



# HSBC MENAT Sustainable Business Accelerator

Programme introduction

12<sup>th</sup> June 2023



# Welcome!

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## We're delighted to introduce our Sustainable Business Accelerator 2023 Programme

Join regional peers on a practical, action-oriented programme that will **help you put a measurable ESG strategy in place for your business by the end of the year**. This is an opportune way to get you started on your sustainability journey through a structured programme at **no cost**, given your committed relationship with HSBC.

Businesses like yours have a unique opportunity to make a positive impact on the world - at a time when the topic is being actively discussed by governments across the region, in light of COP28 taking place in the UAE.

We believe that having a tailored ESG strategy will help you develop long term value creation, cost savings, and ultimately reduce risk.



- 1) Introduction to project partners**
- 2) Programme benefits, objectives, and structure**
- 3) Programme journey and certification**
- 4) Practical Information**
- 5) Q&A**

“ At HSBC we want to partner with companies to build a climate-friendly economy, and are helping them find efficiencies in their supply chains or adapt their business model so they can reap the benefits of going green. ”



## Becoming a net zero bank



Align our **financed emissions** to **achieve net zero by 2050 or sooner**

## Supporting our customers



Dedicated ESG Solutions Unit to **support customers** on their journey to lower carbon emissions



Provide **between USD750bn and USD1trn** of financing and investment over the next 10 years to support transition

## Commercial banking sustainability three pillar strategy



Becoming the trusted transition partner for our customers



Leading the transition of E2E supply chains



Becoming the bank of choice for New Economy clients

Sustainable Business Accelerator programme helps us to transition our clients, drive deeper client relationships and profitable growth.

## Awards and ambition



**Environmental Finance's Bond Awards 2022**  
*Lead manager of the year: sustainability bonds – corporate*



**Environmental Finance's Bond Awards 2021**  
*Lead manager of the year: sustainability bonds – corporate*



**Euromoney Awards for Excellence 2022**  
*Middle East's Best Bank for Sustainable Finance*



**Euromoney Awards for Excellence 2021**  
*Middle East's Best Bank for Sustainable Finance*



**Best ESG Corporate Bookrunner / Dealer**



Diginex is a disruptive impact tech business helping organisations to address the world's most pressing ESG, Climate and sustainability issues, utilising the latest blockchain technology to lead change and increase transparency.

**2020**

Founded

**+60**

Global Team

Our mission is  
**to democratize  
sustainability reporting  
and help companies  
gather, analyze and  
improve their ESG &  
climate data.**



## What?

A **practical, action-oriented programme** that will help you **define a measurable ESG strategy** in place for your business **by the end of the year**. An opportunity to get you started on your sustainability journey through a structured programme **at no cost**.

## Why?

Against the backdrop of COP28 in the UAE, businesses like yours have a unique opportunity to make a positive impact at a time when the topic is being actively discussed by governments in the region.

**A tailored ESG strategy will help you develop long term value creation, cost savings, and ultimately reduce risk.**

## For whom?

Mid to senior executives and individuals responsible for leading a company's sustainability agenda, **working along** representatives from other businesses in the region with similar aims and goals.

## How?

The program is structured in **6 modules, delivered between June to December**, to help you build an ESG strategy.

This is a hybrid programme that allows participants to follow remotely. A certificate will be awarded at the end of the programme.

1. The importance of an ESG strategy
2. Identifying material ESG topics in a business
3. Identify key focus areas when building an ESG strategy
4. How to collect ESG data and set targets
5. Transparency and ESG reporting
6. New economy solutions to achieve ESG objectives

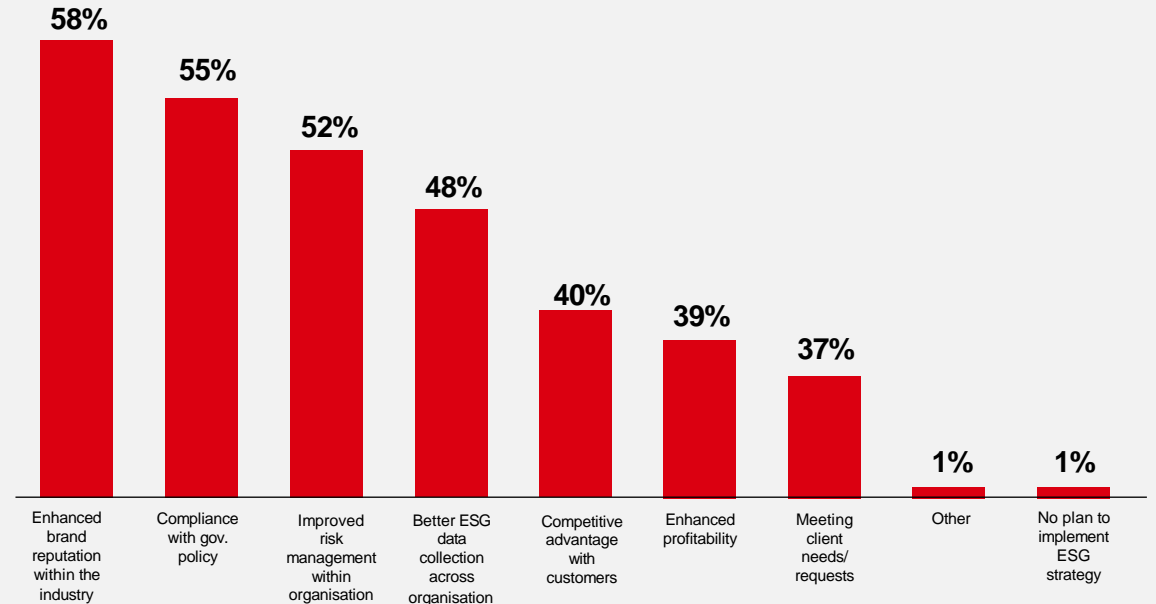
Sponsored by HSBC and delivered by global ESG specialist Diginex for businesses in MENA and Turkey.

HSBC and Diginex will support you along the way **with case studies, lectures, guidance materials, digital reporting solution, practical milestones, inspiring ideas from new economy solutions** as well as **networking** with others on the same journey.



- ✓ Develop a measurable ESG strategy for your business by the end of the year.
- ✓ Get started on your sustainability journey through a structured programme at no cost.
- ✓ Receive direct advice and support from global ESG experts.
- ✓ Access and experience the latest digital ESG reporting technology solutions.
- ✓ Network digitally and in person with peers in the region through online channels and events at key locations.
- ✓ Share your participation and outcomes of the programme across your media channels (website, social media, etc.)
- ✓ Get showcased via HSBC owned channels and have access to media to build your company profile

## Within the next 12 months, which benefits do organisations expect to achieve as a result of implementing an ESG strategy?



Source: PWC 'Reimagining our region through ESG The 2022 Middle East report'



A **hybrid curriculum** helping get local businesses ESG ready through a series of modules, content and community resources. From strategy to implementation, HSBC and Diginex will support you at every step.



## Course modules

- Six course modules that will be run in a hybrid format, with all classes streamed online for participants to join remotely across markets
- Each module will consist of a pre-defined topic, industry-leading speaker and success story examples to help participants craft their own ESG strategy



## Content

- ESG advisory, guidance materials, digital reporting solution, practical milestones, inspiring ideas from new economy solutions as well as networking with others on the same journey
- Online 'content hub' or resource library for participants to consult
- Certification as an outcome of successful completion of the programme

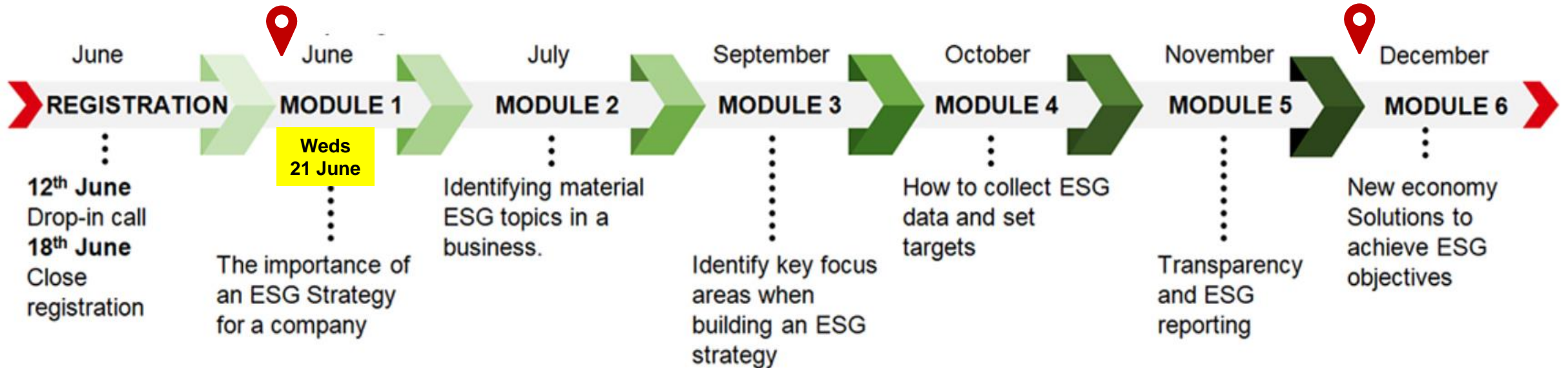


## Community

- Networking opportunities through physical events and online forums throughout the programme
- Community recognition in the form of Sustainable Business Accelerator Programme
- PR and media opportunities to showcase companies participating in the programme



6 modules delivered between June and December to help you build an ESG Strategy aligned with global standards



- **Network with your course peers and HSBC representatives during Modules 1 and 6 which will be hosted as hybrid sessions.** Participants can join online or physically at your nearest HSBC office.
- To join these sessions in person at your nearest HSBC office contact your HSBC representative to check availability.
- Modules 2 to 5 will be hosted online only.

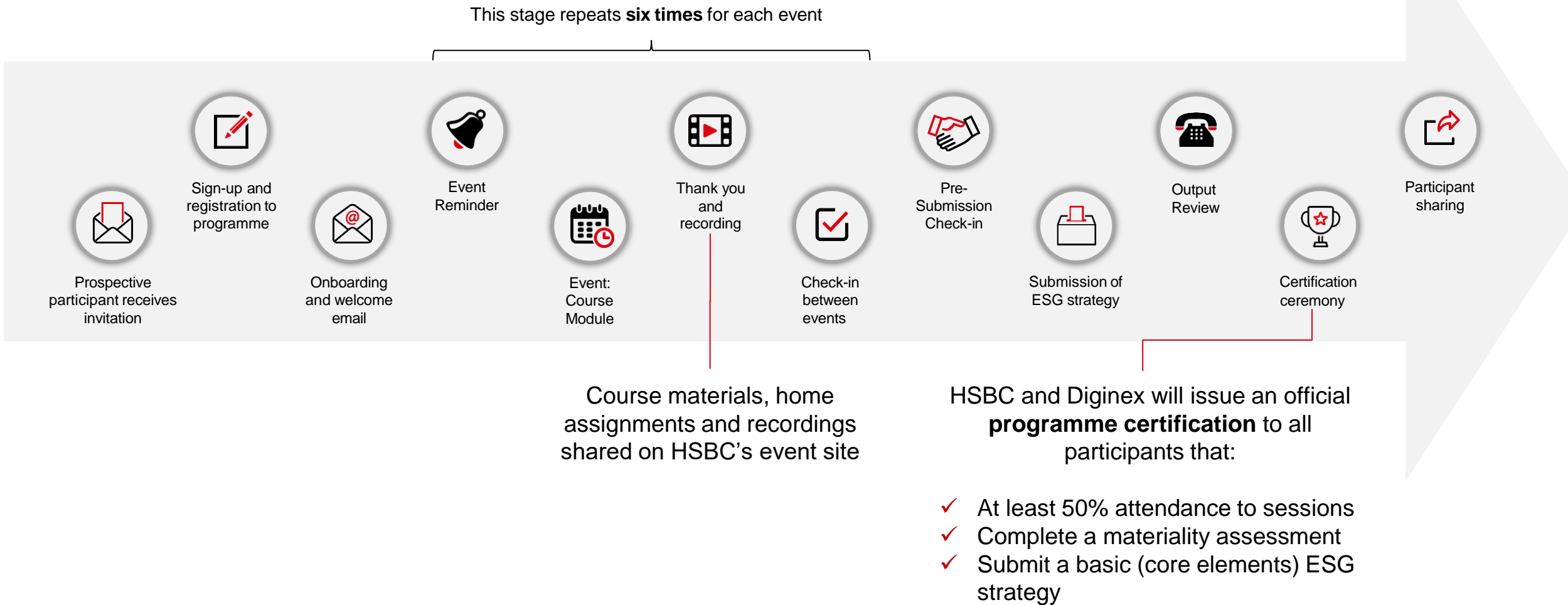


Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
<b>The importance of an ESG Strategy for a company</b> <ul style="list-style-type: none"> <li>• Overview of ESG and key issues and trends</li> <li>• Understanding the business case for a ESG strategy – risk mitigation, brand reputation, etc</li> <li>• Explore the landscape of MENAT ESG regulations and standards</li> </ul>	<b>Identifying material ESG topics in a business</b> <ul style="list-style-type: none"> <li>• Define materiality in ESG and variables such as location and industry</li> <li>• Analysing a case study</li> <li>• Guidance on conducting a materiality assessment from stakeholder interviews to setting up prioritisation frameworks</li> </ul>	<b>Key focus areas when building an ESG strategy</b> <ul style="list-style-type: none"> <li>• Overview of key components of an ESG strategy such as governance and policy structures, performance metrics and reporting frameworks</li> <li>• Discuss how to align ESG strategy with business objectives, processes and decision-making</li> <li>• Consider views of investors and peer benchmarking</li> </ul>	<b>How to collect ESG data and set targets</b> <ul style="list-style-type: none"> <li>• Best practices in ESG data collection</li> <li>• Highlight importance of regular monitoring and progress checks</li> <li>• Based on ESG data collection, set ESG targets aligned to objectives and vision</li> </ul>	<b>Transparency and validation</b> <ul style="list-style-type: none"> <li>• Understand the relevance ESG data validation and corporate governance</li> <li>• Be introduced to the view of rating agencies and expectations in the market</li> <li>• Define a high-level strategy to share performance with stakeholders</li> </ul>	<b>New economy solutions to achieve ESG objectives</b> <ul style="list-style-type: none"> <li>• Explore the MENAT landscape of new economy solutions from green technology to circular economy models</li> <li>• Hear from successful companies that have integrated ESG strategies and utilised new economy solutions</li> <li>• Celebration of successful course completion</li> </ul>
<b>A six-step process for building an ESG strategy</b>					
<b>Define objectives and stakeholders</b> <ul style="list-style-type: none"> <li>• Define the objectives of the ESG strategy based on company's values and vision</li> <li>• Identify key stakeholders and their expectations</li> </ul>	<b>Conduct a materiality assessment</b> <ul style="list-style-type: none"> <li>• Conduct a materiality assessment to identify the company's most relevant ESG issues using tools like research, surveys and prioritisation frameworks</li> <li>• Identify key ESG risks and opportunities</li> <li>• Engage with internal and external stakeholders to validate the ESG topics</li> </ul>	<b>Develop reporting frameworks</b> <ul style="list-style-type: none"> <li>• Identification of relevant ESG reporting frameworks for your industry, business and regional context</li> <li>• Understand how to read reporting guidance</li> </ul>	<b>Define data collection process and set targets</b> <ul style="list-style-type: none"> <li>• To achieve targets, develop policies and frameworks such as governance and reporting metrics</li> <li>• Ensure they are integrated into core business processes and decision-making</li> </ul>	<b>Validate and report strategy</b> <ul style="list-style-type: none"> <li>• Think who to involve in the data gathering process and gather buy-in</li> <li>• Define frequency of reporting cycles</li> <li>• Develop communication strategy to share performance with stakeholders and media</li> </ul>	<b>Implement and submit</b> <ul style="list-style-type: none"> <li>• Submit proposal to HSBC Living Business Awards [prior to Module 6]</li> <li>• Learn about best practices for implementation and exchange around lessons learned</li> <li>• Networking activities</li> </ul>

- The course content will be shaped to take participants on a road towards defining your ESG journey.
- Through a mix of theory, best practice case studies and external experts, you will be armed with advice and best practice methods to self-define and implement your own strategy.
- The program is purposely defined to allow time to process information received, engage in homework assignments outside the live sessions and prepare for the next stage in the programme.
- This typical event running order is reflective of these objectives, allowing ample time for networking/ breaks, but also keeping the content focused and structured to a half day event for productivity

*Approx. timeline*

<b>30 min</b>	<b>Arrivals &amp; Networking</b>
<b>5 min</b>	<b>Event Introduction</b>
<b>1 hour</b>	<b>Lecture   Lesson – Specified Topics</b>
<b>15 min</b>	<b>Break &amp; Networking</b>
<b>1 hour</b>	<b>Case Study   Interviews   Open Discussion</b>
<b>1 hour</b>	<b>Networking &amp; Q&amp;A</b>



To sign up for the programme, follow this link:

[HSBC Sustainable Business Accelerator  
\(hsbcscheduling.com\)](https://hsbcscheduling.com)

Registration will close on 18<sup>th</sup> June.

Hurry up if you want to join us on this exciting journey!

Kick-off event in  **Dubai, 21<sup>st</sup> June**



# Any questions?

## Contact Us

Should you have any enquires, please do not hesitate to contact us.

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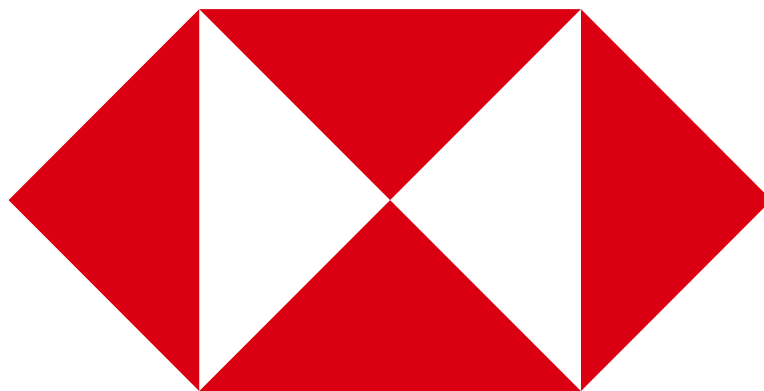
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Thank You