

# ESG INTEGRATION FORUM – EUROPE

Tuesday, November 19, 2024  
Clifford Chance Offices, London

## HOW ESG PRIORITIES ARE CHANGING

*Explore how attitudes toward sustainability and expectations of listed companies are changing and discover ways IR, Legal and Sustainability teams can adapt*

All times are in GMT

8.00 am **Registration, breakfast and morning networking**

8.50 am **Welcome to the ESG Integration Forum – Europe**

Steven Wade, head of content, IR Magazine & Corporate Secretary  
Jeroen Ouwehand, partner, Clifford Chance

9.00 am **How to implement CSRD**

The deadline for implementing the Corporate Sustainability Reporting Directive is approaching, and preparing for implementation is a top priority for companies. Achieve compliance, increase investor confidence, attract investment and manage risks more effectively by learning how to successfully implement CSRD. This session will teach you about the new reporting requirements and provide examples of how early adopters have approached implementation.

- Explore what more is required in the areas of human rights, climate change mitigation, and natural capital
- Learn how to align CSRD with existing reporting frameworks and reduce fragmentation and data duplication
- Understand how to ensure your data is accurate and ready for independent assurance
- Hear guidance from early adopters on effective steps to implement CSRD reporting

Moderator: Steve Wade, head of content, IR Magazine and Governance Intelligence

9.45 am **The future of ESG ratings: What it means for you**

The European Union, the UK government, the International Organization of Securities Commissions and the International Capital Markets Association are pushing for enhanced oversight of ESG ratings agencies via voluntary codes of conduct and regulation.

ESG ratings agencies are relied upon as a valuable source of information to inform investment and ownership activities. In this discussion you will hear how this will impact investment decision-making and learn about how to adapt your approach to engaging and disclosing sustainability information.

- Learn about the risks and opportunities resulting from ESG rating agency regulation
- Understand how the legislation will impact the dissemination and quality of ESG information

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- Hear how these structural changes will impact the way you engage with ESG ratings agencies and their users

Moderator: Steve Wade, head of content, IR Magazine and Governance Intelligence

10.30 am **Networking break and morning refreshments**

11.00 am **Sustainability in a changing system – how to implement change in your company**

As regulation, consumer behaviour, investor needs, new technologies and the macro-economic environment impact attitudes and expectations of companies and their ESG efforts, it is essential to orientate your business plan to set yourself up for the future. This session explores How to create, then embed your ESG strategy in a new era of ESG – particularly looking at going beyond compliance to implement change that benefits shareholders and stakeholders in the long-term.

- Strategic input: Learn how to structure meaningful and efficient approaches to sustainability
- Understand how to use sustainability reporting to identify opportunities for long-term growth
- Learn how to collaborate with employees across the business to achieve your business and sustainability goals

Moderator: Laurie Havelock, editor-at-large, IR Magazine and Governance Intelligence  
Martha McPherson, sustainability director, Ever Sustainable

11.45 am **Roundtables: Exchange ideas with your peers**

How the roundtables work:

- Join a table and write your biggest challenge, or a question you have about ESG on the paper in front of you
- Discuss your question or challenge with others on your table and get advice on how to address your challenges
- Share experiences, concerns and other learnings from your peers' questions

12.30 pm **Lunch**

1.30 pm **AI & Automation in ESG – beyond reporting fatigue**

GenAI and automation will transform all aspects of business through its ability to save time in data collection & analysis, information processing, templating documents and idea generation. Although not without its risks, you need to understand how to harness these rapidly evolving technologies to enhance your sustainability efforts. This session will share real life case studies featuring companies that are currently using technology to reduce reporting fatigue and add value in other areas of ESG.

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- Understand how companies are using AI and automation to reduce reporting and survey fatigue
- Learn about the immediately available tools companies are using in their ESG activities and hear about future developments allowing you to create a multi-year plan to integrate AI into your sustainability practices
- Hear how to use AI to enhance your materiality analysis and identify unseen risks and opportunities

Moderator: Steve Wade, head of content, IR Magazine and Governance Intelligence

2.15 pm

## **Engaging stakeholders and telling your sustainability story**

Effectively formulating and communicating your sustainability strategy requires a higher emphasis on stakeholder engagement. This session examines how to conduct effective engagement throughout your company and externally with shareholders, suppliers, customers and beyond. We will then explore how best to communicate your ESG aims, strategy and progress both inside-and-outside of your company.

- Hear how to engage stakeholders across your business to ensure buy-in from junior employees to the C-suite
- Hear processes companies use to conduct stakeholder engagement and strengthen their materiality assessment
- Learn where investors are looking for information about your company and what metrics they're looking for
- Understand how to communicate ESG digitally, from your website to social media and beyond
- Discuss how AI and automation tools will impact the dissemination of ESG information and how you need to adapt

Moderator: Steve Wade, head of content, IR Magazine and Governance Intelligence

3.00 pm

## **Developments in ESG activism and preparedness**

Activist shareholders are increasingly focusing on ESG issues, however the topic divides opinion. The majority of activists demanding more ambitious climate targets, progress on DE&I and action on human rights. On the other hand, an increasing minority of while some investors perceive a focus on ESG to be a distraction, or even destructive to value.

In the face of changing tactics and attitudes around ESG activism, this session will provide insight into the future trends for ESG activism and how you need to adapt to ensure you can deter activists and successfully navigate a campaign should it arise

- Learn how ESG activism has changed in recent years
- Debate the impact of 'Anti-Woke' activism

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- Discover how to identify potential activist shareholders in your register and strengthen your position
- Hear how to adapt your action plan to better defend your position against activists

Moderator: Steve Wade, head of content, IR Magazine and Governance Intelligence  
Roger Leese, partner, Clifford Chance

3.30 pm

## **Know your investors: How to target ESG funds & respond to shareholder expectations**

Learn how investors analyze your performance against ESG factors. In our final session, we explore ways to understand the ESG issues that are a top priority for your shareholders and how to use ESG to target investors. You will learn which metrics impact investor decision making, how to inform them about your ESG story, and how to increase your chances of being included in sustainability indexes.

- Explore how to use shareholder ID and analysis to further your understanding of your shareholders' ESG priorities
- Learn about the metrics and disclosures are most helpful to active long-term investors
- Hear top tips on how to increase your chances of index inclusion
- Take it to the next level: Discover how to run a successful ESG roadshow

Moderator: Steve Wade, head of content, IR Magazine and Governance Intelligence

4.15 pm

## **Conference summary**

Steve Wade, head of content, IR Magazine and Governance Intelligence

4.30 pm

## **Networking drinks reception**