

Executive Certificate in Sustainable Finance,

Mr. S. Gardner, M.Phil., FCA., Chairman Durham University Pension Scheme; Advisory Board Member of the Swiss Business School & VNH (Asset Management)

Mr. R. Ernst, Dipl. Wirtschaftsprüfer, TREUHAND Suisse., MBA (Zürich) Finance Director Family Offices. Chairman, Business Advisory Board Swiss Business School

OVERVIEW: Sustainable investing is a topic of increasing interest to the financial community. With global environmental and social challenges increasing, and with meaningful millennial participation in markets anticipated, trillions of dollars are beginning to shift. The battle for future market share may well be won by those who respond best to this new investment paradigm. Sustainable Finance and ESG Investing provides participants with the experience, tools and community of practice they will need to become an important part of this global paradigm.

Through a combination of lecture, discussion and group exercises, participants will learn about financially material Environmental Social Governance (ESG) indicators and data providers, and learn how to translate corporate performance on sustainability into financial performance. They will also review best practices in ESG and impact investing, and develop their own sustainable investment strategies. Executives will leave this course with concrete ideas about how to incorporate sustainable investment practices within their organizations.

CERTIFICATES AND CREDITS: Upon completion of this course, participants will receive a Certificate in Sustainable by SBS Swiss Business School.

WHO SHOULD ATTEND: Although there are no formal education or background requirements, this course is designed for executives who meet the criteria below. While we strongly encourage global participation, please note that all courses are taught in English. Proficiency in written and spoken English is required.

LECTURERS: You will be guided by Swiss banking and finance experts, who are leaders in their fields internationally, and also from industry professionals, who partner with the program as guest speakers and mentors to provide insight into a range of workplaces.

TEACHING METHODS: Courses are taught in modern state-of-the-art-classroom sessions in combination with blended learning.

EXECUTIVE CERTIFICATE: To be awarded with the Graduate Diploma in Sustainable Finance, 3 subjects, including one elective need to be successfully completed.

CASE STUDIES: COVERAGE OF SUSTAINABLE FINANCE REPORTING: The two big Swiss Banks, UBS and Credit Suisse. Swiss Insurance Firms: Swiss Re and Zurich Insurance Group. Leading Swiss Chocolate producer Barry Callebaut. Input by Alumni who possess senior management experience in these Swiss Multinationals.

Overview Course Content

SUBJECTS

Subject 1: Fundamentals of Sustainable Management

Session 1:

- What is 'sustainable management'
- Key economic, environmental, social and governance issues
- Sustainable business: profitability and social impact performance
- The sustainable consumer and consumer demand for sustainability
- Current trends for embedding sustainability in corporate strategy
- Large group discussion: Reflections on the readings

Session 2: Case Studies - Companies Setting the Standard

The specific case studies used in this session will be tailored to the audience, but could include for example industry practitioners from:

Mariott: Sustainability and Innovation luxury hotels in SE Asia

Nespresso: Supply Chain and Stakeholder Engagement Case Study

Barry Callebaut: Innovative Marketing of Sustainability Attracts More Loyal Customers

Citigroup, Inc.: Innovation in Energy Efficiency Financing

West Elm: Bringing Purpose to Its Corporate Ecosystem Through Human

Resource Practices

Kashi: Growing the Supply Chain for Organic Food

Subject 2: Sustainable Finance (Case Studies)

- The current state of sustainable investing, multiple emerging strategies, stakeholder management
- The evidence on delivering alpha from sustainability
- Key challenges ahead for sustainable investing, transparency
- Trends in public and private equity, fixed income, green infrastructure
- Investor Case Studies e.g. Equator Principles

Subject 3: Principles of Responsible Investing (Case Studies)

- Recommended measures (Value Drivers) for quantifying ESG performance
- What companies quantify: applying and understanding materiality
- Strength and limitations of tools and data providers
- Opportunities and challenges for delivering impact by addressing the Sustainable Development Goals (SDGs)
- Small group working session: work on a case to identify key ESG issues

DATES AND PLACE:

The in-class units are held at SBS Swiss Business School Park, Kloten, Zurich from July 15-17 2020

Registration for individual courses closes four weeks before the courses

start; registration for the Executive Certificate is possible at any time, even after completing the first module.

TUITION FEE:

- CHF 4'000 for booking the complete program-package (including individual program planning)

REGISTRATION:

To register for the complete Graduate Diploma in Sustainable Finance as well as for individual courses, please visit : [www](http://www.sbs.ch).

PROGRAM DIRECTORS:

Mr. Stephen J Gardner, ICA, A Fellow of the ICAEW by profession: worked in M&A at BZW Investment Bank and International Corporate Development at Barclays Bank; specialised in Asset Management, Retail and Private Banking, working at senior levels in finance, strategy and operations.

Currently based in Zürich: formerly Director of Investor Relations for Credit Suisse with market responsibility for UK investors and Sell Side analysts

Mr. Richard D Ernst, CPA., Dipl. Wirtschaftsprüfer (CH), CPA (IFRS): Worked in Senior Management at SAirGroup, UBS and other multinational companies in Sydney Australia including Unilever, Transfield-Kumagai, Toyota, Westpac and Australian Defence Industries.

COLLABORATION:

- [WWF Switzerland](http://www.wwf.ch)
- [Community Based Travel, SE Asia/SwitzerlandUN PRI](http://www.cbt.unpri.org)
- [ASrIA](http://www.asria.org), the Association for Sustainable & Responsible Investment in Asia

Richard Ernst to inquire regarding network partnership to Partner of [Swiss Sustainable Finance](http://www.swiss-sustainable-finance.ch).

CONTACT:

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