

The ESG Integration Forum – Europe

November 18th, 2021

Live and virtual

What makes our format unique?

Our forums consist of a series of fast-paced, **high-level briefings** followed by an interactive speaker Q&A, virtual roundtable sessions, and networking. This format provides the **perfect balance between learning** from various stakeholders in the ESG ecosystem and **making new connections**.

Agenda at a glance

All times in CET (Central European Time)

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Time	Thursday, November 18 th
9.30 am	Welcome to the ESG Integration Forum 2021!
9.45 am	[Keynote interview] The view from the top: A CFO perspective on ESG with Stephanie Bruce from abrdn
10.15 am	[Presentation] A buy-side perspective on the Corporate Sustainability Reporting Directive (CSRD) and what investors really want
10.45 am	Meet the attendees: Networking
11.00 am	Materiality, stakeholders and quantifying social impact
11.45 am	Co-operation or conflict: The changing dialogue between issuers and investors
12.15 pm	Meet the attendees: Networking
12.30 pm	Targets, COP26 and TCFD: Climate trends and implications for companies
1.15 pm	Meet the attendees: Networking
1.30 pm	Quantifying social impact
2.00 pm	Best practices when telling your ESG story
2.45 pm	Summary of discussions
3.00 pm	End of conference

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[Detailed agenda below](#)

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Agenda in detail

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Time **Thursday November 18th, 2021**

9.30 am **Welcome to the ESG Integration Forum – 2021!**

Laurie Havelock, editor-at-large, IR Magazine

9.45 am **[Keynote interview] The view from the top: A CFO perspective on ESG with Stephanie Bruce from abrdn**

ESG continues to be an increasing area of focus for CFOs, and in this session, we seek to understand how CFOs are thinking about ESG, what trends to look out for in 2022, the role of the CFO when responding to investor expectations and to can maximize the benefits of ESG investing.

- Understand how emerging policies will change investor expectations, and company requirements related to ESG disclosures
- Hear advice about how to prepare yourself for the changes to your reporting
- Learn about the systems and processes that need to be put in place to ensure you adhere to data quality standards

Laurie Havelock, editor-at-large, IR Magazine
Stephanie Bruce, chief financial officer, abrdn

10.15 am **[Presentation] A buyside perspective on the Corporate Sustainability Reporting Directive (CSRD) and what investors really want**

The sustainable investor prefers a specific investment profile, and despite the fact that ESG-ratings among leading third-party vendors appear to be loosely correlated, they all have one thing in common; a similar risk premium exposure. This, in turn, can be translated to accounting numbers to bridge the gap between the rather qualitative debate around sustainability and quantitative corporate valuation frameworks. In his presentation, Jan Rabe, co-head Sustainable Investment Office at Metzler Asset Management will explain:

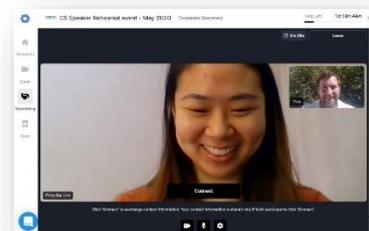
- Discover what sustainable investors really want
- Learn how the rotation of sustainably invested capital affects a company's cost of capital
- Discuss why potential amendments to the upcoming Corporate Sustainability Reporting Directive (CSRD) should be on the agenda of every investor relations team.

Laurie Havelock, editor-at-large, IR Magazine
Jan Rabe, co-head of the sustainable investment office, Metzler Asset Management

10.45 am **Meet the attendees: Networking**

Match with other attendees for a short, fun introduction using our virtual networking tool: it's as easy as 1-2-3.

1. Visit the networking area and click connect
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3. Exchange contact information or move on to the next attendee: it's up to you!



11.00 am **Materiality, stakeholders and quantifying social impact**

The double-materiality concept asks companies to judge materiality from two perspectives; that of company value, and that of environmental and social impact from activities on a broad range of stakeholders.

This session will look into the challenges associated with double-materiality, and examine how to quantify social issues, an area that has received increased interest following the Covid-19 pandemic.

- Learn about the steps you can take to implement double materiality as part of your corporate reporting efforts
- Understand company expectations around material topics, that take into account E&S issues
- Discover the best practices for disclosing the real value of your societal impacts
- Debate which KPIs best demonstrate your human capital management efforts, and how to use this data beyond corporate reporting

Tim Human, senior reporter, IR Magazine

Ben Morton, director and co-founder, SIFA Strategy

11.45 pm **Co-operation or conflict: The changing dialogue between issuers and investors**

As evidenced by the latest AGM season, investors are stepping up their efforts on activism around ESG issues. There has been a far more diverse set of shareholder proposals tackling ESG challenges and those proposals are seeing a higher proportion of support.

This session explores how the nature of engagements between companies and investors could be changing, and seeks to share advice on how to engage with shareholders, and focus on co-operation before conflict.

- As we move from a disclosure era to a performance era, discover what actions investors seek from their portfolio companies
- Understand how shifts in investor actions will impact your governance practices
- Learn more about how to approach investor engagement – explore how to engage with portfolio managers, analysts and stewardship teams at asset managers
- Discuss how best to navigate and prepare for ESG investor activism

Laurie Havelock, editor-at-large, IR Magazine

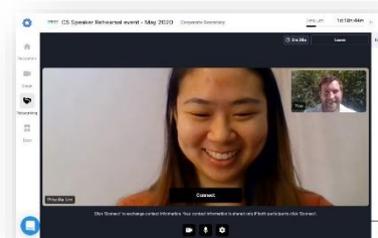
Sophie L'Helias, president, board member and lead independent director, Herbalife and Kering

Madeleine Szeluch, investor relations ESG director, Novartis

12.15 pm **Meet the attendees: Networking**

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12.30 pm **Targets, COP26 and TCFD: Climate trends and implications for companies**

This session investigates how climate reporting is changing, and what you can do to prepare for increased disclosures related to your carbon emissions.

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Plus, as asset managers, investor coalitions and policy makers agree the next steps toward net-zero global emissions at the COP26 conference in Glasgow, we examine how the outcomes will impact company expectations related to ESG.

- Understand the latest developments in climate action and reporting
- Learn how action plans from the COP26 climate conference are likely to impact sustainable investing and requirements of public companies
- Discover how to prepare for investor and regulator expectations related to climate issues
- Discuss how IR and sustainability teams can best communicate their net-zero plans to investors and navigate the challenges presented by forward-looking carbon targets

Laurie Havelock, editor-at-large, *IR Magazine*

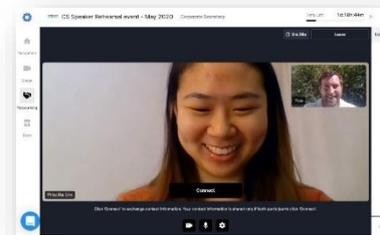
Claire Fraser, head of stakeholder communications, Emperor

1.15 pm

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1.30 pm

Strengthening board oversight on ESG

Boards are increasingly required to navigate the challenges presented by a variety of ESG factors, and it is important that governance, IR and sustainability professionals ensure the board is prepared, and structured in a way that can effectively manage these risk factors.

- Discover how to accelerate business action on governance in ESG
- As materiality judgements are increasingly a board responsibility, understand how to establish and set up your ESG committees for success
- Learn how to provide decision-useful ESG risk and opportunity data allowing the board and management to address financial risks associated with ESG issues
- Establish a framework that identifies the resources and actions needed to improve environmental and social governance.

Laurie Havelock, editor-at-large, *IR Magazine*

2.00 pm

Best practices when telling your ESG story

Companies who can successfully communicate their ESG story to the right investors can benefit from increased attention, access to funds and reduced costs of capital. However, a lot of information that is communicated to investors is not always decision-useful.

We finish the forum by exploring how and where companies can get maximum benefit from their ESG performance by ensuring that you're getting the right information in front of the right investors in a way that is easily understood.

- Explore how best to target investors and communicate how ESG factors impact your business
- Debate where and how ESG information should be communicated, and whether more emphasis should be put on digital communications as we emerge from the pandemic
- Discover how to tailor your messaging for all stakeholders, who digest your external ESG-related communications

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Tim Human, editor-at-large, *IR Magazine*

2.45 pm Summary of discussions

3.00 pm **End of conference**

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