

Chinachem Group Sustainability Conference 2024

Integrating Sustainability Solutions towards a Resilient Future



Moderator: Ms Natalie CHAN, Managing Director & Principal Sustainability Consultant, PIE Strategy Limited

Panel Discussion

“Sustainable Impact Investment Strategies towards a Resilient Future”

Summary

Ms Bessie CHONG, Director, Partnership Development, Esquel Group

- Ms CHONG emphasised that ESG and sustainability should not be viewed as an added cost but as a long-term investment.
- Investing in people enhances business resilience, particularly during challenging times, as demonstrated by employee loyalty during crises.
- A strong company culture fosters unity and accelerates transformation, as employees are motivated to contribute positively. Real-life examples show that treating employees well leads to operational stability and quicker recovery from disruptions.
- Companies should set high standards for sustainability projects, prioritising long-term goals over short-term profits.
- Education and awareness of sustainability principles are essential for engaging employees and ensuring their commitment.
- Transparency with stakeholders about business operations helps build trust and encourages better investment decisions.

Ms Venisa CHU, Regional Sustainability Director - APAC, L'Occitane Group

- Ms CHU explained that evaluating return on investment (ROI) involves balancing revenue growth and cost savings through sustainable practices.
- Transitioning from air freight to sea freight for distribution has led to significant cost and carbon emission savings.
- Engaging all departments in sustainability initiatives fosters a collaborative approach that integrates into the overall business strategy.
- Customer retention strategies should align with sustainability efforts, showcasing how these initiatives benefit the business.
- Encouraging consumers to ask questions about sustainability practices promotes accountability and drives change within companies.
- The beauty industry must address the massive amount of packaging produced daily by offering sustainable alternatives.
- Authenticity and transparency in sustainability claims are crucial for building consumer trust and driving market demand.

Mr Michael AU, Founding Managing Director, District Capital; Chairman, Toniic

- Mr AU pointed out that family offices tend to view investments through a long-term lens, which allows them to prioritise sustainable growth over immediate returns.
- Impact investing serves as a means to communicate family values across generations, fostering engagement between older and younger family members.
- The conversation around impact investing is shifting from scepticism to exploring effective models and measuring impact accurately.
- Regulatory support can enhance individual investors' capacity to channel capital toward sustainable initiatives.
- A holistic approach to assessment tools is needed to evaluate investments beyond superficial ratings.
- Investors should partner with trusted advisors to better navigate unfamiliar asset classes and make informed decisions.

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可持續發展論壇 2024

多元可持續發展方案 應對未來挑戰



主持人：PIE Strategy Limited 董事總經理及首席可持續發展顧問陳琦女士

專題討論

「可持續創效投資策略 邁向韌性未來」

重點

溢達集團夥伴關係發展總監莊珮珊女士

- 莊女士認為，環境、社會及管理 (ESG) 和可持續發展不應被視為額外成本，反而是長期投資。
- 投資於員工能增強企業的韌性，特別是在面對挑戰時，員工在危機時展示其忠誠度就是最例證。
- 強大的公司文化能促進團結，並加速轉型，因為員工受到激勵而積極貢獻。
- 實際案例顯示，善待員工能帶來穩定的營運，並使企業更快從業務中斷中恢復過來。
- 企業應對可持續發展項目宜設立高標準，並優先考慮長期目標而非短期利潤。
- 可持續發展原則的教育和認識，對於吸引員工參與和確保他們保持承諾至關重要。
- 在業務運作上與持份者保持高透明度的溝通，有助於建立信任，並促進更佳的投資決策。

L' Occitane Group 亞太區可持續發展區域總監朱慧珊女士

- 朱女士解釋，評估投資回報率 (ROI) 涉及在收入增長和節省成本之間通過可持續發展方式取得平衡。
- 把分銷從空運轉為海運可顯著地節省成本及減少碳排放。
- 讓所有部門參與可持續發展倡議促進互相協作的方針，並有助將此方針融入整體商業策略。
- 保留客戶的策略應與可持續發展的努力保持一致，以展示這些舉措如何助長業務發展。
- 鼓勵消費者詢問有關可持續發展實踐的問題，能促進企業的問題，並推動正面變革。
- 美容行業必須解決每日產生大量包裝的問題，並提供可持續的替代方案。
- 可持續發展聲明的真實性和透明度，對於建立消費者信任和推動市場需求至關重要。

香港正向投資公司創辦人區俊康先生

- 區先生指出，家族辦公室往往從長期的角度看待投資，這使他們能夠優先考慮可持續增長而非即時回報。
- 創效投資作為一種方式，有助在不同世代之間傳遞家族價值觀，促進年長與年輕家族成員之間的參與。
- 有關創效投資的對話，正從懷疑的態度，轉向探索有效模式和準確地量度影響的方向。
- 監管支持可以增強個別投資者將資本引導至可持續發展倡議的能力。
- 業界需要一種全面的評估工具來評估投資，而非僅依賴於表面的評級。
- 投資者應與值得信賴的顧問合作，以更有效地應對不熟悉的資產類別，並作出明智的決策。

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