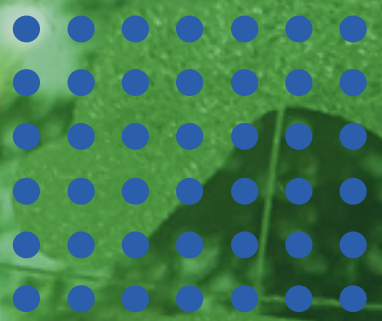


IFF ONLINE ACADEMY



FOCUS ON ESG

A five-week, five module course
delivered 100% online

Contact:

www.iff-training.com
+44(0)20 7017 7190
cs@iff-training.com



In a business world increasingly challenged by climate change, and shifting consumer and investor priorities, Environmental, Social and Governance (ESG) investing has exploded in popularity in recent years, changing the way corporates behave and making investors positive returns in the process. ESG assets are now forecast to hit \$53 trillion by 2025, a third of global assets under management.

Investors are taking more interest in non-financial information as there is growing evidence showing a positive link between ESG and value creation. In some cases, investors are lowering the cost of capital for companies with better ESG scores by as much as 10%. Companies that are slow to address ESG issues are therefore at risk of losing the support of their key stakeholders as well as their license to operate.

This increasing interest in ESG is pressurising corporate boards and management teams to take a more active approach to integrating ESG into corporate strategy and focus on creating value for all stakeholders rather than the traditional focus on shareholders alone.

However, whilst there is no doubting the importance of ESG and its momentum, it is a relatively new business requirement with emerging standards and frameworks making corporate reporting a complex and confusing topic.

COURSE LEADER

TOBY BATES



Toby is an experienced strategic corporate communications professional with over 20 years' of combined in-house and advisory experience. He has a unique perspective on the internal and external challenges facing senior management and communications teams.

He works with major players from across the ESG investing ecosystem, including asset managers, alternative investment firms, corporates, NGOs, data firms, advisors and other intermediaries advising them on their ESG communications, reputation management, and engagement with key stakeholders including investors, analysts, media, customers, regulators and employees.

Previously he worked in senior in-house communications roles at industry leading blue-chip companies including Goldman Sachs, BG Group/Shell, Aston Martin Lagonda and 3i Group, as well as leading communications consultancies advising listed and private companies.

WHY TAKE THIS COURSE?

ATTEND THIS COURSE AND YOU WILL:

- ★ Master the crucial ESG issues and trends including social issues highlighted by Covid-19, biodiversity, climate risk and the rise of impact investing
- ★ Understand the ESG market and its key influencers
- ★ Manage the implications of ESG from an investor and corporate perspective
- ★ Understand practical approaches on how to integrate ESG into the investment management process across asset classes
- ★ Cut through 'alphabet soup' jargon and fast changing regulatory landscape
- ★ Understand why ESG is now a Board level issue
- ★ Improve your corporate ESG practices and ratings
- ★ Think about ESG from a capital markets, investor relations and corporate communications standpoint
- ★ Analyse and integrate material ESG factors into your day role and stay ahead in your field
- ★ Invest personally in a more responsible way

The course draws on the trainer's extensive personal experience of working in industry leading corporates and investment firms and uses recent case studies that people can relate to. It is a highly practical course designed to make complex topics easy to understand.

PRICE

£599 plus VAT = £718.80

*Discounts available for group bookings – email cs@iff-training.com for details

REGISTER

Tel: +44 (0)20 7017 7190

Email: cs@iff-training.com

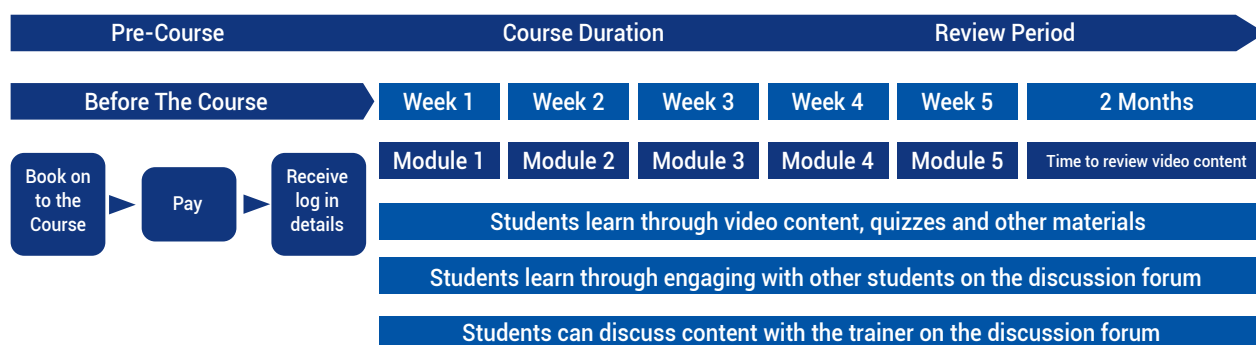
Web: www.iff-training.com

[BOOK ONLINE HERE](#)

COURSE STRUCTURE

OVER FIVE WEEKS STUDENTS WILL LEARN VIA:

- ★ Five modules, split up into bite-size recorded videos
- ★ Quizzes to test your knowledge
- ★ Revisiting the content - you have unlimited access to all the materials for two months
- ★ Access the discussion forum to interact with other students
- ★ Direct contact with the trainer through the forum during the course





Module 1: Introduction to ESG

- What is ESG?
 - Key objectives
 - How ESG emerged from sustainability and responsible investing
 - Rise of stakeholder vs shareholder capitalism
- The ESG market and key influencers
- Regulatory developments and important organisations
- Geographical and regional differences
- Is ESG over-hyped? Growth and performance of ESG

Module 2: ESG Terms and Topical Areas

- Definition of Environmental, Social, Governance terms
- Assessing the impact of a company's direct operations and supply chain on the environment
- Evaluating a company's social performance and governance values



CASE STUDIES

Planning for climate change and TCFD alignment
Biodiversity
Diversity and inclusion
Impact investing

Module 3: Integrating ESG into the Investment Process

- Why investors consider ESG issues
 - How to analyse ESG data versus traditional financial analysis
 - Common ESG investment strategies
 - Active ownership, stewardship and engagement
 - The rise of passive investing
- How to integrate ESG into the investment processes and decisions across asset classes
 - Equities
 - Fixed income and green bonds
 - Private markets - integrating ESG into alternative assets portfolios including hedge funds, private equity, real estate and infrastructure



CASE STUDIES

ESG integration across asset classes

- Portfolio construction and reporting
 - Reviewing returns and performance
 - Quantitative vs qualitative analysis and approaches
 - Sector and thematic exposure

Module 4: Corporate Response to ESG

- Why ESG is a Board level issue
 - Using ESG to support long term risk management
- Understanding the alphabet soup of ESG
 - Reporting, guidance, third-party aggregator frameworks, rating agencies and associated issues
- Developing an effective step by step corporate ESG programme and understanding what is right for you
- Materiality assessment (SASB), audits and benchmarking, devising an ESG policy, best practices for ESG metrics and KPIs, reporting, disclosure and stakeholder engagement strategy
- ESG in capital markets



CORPORATE CASE STUDIES:

E - Nike
S - Tech Companies
G - Rio Tinto

Module 5: Responsible Investing, What Can You Do?

- Changing the way we save and invest without sacrificing returns
- ESG marketing and greenwashing
- Engage or divest?



CASE STUDIES

Energy companies

- Investing themes to accelerate the path towards a more sustainable future
 - Renewable energy
 - Energy efficiency
 - Transport
 - Health and nutrition
- What next for ESG?

Contact:

www.iff-training.com
+44 (0)20 7017 7190
cs@iff-training.com



CPD Certified:

IFF is recognised by the CPD Certification Service and have been approved to award CPD points towards professional development certifications. Attendance at this course will earn you 40 CPD points.

ABOUT IFF

IFF has been the chosen training provider of the world's best finance professionals since 1991. We are part of Informa PLC and the learning partner of the RiskMinds series of events.

- We continually develop and improve our training to make it more effective for you
- You'll experience interactive and practical training - implement what you learn straight away
- You'll learn from practising, highly-experienced financial experts

ABOUT THE ONLINE ACADEMY

IFF's interactive digital courses are designed for ambitious professionals with busy schedules and/or smaller training budgets.

You'll learn exactly what you need to know, in bite size chunks. You can set the pace yourself, but most people spend two hours a week on their studying and fit it around work and home commitments. The on-demand feature means the content is available when you need it, meaning this is the most flexible and convenient way to learn.

You can share ideas and questions via the discussion forum.

ONLINE IN-COMPANY TRAINING

IFF's bespoke training solutions will help you address your specific key business challenges. You can use this programme, or one that's designed just for you, with content focusing on the issues you and your teams are facing. Delivering in-company training online means you can train people in different locations at the same time.

- ★ Tailored content – 100% targeted to cover your needs
- ★ No travel or time out of the office – we will come to you
- ★ Value for money – train teams of staff at the same time
- ★ Risk free – we've been doing this for 30 years
- ★ We limit class size so the trainer can adapt the content to suit you

We will meet you anywhere in the world to discuss your options. Contact us on +44 (0)20 7017 7190 or email: cs@iff-training.com

A SELECTION OF COURSES FROM THE IFF PORTFOLIO



See the website for full details www.iff-training.com

IFF is the learning partner of

QuantMinds GAD SuperReturn

FundForum RiskMinds FINOVATE EUROPE