

Communicating ESG – Treading a Thin Green Line



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Speakers:

Haily Chan, Manager, Sustainable Development, John Swire & Sons (HK)

Hermen Chow, Account Director, SEC Newgate

Robin Kennish, Senior Partner, Environmental Resources Management

Serene Seah-Tan, Partner, Audit Quality & Professional Practice, Hong Kong, KPMG

Moderator:

Vivian Lines, Executive Director, Paradigm Consulting

Communicating ESG – Treading a Thin Green Line

As eco-consciousness becomes mainstream, sustainability is high on the agenda of most corporates, so have marketing and communication strategies designed to show how companies are talking to their stakeholders on how they are doing good for the planet.

Whilst communicating ESG is crucial for businesses, it has been increasingly challenging for them to do so for fear that they would draw accusations of exaggerating their environmentally friendly credentials – which led to the emergence of ‘green hushing’ in recent years, where businesses silence their sustainability efforts due to a fear of backlash, or the lack of confidence that they will meet their goals.

During the panel discussion, the speakers will discuss the tightrope on which companies are seeking a balance in their sustainability communications, in the face of increasing scrutiny by the public, NGOs, media and authorities, and the best practices for corporates to communicate ESG effectively and legitimately to the market. The discussion will round off with speakers asked

to give their 'Top Tip' when it comes to sustainability communications.

About the speakers



Haily is the manager at the sustainable development office at John Swire & Sons (HK). She is responsible for leading the Group's sustainability capacity building programmes and communications strategy, with the aim to deepen the integration of sustainability into the corporate culture. She also advises on key policies and developments related to sustainability and supports the implementation of the Group's SwireTHRIVE strategy, with a focus on managing water and supply chain impacts.

Haily holds a Master of Environmental Policy and Regulation degree from the London School of Economics

and Political Science and a Bachelor of Science degree in Environmental Science from the University of Hong Kong.



Hermen has approximately ten years of experience in advising conglomerates, developers, financial institutions and professional services firms on corporate profile-raising, media relations, thought leadership, and issues management.

In addition to providing counsel to clients, Hermen also supports the launch of the ESG Monitor, an annual global research study by SEC Newgate that examines how environment, social and governance issues influence perceptions of businesses and advises corporates on sustainability communications.

Hermen holds a Bachelor of Laws and a Master's in Corporate Communication, both awarded by the Chinese University of Hong Kong.



Dr Robin Kennish is a Senior Partner at ERM and leads the Corporate Sustainability & Climate Change Services in Hong Kong. Robin's focus is on advising his Clients on their transition to a low carbon economy and working with their teams to ensure that a robust strategy is in place so they can meet their climate, nature and ESG goals. This has included advisory services around climate disclosures including CDP and TCFD, GHG assessments, net-zero transition plans and SBTi submissions.



With 18+ years of experience in technical accounting and sustainability reporting, **Serene** is an advocate for high-quality corporate reporting, emphasizing the connectivity between ESG reports and audited financial statements. Starting with the Australian Accounting Standards Board, her career spanned Australia, London, Singapore, and now Hong Kong. Currently at KPMG Hong Kong's Audit Quality and Professional Practice, she advises clients and auditors on applying IFRS and sustainability reporting standards (including ISSB, GHG Protocol, PCAF). She is also the Chair for KPMG's Asia-Pacific Corporate and Sustainability Reporting topic team, providing guidance to KPMG teams and clients in the region on ESG reporting matters.

About the moderator



Vivian Lines is an award-winning adviser specialising in helping organisations and governments communicate effectively with their stakeholders globally.

He is Executive Director of Paradigm Consulting in Hong Kong, a specialist stakeholder communications consultancy. Prior to this he was Chairman Asia Pacific

and Global Vice Chair at Hill+Knowlton Strategies. He has worked in communications for three decades in multiple roles across APAC and the Middle East.

At the C-suite level, Mr Lines has counselled major corporate clients in China, Hong Kong, Korea, Singapore, and Indonesia on their globalisation strategies, as well as consulting to private and public sector organisations internationally on corporate, financial and crisis communications. He has worked with clients in multiple sectors, including eCommerce, genomics, energy, electronics, banking/finance/insurance, and aviation.

He is a Board Director of Opera Hong Kong and an Independent Director of Lestari Capital, a natural capital asset management company. He is a Fellow of the Hong Kong Institute of Directors, holds a Financial Times Non-Executive Director Diploma and is Chair of the Marketing and Communications Committee at the British Chamber of Commerce in Hong Kong.

This event is hosted by Jeremy Sheldon.

Ticket includes a full hot English breakfast buffet.

Please note that Business Attire is required by the Hong Kong Club - collared shirts must be worn by

men, and jeans, sandals and sports shoes are not permitted. To see the full list of club rules on dresscode, please [click here](#).

Pricing

- Start-up Member: HK\$440
- Member: HK\$550
- Non-Member: HK\$680

ESG Engagement Partner



SUSTAINABLE BUSINESS FORUM & SOLUTIONS EXPO

The Chamber is delighted to have ReThink HK as our ESG Engagement Partner. Registrants for this event will receive a complimentary 1-day Delegate Pass to ReThink HK 2024, taking place on 12 - 13 September at HKCEC.

Terms & Conditions

- Reservations in advance are required. Please consider your booking confirmed unless notified otherwise.
- Cancellations must be made in writing 24 hours prior to the event. No shows will be charged.
- This event is closed to the media.
- The event will be cancelled if the No.8 Typhoon signal or the Black Rain Storm warning is in force.
- By attending this event, you agree to be photographed, recorded, and/or filmed and give permission to use your likeness in promotional and/or marketing materials.
- For further information please email catherine@britcham.com
- All payments for this event need to be settled by credit card through PayPal. Please note you do not need a PayPal account to complete payment.