

# ESG

## FINANCE WEEK

11-18 July 2012 St Andrews, Scotland

Organised by:



Training and career development for:  
ESG professionals looking to apply their skills in investment, and  
Investment professionals requiring a rigorous background in ESG.

ESG Finance week has 2 training courses to select from:

**ESG Analytics for Financial Professionals Course** July 11th-13th

**Financial Analytics for ESG Professionals Course** July 16th-18th

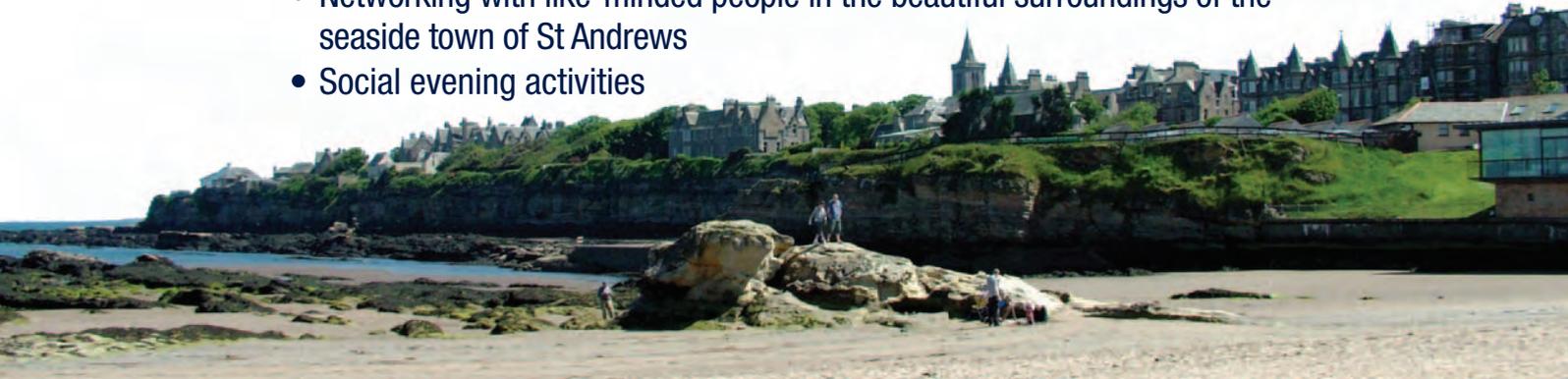
In between the 2 courses is the 'big ideas' weekend

**The ESG Finance Lab** July 14th-15th

Featuring debates and presentations at the cutting edge of ESG Finance

Key Reasons for attending:

- First hand insight into ESG research
- Learn how to practically implement ESG into investment
- In-depth refresher on the latest in financial theory and practice
- Taught by professors and industry experts and at one of the UK's leading academic institutions
- Networking with like-minded people in the beautiful surroundings of the seaside town of St Andrews
- Social evening activities



# ESG FINANCE WEEK

11th – 18th July 2012  
St Andrews, Scotland

- ESG Finance Week will take place in the beautiful university town of St Andrews, Scotland.
- ESG and finance professionals will benefit from the latest insights into financial theory and practice in an ESG context.
- The emphasis will be on practical application of these insights into daily finance and ESG work via a combination of academic and real-world application demonstrated by respected investment practitioners.

## KEY HIGHLIGHTS

### ESG Analytics for Financial Professionals Course

July 11th-13th

Aimed at finance professionals responsible for researching or integrating ESG factors into their company's investment approach and communicating with clients.

#### Trainers :

**Damian Borth**  
**Dr Andreas Hoepner**  
**Robert Schwob**

### Financial Analytics for ESG Professionals Course

July 16th-18th

Aimed at ESG and CSR professionals looking to develop their theoretical and practical finance knowledge to enable better market understanding and application.

#### Trainers:

**Neil Brown**  
**Dr Andreas Hoepner**  
**Prof. James Wilson**

### The ESG Finance Lab weekend

July 14th-15th

IP<sup>2</sup>: Inspiring Presentations for Innovative People. A series of cutting-edge lectures, presentations and discussions on the latest in sustainable finance

#### Keynote:

**Dr James Gifford, Executive Director, United Nations Principles for Responsible Investment (UNPRI)**

**ESG Finance Week aims to fill a significant gap in the knowledge and skills required by professionals in the institutional investment world faced with ever-greater demands to ally ESG and financial expertise in their day-to-day work. It is targeted at asset owners, asset managers, advisors, research houses and related stakeholders.**



The intent in the two separate training and development courses is to bridge the knowledge gap from two sides.

The first – **ESG Analytics for Finance Professionals** - is aimed at finance professionals, asset owners and marketers who need to understand more about ESG research and market developments as increasing numbers of clients place sustainability in their investment requirements.

The second - **Financial Analytics for ESG Professionals** – is aimed at those professionals whose experience has tended to be in the ESG fields but who are seeking a more developed financial framework for their work. These might tend to be (but not exclusively) ESG research-based professionals keen on expanding their markets and financial theory and application skills.

Both training courses are focused on practical professional development: academic input will be threaded into market-tested reality by experienced investment practitioners.

Full information on both training courses is included in the following pages.

Sandwiched between the two training courses is the 'big ideas' weekend: **The ESG Finance Lab**. This is an optional – albeit not to be missed - weekend of blue-skies-thinking presentations and discussions inspired by the TED conference phenomenon. A number of excellent speakers will be in St Andrews to get the creative mind-juices flowing around the sustainable finance theme.

The backdrop for the event is the beautiful university town of St Andrews, Scotland, a small, convivial and lively location with its historical town centre, great beaches and fantastic sea views. There really couldn't be anywhere better for work-based learning and networking!

# ESG FINANCE WEEK



The conference is being jointly organised by:

## **Responsible Investor**

Launched June 2007, Responsible Investor (RI) is the only dedicated news service reporting on responsible investment, ESG (environmental, social and governance) and sustainable finance issues for institutional investors globally. Over the years RI has built a reputation both for high quality ESG news and conferences. The Events bring together like-minded practitioners from the ESG and Finance sectors wanting to be one step ahead of their competition. Responsible Investor Events pull together the latest thinking on responsible, sustainable and ESG investing. We invite high quality speakers to exchange knowledge and debate the issues with an engaged audience in an educational environment.

## **Centre for Responsible Banking and Finance**

The Centre for Responsible Banking and Finance (RBF) is a research centre based at the University of St Andrews, Scotland. Launched in 2011, the Centre acts as a platform for academics and practitioners and gives them access to the latest research on responsible banking and investment topics and the opportunity to exchange and discuss common issues and areas of interest. The Centre aims to promote high caliber academic research about issues that are at the core of the today's globalized society.

## **About the University of St Andrews:**

Located one and a half hours from the Scottish capital Edinburgh, the University of St Andrews was founded in the fifteenth century. It is Scotland's first university and the third oldest in the English speaking world, celebrating it's 600th anniversary this year. The university is now one of Europe's most research-intensive seats of learning. It is one of the top rated universities in Europe for research, teaching quality and student satisfaction and consistently ranks among the UK's top five in leading independent league tables produced by The Times, The Guardian and the Sunday Times. According to the Sunday Times, St Andrews is "now firmly established as the leading multi-faculty alternative to Oxford and Cambridge." Located by the sea, the university town makes for an ideal training and networking location.



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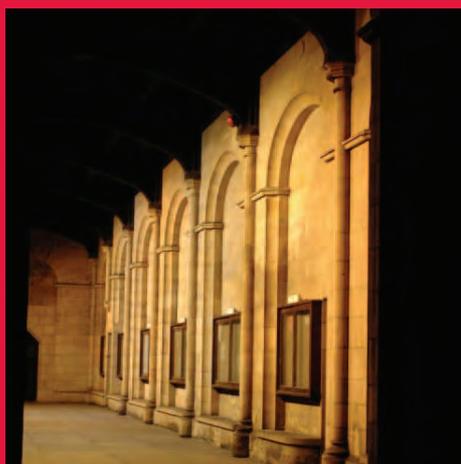
### Trainers:

Damian Borth

Dr Andreas Hoepner

Robert Schwob

For finance professionals aiming to increase investment returns and reduce risk through the consideration of ESG factors in their investment processes



# ESG ANALYTICS FOR FINANCIAL PROFESSIONALS

11th – 13th July 2012

## DAY ONE, Wednesday 11h July 2012

- BLOCK ONE** **The conceptual, contextual case**  
Why ESG factors can deliver alpha & manage risk in the right context
- BLOCK TWO** **The contextual ESG analytics challenge**  
Matching ESG criteria to context and integration strategies in the current CFA culture
- BLOCK THREE** **The practical case**  
Contextual ESG opportunity sets and practical implementability

## DAY TWO, Thursday 12th July 2012

- BLOCK FOUR** **A wealth of opportunities**  
Empirical findings on ESG return & risk
- BLOCK FIVE** **The ESG analytics techniques**  
Classic two step DCF plus ESG check vs. ESG adjusted NPVs vs. Seamless single step ESG integration
- BLOCK SIX** **The advanced practical case**  
Integrating ESG criteria with customised ESG Analytics in investment portfolios

## DAY THREE, Friday 13th July 2012

- BLOCK SEVEN** **Quants on ESG**  
Assessing portfolios powered by ESG Analytics
- BLOCK EIGHT** **Current frontiers in ESG investment research**  
A snapshot overview on the most recent findings from the Centre for Responsible Banking & Finance such as ESG opportunities in China, the financial services sector or through social media
- BLOCK NINE** **The practical case review**  
Which customised ESG portfolios deliver value?

Your trainers' biographies are on Page 9



11th – 13th July 2012

# ESG ANALYTICS FOR FINANCIAL PROFESSIONALS

## Why you should attend

This three-day programme is aimed at finance professionals aiming to increase investment returns and reduce risk through the consideration of ESG factors in their investment processes. While many Finance professionals are used to integrating standard accounting factors into their investment processes, they are less sure about sophisticated approaches to integrate the largely 'intangible' ESG factors. Research, however, has shown that only those firms create lasting shareholder value with ESG factors, who develop an in-depth expertise in the area of ESG investment.

To achieve the best possible educational and practical outcome, this course combines (i) conceptual teaching and (ii) in-depth statistical analysis with (iii) a customised hands-on case study on the development of an ESG analytics based product.

On the conceptual side, this course introduces the 'challenge of ESG contextuality'. This idea recognises that ESG factors do not generally pay or cost but that they outperform in some contexts while being meaningless or underperforming in others. Hence, context is crucial! The researchers from the Centre for Responsible Banking & Finance are analysing hundreds of existing research studies and have been performing dozens of new studies to understand just this question: in which context(s) do ESG factors deliver value? Based on their insights and the experience from a very well regarded asset manager, this course provides an overview on dozens of existing empirical research findings and discusses, why ESG factors have different performance implications in different contexts (e.g. sectors, political environments).

On the statistical side, this course starts off by discussing the compatibility of contextual ESG opportunities with the current CFA culture and its traditional statistical methods that are not custom build for the integration of intangible aspects such as ESG criteria. After elaborating, why traditional CFA methods are probably good enough for analysing Fedex but maybe less meaningful in the case of Apple, the course will introduce new statistical technologies for ESG integration such as ESG adjusted NPVs and seamless single step ESG integration. Integrated in the conceptual teaching, the course encourages participants in one practical session per day to directly apply the taught knowledge in a case study context.

This case study encourages participants to reflect on the contextuality of ESG criteria and match contextual ESG opportunities to the most suitable ESG integration techniques. It allows participants to build personal customised ESG investment portfolios in a laboratory setting which can receive an external financial assessment by staff from the Centre for Responsible Banking & Finance during the course. Individual participants wishing to customise their practical case study to their personal interests are very welcome to contact the course organisers, who aim to be very flexible in accommodating specific requests.

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## FINANCE WEEK

11th – 18th July 2012  
St Andrews, Scotland

Trainers:

Neil Brown

Dr Andreas Hoepner

Professor John Wilson

For ESG and CSR professionals looking to develop their theoretical and practical finance knowledge to achieve better market understanding and application opportunities.



# FINANCIAL ANALYTICS FOR ESG PROFESSIONALS

16th – 18th July 2012

## DAY ONE, Monday 16th July 2012

<b>BLOCK ONE</b>	Financial concepts and securities markets
<b>BLOCK TWO</b>	Institutional investors and their investment policies
<b>BLOCK THREE</b>	Active and passive investment management strategies

## DAY TWO, Tuesday 17th July 2012

<b>BLOCK FOUR</b>	The investment process
<b>BLOCK FIVE</b>	Classic indirect valuation e.g. DCF model
<b>BLOCK SIX</b>	Study and group work Case Study

## DAY THREE, Wednesday 18th July 2012

<b>BLOCK SEVEN</b>	Market based direct valuation Investment alpha and attribution analysis
<b>BLOCK EIGHT</b>	Diversification and Capital Asset Pricing Model (CAPM)
<b>BLOCK NINE</b>	ESG issues in financial analytics

Your trainers' biographies are on Page 9



16th – 18th July 2012

# FINANCIAL ANALYTICS FOR ESG PROFESSIONALS

## Why you should attend

This three-day programme is aimed at ESG and CSR professionals looking to develop their theoretical and practical finance knowledge to achieve better market understanding and application opportunities. The course will pick up participants from a point of “vague understanding” about the financial world and, over three days, guide them through the most essential concepts, techniques and tools that are currently being employed by financial professionals in general and responsible investors in particular. The course covers aspects such as institutional investors and their characteristics, active and passive investment strategies, direct and indirect valuation models including DCFs, Alphas or the Capital Asset Pricing Model. Finally, the course will link the learned financial analytics to ESG issues to provide participants with a rounded, rigorous and relevant perspective.

**“ Andreas managed to fit the content of a full academic term into a few days without losing any bit of his audience’s attention or interest. Even the most complex issues were broken down until they made sense for everyone. Complex financial issues were translated into tangible/practical concepts. His use of anecdotes really helped bring to life the wealth of the theory he managed to cover ”**

**– Karin Malmberg (UNPRI)**

**“ Dr Andreas Hoepner’s training sessions on finance have been useful to provide a good background on financial theory and relevant investors practices to the PRI team. Andreas started from a general introduction to finance and financial markets to then develop more concrete examples on investment activities and company evaluation. The lectures also gave an overview of financial systems and relevant actors, which helped the audience to understand roles and responsibilities of different institutions. Finally, I found very useful to hear the academic argument for the consideration of ESG issues in investment decision as a way of enhancing and protecting economic returns ”**

**– Valeria Piani (UNPRI)**

# ESG FINANCE WEEK

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The recent 'TED' phenomenon has shown the importance of blue-skies-thinking in our digitalized and globalized world. Given the right platform, individuals with smart, collaborative ideas can instigate change at a relatively low cost. We aim to be a part of this process in the ESG finance world by creating a forum for inspiring ideas to be communicated and debated amongst like-minded people. We consider ESG Finance to be the intersection between environmental, social and governance issues and financial markets research and practice.

The ESG Finance weekend of thought leadership follows a 16 by 16 scheme: 16 speakers will have 16 minutes each to communicate their inspiring ideas. Each 16-minute presentation will be embedded in a 40min session to provide rich opportunities for questions and discussion.



## ESG FINANCE LAB

IP<sup>2</sup>: Inspiring Presentations for  
Innovative People

14th – 15th July 2012

Ideas presented at our ESG Finance Lab conference will include:

**“How can financial markets become more sustainable?”**

by James Gifford (CEO, Principles for Responsible Investment)

**“The reporting challenge for pension funds”**

by Tim van der Weide (Advisor Responsible Investment, PGGM Investments)

**“Seamless ESG integration with style”**

by Rob Schwob (Principal, Style Research Limited)

**“Social media analysis for financial markets”**

by Damian Borth (German Research Center for Artificial Intelligence (DFKI), McKinsey technology Award Winner 2011)

**“The holy grail of climate change politics: what does China do?”**

by Shin-Wei Ng (E3G Consulting)

**“Are women on boards beautiful, financially speaking?”**

by Eleonora Cenci (University of Lueneburg)

**“Mummy, what is money? Financial literacy and responsibility in a digitised world.”**

by Dr. Christine Chow (Hommage Consulting)

**“Why do all return/risk ratios fail in financial crisis?  
And what can we do about it ...”**

by Andreas Hoepner (Centre for Responsible Banking & Finance, University of St. Andrews)



## About your Trainers

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### **Damian Borth**

Damian Borth is an active researcher in the field of artificial intelligence, multimedia retrieval and social media analysis. His research focuses on large-scale learning from social media streams by applying pattern recognition and machine learning methods to handle sample noise and domain change during the classification process. Damian joined the University of Kaiserslautern and the German Research Center of Artificial Intelligence (DFKI) in 2007, where he contributed to several projects related to image and video analysis (funded by the German Research Foundation), trend discovery and targeted advertising (funded by the Google Research Award Program). His work has been awarded with the McKinsey Business Technology Award, the PiCloud Academic Program Research Grand and the Silver Award from the EuroIPTV Grand Challenge. He has published over 20 scientific papers and is also active as a reviewer for several international journals, conferences, and workshops. Prior to that Damian spend two years in Taiwan, Singapore and China where he worked for a German car manufacturer developing a software solution for a training management and development system. Damian holds a Diploma in Engineering and a Masters Degree in Computer Science.

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### **Neil Brown, SRI Fund Manager, Aviva Investors**

Neil is a fund manager on the Sustainable Future funds at Aviva Investors responsible for the Pan European funds. Neil joined the SRI team at Aviva Investors in February 2008 with responsibility for assessing the sustainability of companies and integrating this analysis into investment decisions.

Prior to that Neil held the position of Head of Governance and Responsible Investment concurrently with his role as Equity Analyst at Threadneedle Asset Management. Neil held responsibility for all governance and responsible investment research, voting and engagement activity while also covering the Pan European Consumer and Technology sectors as an investment analyst. Prior to that he was at Pensions and Investments Research Consultants (PIRC) from 2002 as researcher and senior researcher.

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### **Dr. Andreas Hoepner**

Dr. Hoepner is a Lecturer in Banking and Finance at the University of St Andrews, where he also functions as Deputy Director of the Centre for Responsible Banking & Finance. He is currently serving as Academic Fellow to the United Nations backed Principles for Responsible Investment. In his roles, Andreas frequently presents to professional audiences such as delegations of China Everbright Bank, Deutsche Bank, MSCI, Nordea, Scottish Widows Investment Partnership or Shanghai Pudong Development Bank. Dr Hoepner's award winning research focuses on both, (i) numeric/performance related concepts such as business, environmental science, finance and statistics and (ii) value driven concepts such as corporate social responsibility, culture, or social media. Andreas combines his two sets of research interests in his main research area of responsible investment, which describes a process of investing informed by environmental, social or corporate governance (ESG) criteria. Besides responsible investment, he also takes an interest in related areas such as Intangible Assets, Research Design, Scientometrics, Sociolytics, Strategy or Sustainable Development. Andreas considers himself part of a new generation of 'Professional Academics'. In contrast to the classic 'Ivory Tower Academics', professional academics aim to employ their analytical accuracy, conceptual competence and statistical skills to produce, communicate and often also implement professionally and publicly relevant research insights. Professional Academics like Andreas consider it their responsibility to provide the public with valuable, long-term information to honour the public co-funding of academia.

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### **Robert Jean Schwob, Principal, Style Research Limited**

Robert Schwob is the founding Chief Executive of Style Research Limited, an independent provider of global equity Style research, portfolio analysis technology, and Internet-based equity and funds research facilities. He is also a Director of INQUIRE UK, the past Chairman of the INQUIRE UK Research Committee, a member of the Editorial Board for the Journal of Asset Management, and of the Advisory Board for the Centre of Asset Management Research at Cass Business School and a Guest Lecturer at the London Business School. Previously, Robert was Chief Executive of Quorum Capital Management Limited, London and, prior to that, Chief Investment Officer for The Citibank Private Bank (Europe, Middle East and Africa).

Robert was educated in Canada, France and the UK and holds Masters Degrees in Mathematics and International Economics. He is a regular speaker at international investment conferences and a respected educator, lecturing on international investment practice and theory in academic and professional education programmes and specialist seminars. Mr Schwob has also published broadly in the professional journals on Style Analysis and Style Management, Stock Selection, Benchmark Selection and Market Allocation Processes, and Hedging and Currency Management.

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### **Professor John Wilson**

John Wilson is Professor of Banking & Finance and Director for the Centre for Responsible Banking & Finance at the University of St Andrews. In the period June 2011 to April 2012, John served as a full member of a Commission on Credit Unions established by the Irish Government. This Commission reviewed the future of the credit union movement in Ireland and made recommendations in relation to the most effective regulatory structure for credit unions. The Commission delivered interim and final reports to the Minister for Finance in September 2011 and April 2012 respectively. These recommendations will form the basis of new legislation

He is Chair of the British Accounting and Finance Association Financial Markets and Institutions Special Interest Group. John served as Treasurer and General Secretary of the British Accounting and Finance Association in 2009 and 2010, and 2010 and 2011 respectively. He serves as Associate Editor to the British Accounting Review, European Journal of Finance and the Journal of Money Credit and Banking. He serves on the editorial board of a number of journals including the Journal of Business Finance and Accounting and the Journal of Financial Economic Policy.

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## FINANCE WEEK

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St Andrews, Scotland

## Registration

To Register for all or part of ESG Finance Week please email – [events@responsible-investor.com](mailto:events@responsible-investor.com)

For further information:  
Contact your course leader -  
**Andreas Hoepner**  
Tel: 0044 759 5837714  
Email:  
[ah445@st-andrews.ac.uk](mailto:ah445@st-andrews.ac.uk)

Or contact Responsible Investor –  
**Tony Hay**  
Tel: +44 (0) 20 7709 2092  
Email:  
[tony@responsible-investor.com](mailto:tony@responsible-investor.com)



## Attendance Fees

**ESG Analytics for Financial Professionals Course, July 11th-13th, £2,250**

**ESG Finance Lab, July 14th-15th, free of charge**

**Financial Analytics for ESG Professionals Course, July 16th-18th, £2,250**

The attendance fees for the two training courses are subject to 20% UK VAT.

The attendance fees include all course materials, refreshments and lunch but do not include evening meals or accommodation. The ESG Finance Lab weekend on July 14th-15th is free of charge - registration includes refreshments and lunch but does not include evening meals or accommodation.

### Where exactly will the conference take place in St Andrews?

The Conference will take place at the Gateway, which is home to the St Andrews School of Management. The Boardroom, in which most sessions will take place, boasts one of the most beautiful views in the whole of St Andrews. There will be wireless access available in the building and on many spots throughout the town.



### Which Hotels would you recommend?

St Andrews is home to many very charming B&Bs as well as luxurious hotels. For a selection please see below:

#### Local B&Bs:

**Castlemount B&B**, 2 The Scores, Tel.: 01334 475579

**Old Fishergate House**, 35 North Castle Street, Tel.: 01334 470874

**Fairnie House**, 10 Abbey Street St Andrews,

Tel.: 01334 474094 or 07952 659 992

for many more please refer to: [www.standrewsbandbs.co.uk](http://www.standrewsbandbs.co.uk)

#### Local Hotels

**The Old Course Hotel**, Golf Resort & Spa, KY16 9SP,

Tel.: +44 (0) 1334 474371

**Macdonald Rusacks Hotel**, St Andrews, Pilmour Links, KY16 9JQ,

Tel.: +44844879913

**Fairmont St Andrews**, KY16 8PN, Tel.: +44 (0) 1334 837000

**Rufflets Country House**, Strathkinness Low Road, KY16 9TX,

Tel.: +44 (0) 1334 472594