



ESG 經理實務證書課程： 將ESG挑戰轉化為業務增長的執行指南

ESG Manager Certificate Programme： A Practical Guide to Turn ESG Challenges into Business Growth

「環境、社會及管治」(ESG) 日益受到關注，對企業的發展方向、管理策略、實質營運帶來顛覆性的變化。如何從可持續發展的不同方面著力，以滿足客戶、投資者、監管機構和各利益相關者的關切，以及透過實施整體性、包容性的ESG策略開啟企業永續發展的新視界，已成為新時代管理者的一項重大挑戰。香港品牌發展局特聯同廠商會、CMA Testing合辦「ESG經理實務證書課程」，旨在為香港企業，特別是中小企業提供在本地營商環境下實踐ESG的執行指南，並協助培訓ESG領軍人才，以帶領企業採取行動將關鍵的ESG元素轉化為業務增長的動力，為品牌和社會創造價值。

The emerging trend of Environmental, Social and Governance (ESG) is expected to create disruptive change to business's strategies, direction and operations in the future. How to advance the different aspects of sustainable development to meet the concerns of customers, investors, regulators and various stakeholders and to open a new horizon for corporate development through the implementation of holistic and inclusive ESG strategies have become a grand challenge that business leaders must address in this new age. The ESG Manager Programme co-organised by the BDC, the CMA and the CMA Testing aims to assist local enterprises, particularly SMEs to understand the current and emerging ESG trends and how an enterprise can take a practical step to kickstart the ESG journey. By developing ESG strategies pertinent to the Hong Kong context and incorporating key ESG pillars into the enterprises sustainable growth drivers, the Programme is an implementation guide to assist Hong Kong companies to adapt to the green challenges and a platform to train leaders that champion the ESG cause to create values for brands and society.



課程學習目標

PROGRAM LEARNING GOALS

- 使ESG與公司的戰略、產品/服務和運營保持一致
Align ESG with the Strategy, Product / Services, and Operation of the Company
- 分配必要的資源以增強業務可持續性
Allocate the Necessary Resources to Enhance the Business Sustainability
- 制定ESG規劃和策略
Develop ESG Planning and Strategy
- 衡量業務的ESG要素
Measure the ESG Elements for Business
- 實施ESG計劃並準備ESG跟進報告
Implement ESG Plan and Prepare ESG Monitor Report



課程特點

PROGRAM FEATURES

- ESG自我評估: ESG+約章 (香港中華廠商聯合會)
Self-assessment of ESG: ESG Implementation Practice Taxonomy
- 實用內容和練習
Practical Content and Exercise Pertinent to Hong Kong Context
- 中文版講義
Handout in Chinese Version
- 視頻和小組討論
Video and Group Discussion
- 經驗豐富的講者
Experienced Speakers

課程資料 COURSE INFORMATION

授課語言 Medium of Instruction	廣東話 (輔以中文講義) Cantonese (with Handout in Chinese)
日期 Date	2024年3月11日, 18日及25日 (逢星期一上課; 每天2個單元, 合共6單元) 11th, 18th and 25th of March 2024 (Every Wednesday, 2 Modules per day, 6 Modules in total)
時間 Time	上午09:30 - 中午12:30; 下午2:00 - 下午5:00 (每單元3小時) 9:30a.m. – 12:30p.m.; 2:00p.m. – 5:00p.m. (3 hours per Module)
地點 Venue	廠商會培訓中心(中環干諾道中64-66號廠商會大廈23樓) CMA Training Center (Room B, 23/F, CMA Building, 64-66 Connaught Road, Central, Hong Kong)
費用 Course Fee	港幣\$5,400(廠商會會員、品牌局會員、「ESG約章」參加公司及「香港ESG獎」參賽公司) / \$6,000(非會員)*同一企業兩位或以上人士報讀可享九折 HK\$5,400 (CMA, BDC Member, ESG Pledge Participant & Hong Kong ESG Awards Participant); HK\$6,000 (Non-member) *Enjoy 10% off for 2 or above enrollment
證書頒發 Award of Certificate	學員出席5個或以上單元可獲由品牌局及廠商會頒授之證書 Certificate will be awarded to participants who have attended 5 modules or above
查詢 Enquiry	張小姐 Ms Cheung (2542 8691) / 羅小姐 Ms Lo (2542 8635) sor1@cma.org.hk / eor2@cma.org.hk

講者 SPEAKERS

梁永忠博士 DR JOE LEUNG

梁博士畢業於英國華威大學，現為企業學習顧問有限公司的增長及持續發展策略顧問，具深厚的商業管理、企業轉型、公司管治等方面的教學及顧問經驗；曾為50多間香港和中國上市公司和企業提供諮詢服務，以及為多間海內外大學教授MBA課程，並參與編寫《香港中小企業管治導引全集—由指引到實踐》；其服務過的多間企業曾獲得ESG、企業管治等多方面的獎項。

Dr Joe Leung was graduated from the University of Warwick, and he has engaged in corporate governance and ESG consulting services in Hong Kong and assisted more than 50 enterprises (From non-listed and listed companies) to implement Grow Big Strategy, Growth Leadership, Sustainable Strategy and Corporate Governance. Dr. Leung also served as a lecturer for MBA courses in a number of domestic and overseas universities and participated in compiling "SME Corporate Governance Toolkit – From Guidelines to Implementation". Dr. Leung successfully assisted his clients in enhancing corporate governance and ESG performance as well as winning awards in the related area.

趙家瑜先生 MR JOSEPH CHIU

趙先生(主講「單元三」)，現任香港中華廠商聯合會檢定中心驗貨、認證及專案部高級經理；曾與香港多個行業及機構聯手策劃碳足跡計算及認證計劃，例如香港首個受國際認可的「產品碳足跡認證計劃」、香港金融管理局中小企ESG問卷、香港中華廠商聯合會「ESG+約章」及「香港ESG獎」等。

Mr Joseph Chiu (speaker for Module 3) is the Senior Manager of Inspection, Certification and Project Division of the CMA Testing. He has worked with industrial and commercial industries and organisations in Hong Kong on different carbon footprint calculation and certification programs, including Hong Kong's first internationally-recognised "Product Carbon Footprint Certification Scheme", Hong Kong Monetary Authority ESG questionnaire for SME, the "ESG Pledge" and "Hong Kong ESG Awards" of the Chinese Manufacturers' Association of Hong Kong.

01 單元一：ESG 要點和市場價值 Module 1: ESG Essentials and Market Value

日期：2024年3月11日(星期一) 上午9:30-中午12:30

講者：梁永忠博士

內容：

- ESG及其對企業的重要性
- 聯合國負責任投資原則
- 香港的ESG及其監管影響
- 不同經濟體(歐盟、新加坡、美國和英國)的主要ESG法規
- 什麼是 ESG 整合?
- 企業對ESG價值的看法
- 可持續發展報告示例
- ESG and its Importance for a Business
- The UN Principles for Responsible Investment
- The ESG in Hong Kong and its Regulatory Implications
- Key ESG Regulations in Different Economies (i.e. EU, Singapore, USA, and UK)
- What is ESG integration?
- The Enterprise's View of ESG Value
- Example of Sustainability Report

02 單元二：ESG 可持續發展支柱 Module 2 : ESG Pillars of Sustainable Development

日期：2024年3月11日(星期一) 下午2:00-下午5:00

講者：梁永忠博士

內容：

- 全球趨勢：可持續發展的5Ps
- ESG支柱如何影響行業、企業和組織?
- 環境支柱的要素
- 社會支柱的要素
- 管治支柱的要素
- ESG 為企業和組織帶來的好處
- ESG 報告示例
- ESG自我評估:「ESG執行實務類別」(香港品牌發展局)
- Global Trends: 5Ps of Sustainability
- How ESG Pillars Influence Industries, Businesses and Organizations?
- Elements for Environmental Pillars
- Elements of Social Pillars
- Elements for Governance Pillars
- ESG benefits for Businesses and Organizations
- Example of ESG Report
- ESG Self-assessment: ESG Implementation Practice Taxonomy (by BDC)

03 單元三：ESG 綠色和碳足印 Module 3: ESG Green and Carbon Footprint

日期：2024年3月18日(星期一) 上午9:30-中午12:30

講者：趙家瑜先生

內容：

- 環境保護及相關法規(香港和中國)
- 綠色關注(面臨的問題)
- 減碳關注(面臨的問題)
- 環境績效改進方法(差距分析、KPI匹配)
- 相關數據收集問題(範圍、供應鏈、全面性)
- 值得留意的 ESG 綠色KPI
- Environmental Protection and Relevant Regulations (Hong Kong and China)
- Green Concerns (Problems Facing)
- Carbon Concerns (Problem Facing)
- Improvement Methods of Environmental Performance (Gap analysis, KPI matching)
- Problem of Relevant Data Collection (Scope, Supply Chain, Comprehensiveness)
- ESG (KPI) Assumptions that Deserve a Closer Look

04 單元四：ESG 可持續發展策略 Module 4: ESG Sustainable Strategy

日期：2024年3月18日(星期一) 下午2:00-下午5:00

講者：梁永忠博士

內容：

- 綠色領導力：通過組織推動可持續發展
- 可持續發展的5Ps
 - 勇於接受綠色挑戰的願景
 - 變革的領導者
 - 人才發展
 - 學習成長
 - 適應挑戰的體系
- ESG SWOT分析
- 制定ESG 5C 策略作為您企業競爭優勢
- 5C 策略報告示例
- Green Leadership: Driving Sustainability through the Organization
- 5Ps of Sustainability
 - Vision to Take Green Challenges
 - Leader in Change
 - Talent in Development
 - Learn to Grow
 - System to Adapt to Challenges
- ESG SWOT Analysis
- Develop the ESG 5C Strategy as a Competitive Advantage for Your Business

05 單元五：ESG 業務整合方法 Module 5: ESG Business Integration

日期：2024年3月25日(星期一) 上午9:30-中午12:30

講者：梁永忠博士

內容：

- ESG 5C 策略與您的業務之間的聯繫
- 從ESG願景到績效
- ESG業務整合方法
 - 步驟1：開始重要性和業務評估
 - 步驟2：選擇相關ESG基準
 - 步驟3：確定 ESG目標的 KRA
 - 步驟4：將ESG目標與現有 KPI保持一致
 - 步驟5：衡量和監控KPI
 - 步驟6：將 ESG 融入業務績效
- 在組織結構中制定ESG規劃體系
- The Link between ESG's 5C Strategy with your Business
- Green Leader's Mind: From ESG Vision to Performance
- ESG Business Integration
 - Step 1: Start a Materiality and Business Assessment
 - Step 2: Select the relevant ESG Baselines
 - Step 3: Identify KRAs for ESG goals
 - Step 4: Align the ESG goals with existing KPI
 - Step 5: Measure and Monitor KPI
 - Step 6: Integrate ESG into Business Performance
- Develop an ESG planning system in the Organization's Structure

06 單元六：ESG 報告和規劃 Module 6: ESG Action Plan and Report

日期：2024年3月25日(星期一) 下午2:00-下午5:00

講者：梁永忠博士

內容：

- 將綠色挑戰轉化為業務增長
- 管治架構中設立ESG委員會/團隊
- 在組織中將 ESG 付諸行動：ESG 行動計劃
 - 第 1 步：意識到 ESG的緊迫必要性
 - 第 2 步：組建ESG行動團隊
 - 第 3 步：制定ESG願景和KPI目標
 - 第 4 步：在組織內培育ESG
 - 第 5 步：管理人的抵制
 - 第 6 步：在規劃和人才發展體系中融入ESG
- ESG報告及監控
- Turn Green Challenges into Business Growth
- Form an ESG Committee/team in the Governance Structure
- Put ESG into Action in Your Organization: ESG Action Plan
 - Step 1: Aware of the need for ESG Urgency
 - Step 2: Form an ESG Action Team
 - Step 3: Create an ESG vision and KPI Goal
 - Step 4: Cultivate the ESG within the Organization
 - Step 5: Manage the People's Resistance
 - Step 6: Build ESG in the Planning and Talent Development System
- ESG Report and Monitor

報名表 ENROLMENT FORM

有意者請掃描二維碼進行網上報名或填妥以下報名表格，傳真予本會(號碼：3421 1092 / 2815 4836)留位，後連同劃線支票(抬頭請寫「香港中華廠商聯合會」)於開課三天前寄交本會(地址：中環干諾道中64-66號廠商會大廈3樓)。

Interested parties please scan the QR Code to **Register Online** or fill in the application form below and fax to the organiser (Fax no. : 3421 1092 / 2815 4836. Please also post the crossed cheque (payable to "The Chinese Manufacturers' Association of Hong Kong") three days before the programme (Address: 3/F, CMA Building, 64-66 Connaught Road Central, Central).



學費 Programme Fee

同一企業兩位或以上人士報讀可享九折
Enjoy 10% Off for 2 or Above Enrollment

☐ HK\$6,000
非會員 Non-member

☐ HK\$5,400
廠商會、品牌局會員、「ESG約章」參加公司及「香港ESG獎」參賽公司
CMA / BDC Member / ESG Pledge Participant & Hong Kong ESG Awards Participant

報名人數 總金額 會員編號(如適用):
Number of Enrollment : Total Amount : Member No. (If applicable) :

申請者資料 Applicant Information

*如多過一位報名，請額外填寫報名表。
*Please fill in an extra form for more than one application

中文姓名(先生/小姐/太太/女士*)
Chinese Name (Mr./Miss/Mrs./Ms*):

英文姓名
Name in English:

公司名稱:
Company Name:

職銜
Position:

地址:
Address:

聯絡電話: 傳真:
Telephone: Fax:

電郵地址:
E-mail Address:

支票號碼:
Cheque Number:

*備注：1.本會將以先到先得方法辦理報名手續，並以收到支票日期為準 2.本會將於開課前三天向成功報名人士發出確認函；本會有權拒絕未有確認函的人士上課。除課程已額滿或取消外，已繳費用恕不退還3.若因臨時事故而未能出席者，可另派代表補替，惟必須於開課前通知本會

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