



# Seminar 2: Application of Big Data Analytics on ESG Corporate Performance: A News and Social Media Perspective

Under the ITF project (GSP/033/22), the Research Centre for ESG (CESG) is pleased to host the SECOND seminar on Big Data x ESG. The seminar will begin with technical presentation on employing big data analytics and machine learning tools for ESG evaluation. 3D Python visualisations to understand the implications from ESG news and social media sentiment will be shown. Top 100 and Bottom 100 firms from the i-Composite Scorecard will be announced.

IT related professionals, government bodies, academics and students from all disciplines are expected to be inspired by this seminar and take proactive steps toward an increasing awareness of assessing corporate ESG performance through big data.

To register: https://forms.office.com/r/PG7EyG1SPb

Participants Will receive a Certificate.\*\*

Attendance (3 hours) after the event.\*\*

Hybrid Mode

Date Venue Time

15 Nov 2023 Rooms 1101-02, 11/F, Excellent Global Business

(Wed) Centre, Euro Trade Centre, 13-14 Connaught 2:15-5:15pm

\*\*Accreditation of CPD points/hours is subject to the final decision of respective organisations.

Road, Central

#### **Funding Organisation:**

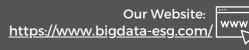


### **Supporting Organisations:**









Disclaimer: Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Innovation and Technology Commission or the Vetting Committee of the General Support Programme of the Innovation and Technology Fund.

## **PROGRAM**

Registration: 2:15-2:30pm

 Opening Remarks & Overview of ESG Rating Divergence: 2:30-3:00pm

By Prof Louis Cheng, Dr S H Ho Professor of Banking and Finance, Director of Research Centre for ESG, HSUHK

2. Demonstrating How to Use Machine Learning to Process ESG Sentiment Data to Capture ESG Performance: 3:00-3:30pm

By Ms Florence Li, Assistant Manager Fintech, HSUHK

3. Understanding the Design of Big Data Analytics on Measuring ESG Performance: 3:30-4:00pm

By Ms Vivi Hu, CEO of YoujiVest

Break: 4:00-4:15pm

4. Challenges of Evaluating ESG Disclosure of Hong Kong Listed Firms: 4:15-4:45pm

By Mr Hauman Yeung, Director of Sustainability, Ascent Partners

5. Analyses of i-Composite Scorecard (Top 100 vs Bottom 100): 4:45-5:15pm

By Prof Louis Cheng, Dr S H Ho Professor of Banking and Finance, Director of Research Centre for ESG, HSUHK

**End of Event** 

#### **Event Partner**



**Event Promotion Organisations** 









**Strategic Partner** 

