** Identifying and avoiding issues such as greenwashing, climate washing, and SDG washing in sustainability reporting.

By the end of the session, participants will be equipped to integrate sustainability into their professional practices, ultimately contributing to more robust and forward-thinking organizations.

Speaker	Dr. William Yu Founder and Chief Executive Officer World Green Organisation (Speaker's profile is printed overleaf)
Date	Thursday, 11 July 2024
Time	12:30 p.m. – 2:00 p.m.
Format	Live webinar
Language	English
Fee	HKICPA member, student or IA: HK\$160 Non-member: HK\$360 <i>(An email will be sent to you when your registration is accepted, which will include login details for the webinar. You can access the webinar by tablet, smart phone or PC.)</i>
Participants	Accountants; Financial controllers; Financial managers; CEOs; CFOs
Competency*	Sustainability; Industry knowledge
Sub-competency*	Understanding the relevancy and applicability of sustainability to business; Business and product knowledge
Rating*	Foundation level
CPD hour(s)	1.5
Enrolment deadline	Wednesday, 10 July 2024 (offline enrolment by 9 July 2024)
Registration	Online registration is recommended, please click here or visit www.hkicpa.org.hk To register offline (by post or by email), please complete the enclosed enrolment form and return it with full payment to the Institute. Enrolments will be accepted on a first-come-first-served basis with priority given to the Institute's members.

* Please refer to the [competencies and ratings for CPD events](#).

About the speaker



Dr. William Yu

Founder and Chief Executive Officer
World Green Organisation

Dr. Yu is the Founder and Chief Executive Officer of World Green Organisation. He is an energy economist and climate professional by training and completed his PhD at the University of Cambridge. He earned an Executive MBA from the Thunderbird Global Management School, U.S. Dr. Yu also completed a Sustainable Finance Programme at Cambridge and has been accredited by the United Nations Development Programme (UNDP) as a trainer on United Nations SDG Impact Standards.

Dr. Yu is a Member of the ESNB Task Force, The Economic and Social Commission for Asia and the Pacific, the United Nations and the Vice-Chair of Asia Pacific Business Forum (APBF) of the United Nations ESNB 2022. He is also a member on the Advisory Council on the Environment (ACE), Environment and Ecology Bureau and member on the newly established Council for Carbon Neutrality and Sustainable Development, HKSAR Government.

Dr. Yu is also Advisor on Certified ESG Planner (CEP) qualification and Certified China Carbon Trader of Shanghai Environment Energy Exchange, advising investment banks and several public accounting firms on Forestry Carbon Credit Projects, Valuation of Carbon Assets and Carbon Trading.



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