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香港恒生大學  
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OF HONG KONG



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ESG 研究中心  
RESEARCH CENTRE FOR ESG

# Expanding your career choices through ESG knowledge

**Prof. Louis Cheng**

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Director of the Research Centre for ESG  
The Hang Seng University of Hong Kong

**Mr. Cyrus Cheung**

Partner, ESG Services, PwC

Date: Feb 27 (Tue)  
Time: 3:00-4:30pm  
Venue: A401, HSUHK



事業策劃及發展部  
Career Planning & Development Section

Australia CPA Membership Benefit

# 10萬月薪招ESG專才？環境、社會及管治成大熱工種



## 工作日常：對事又對人 與各大高層打交道

作為一個ESG分析師，需要通過研究和數據分析，去評估企業的ESG表現：

- 「...收集和整理企業各種ESG資訊，如年報、可持續發展報告和新聞稿等。然後再將企業的ESG表現與同行和全球基準進行比較，從而識別企業的優勢和弱點。」
- 當整理完所有資料，還得親自與管理層開會，報告企業的整體ESG表現、相關的潛在風險和機遇，並提出具體的改進建議。

## 前景發展好：從初級分析師到政策制定

- 初入行可以成為ESG初級分析師，主要負責收集和**分析ESG**因素相關數據，...人工大約為月薪\$19,000 至 \$28,000。
- 當累積夠足夠經驗後，就可升做高級分析師，除了要做ESG評估，亦可為企業提供專業的意見，協助制定ESG政策，月薪可達4萬以上。
- 當你對行業生態有深入了解並擴大人脈後，便可挑戰成為ESG顧問或經理。



# 1. Understanding ESG Integration





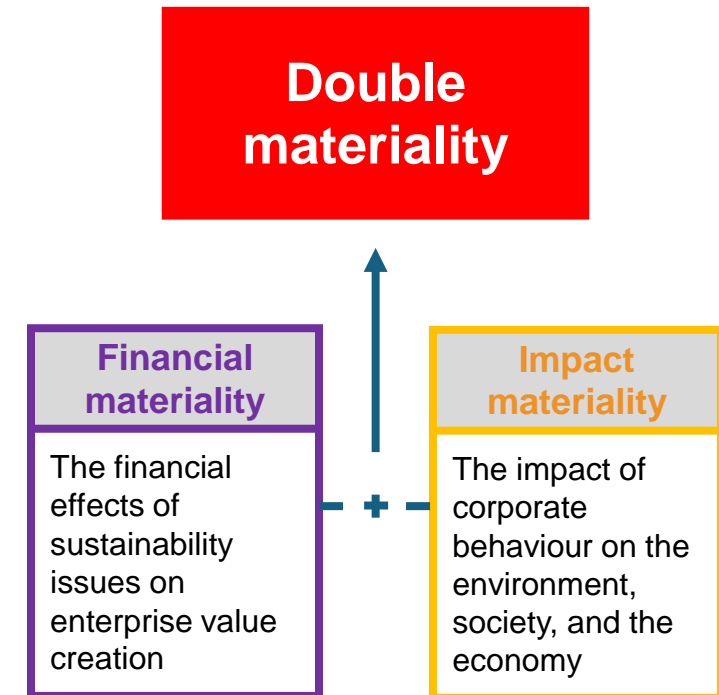
# 1. Understanding ESG Integration

## EMERGING TRENDS OF IMPACT INVESTMENT

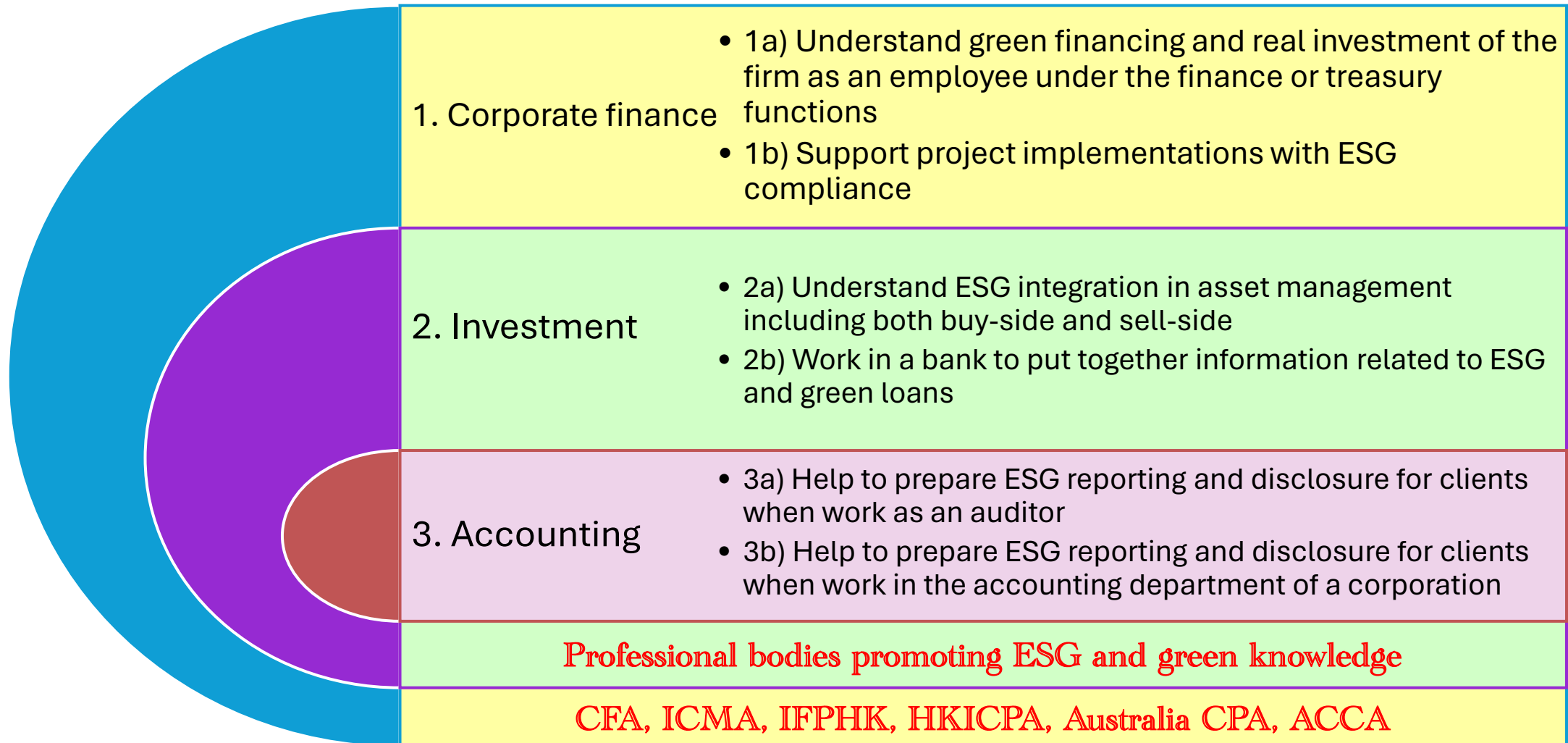
### Double Materiality

Clients should be advised to have a clear understanding of their own ESG preferences (i.e. E-pillar, S-pillar and G-pillar respectively) for their investment strategies and product choices. For institutional clients, the investment policy statement would document in detail how ESG should be integrated into the portfolio allocation and product selection process. The KPIs for evaluating the real impact and the financial impact (i.e. double materiality) should also be clearly specified.

- Explore and measure ESG profile
- Provide some quantifiable measure of ESG-integrated investment performance
- ESG integration at portfolio level and product level
- Agree on possible trade-offs and real impact of ESG performance



# ESG integration for business areas



#### 4. Marketing

- 4a) Promoting ESG and green achievement for the firm as a marketing strategy
- 4b) Advertising consultant designing ESG related materials for brand promotion

#### 5. HR

- 5a) Support employees' responsibilities in ESG related appraisal
- 5b) Design HR policies for compliance in employee guidelines

#### 6. Supply Chain

- 6a) Understand the ESG compliance requirements for upstream and downstream members in supply chain
- 6b) Data preparation for carbon emission of supply chain members to fulfill the requirements of green financing (e.g. Scope 3 emissions)

#### 7. Communication

- 7a) Effective communication strategy for ESG initiatives
- 7b) Social media coverage of ESG events: an investor relation perspective

#### 8. Social Science

- 8a) Public Policy: societal understanding and expectation of ESG
- 8b) For social service professional expanding social engagement under the ESG framework

## ESG integration for business areas

- ✓ Professional bodies in social sciences, supply chain, marketing have recognized the role of ESG in their job portfolio.
- ✓ For HR and communication, it is at the beginning stage.



Cyrus will share with you how ESG integration can be useful for career development in business sectors.



Mr. Cyrus Cheung  
Partner, ESG Services  
PwC

Cyrus is a Partner with over 17 years of experience in the Assurance and Environmental, Social and Governance (“ESG”) Services practices of PwC Hong Kong. He has extensive experience in assurance, capital market transactions, accounting advisory, internal control advisory, corporate governance advisory, risk management advisory and ESG advisory.

Cyrus has broad assurance experiences for companies in different scale, from start-up company to blue-chip conglomerate listed companies. Cyrus has involved in initial public offering for 10+ companies, including Budweiser which was the HK second-biggest fund-raised IPO in 2019, and multiple merger and acquisition transactions for the clients in Hong Kong, Mainland China and overseas.

Cyrus also specialises in sustainability advisory, corporate governance, risk management, internal controls and assurance. He helps clients to adopt reporting frameworks such as Global Reporting Initiatives (GRI) and the ESG Guide issued by the HKEX. He provided clients with solutions and recommendations on ESG risk assessment framework, governance structure and control procedures. Cyrus also has extensive experience in assisting the companies to formulate ESG strategy and set relevant KPIs, grasping the green and sustainable finance opportunities, conducting stakeholder engagement and materiality assessment, improving the companies ESG performance / ratings (e.g. MSCI, Dow Jones Sustainability Index, CDP), and conducting ESG data assurance.

Cyrus has delivered 100+ professional training and advice on sustainability to the companies from various sectors, including real estate, infrastructure, construction, conglomerates, ports operations, logistics and others. Apart from working experience, Cyrus is also keen on supporting the young generation. He is the mentor at the Hong Kong Polytechnic University and CPA Australia, and member of Junior Chamber International Hong Kong.



# Dialogue with Cyrus



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Host



**Mr. Cyrus Cheung**

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Guest





**FIN4014 Wealth  
Management Students  
(For both L01/02)  
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here**

