

Seminar on “Integrating Sustainability into Business”

Tuesday, 24 November 2015

- *Need some inspiration on integrating sustainability into business?*
- *Feel difficult persuading your management into sustainability?*

Join the seminar and gain some insights!

“Sustainability Incorporated” Research – Integrating Sustainability Into Business

Many companies claim that sustainability is part of their DNA. The reality is that very few companies have fully integrated sustainability into their business models. Few corporate sustainability programmes have broken out of the sustainability silo. How can companies embed sustainability into their main strategy? How does it form a fundamental part of how the business creates values?

With a spotlight on Hong Kong and the region, the “**Sustainability Incorporated**” research focuses on ways in which business can integrate sustainability into its core strategies and business models. This seminar, sharing insights from the research, will explore

- the **dynamics that both help and hinder Hong Kong businesses** when it comes to advancing sustainability, and
- the **five specific pathways** that business can leverage to further integrate sustainability into the business.

Seminar Leader

Ms Zoë Arden is Director of SustainAbility, an advisory firm and think tank that works with companies globally. Zoë specializes in sustainability strategy, stakeholder engagement and storytelling. She was Director of Communications and CSR at BT Retail.

With her consultancy Connected Comms and as Director of Sustainability at MSL Group, she supported a variety of organizations including Business in the Community, and The Prince’s Countryside Fund. She was the Managing Director of PR consultancies The Weber Group and GolinHarris, and VP of San Francisco-based Access Communications, where her long-standing client was Apple Computer.

Seminar Moderator

Ms Pat Gallardo Dwyer is Founder & Director of The Purpose Business, and Member of the Sustainability Committee of HKMA. Formerly, Pat was the Director of Corporate Social Responsibility and Sustainability of Shangri-La International Hotel Management Ltd.

Date: **Tuesday, 24 November 2015**
Time: **3:00 pm – 4:00 pm**
Venue: Room 101, First Commercial Building, 33-35 Leighton Road,
Causeway Bay, HONG KONG
Language: English
Fee: **FREE** (Priority will be given to HKMA Members)

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Deadline : Tuesday, 17 November 2015

Application Form

(MMP-ADM-2015-W-FC)

To: The Hong Kong Management Association
Enquiry: Ms Pearlle So Tel: 2774 8547 E-mail: pearlieso@hkma.org.hk
Ms Coral Lee Tel: 2826 0538 E-mail: corallee@hkma.org.hk
Registration: Ms Sindy Siu Tel: 2774 8515 E-mail: sindysiu@hkma.org.hk
Ms Grace Sit Tel: 2774 8583 E-mail: gracesit@hkma.org.hk
Fax: 2365 1000

Spaces are limited, reservation will be on a first-come-first-served basis! Interested parties are requested to send the application form to the Secretariat on or before Tuesday, 17 November 2015. Confirmation e-mail will be sent to successful applicant. Any cancellation made less than 48 hours prior to the event will not be accepted.

(Please fill in the following in BLOCK LETTERS)

Name: _____ HKMA Membership No.: _____ (If applicable)

Company: _____

Company Address: _____

Current Position: _____ Tel.: _____

E-mail: _____ Fax: _____

(Please make crossed cheque payable to “The Hong Kong Management Association”, and return it to 16/F Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, HONG KONG)

Declaration

We/I authorize The Hong Kong Management Association (HKMA) to use the above data to keep us/me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

Please tick the box to indicate your consent. Please tick the box to indicate your objection.

Signature : _____

Date : _____

Deadline: Tue, 17 November 2015

Note: The event will be cancelled if Typhoon Warning Signal No. 8, 9,10 or Black Rainstorm Warning Signal is in force within two hours prior to the event. The event may proceed if the said signals are cancelled two hours before the registration time of the seminar. However, this is subject to the final decision of the Association.