

# ESG and Sustainability in Asia: A BUSINESS STRATEGY



Advance your ESG knowledge, with  
**70 per cent** course subsidy under the  
Enterprise Sustainability Programme!



# About Us

Established in 2009, Eco-Business is Asia Pacific's leading independent media and business intelligence company dedicated to sustainable development and ESG performance. Our platform features high quality, trusted news and views in multimedia formats on business and policy developments around the world with a sustainability and ESG-focused lens. We provide research, training and consulting on a wide range of issues, which inform policymaking, improve business practices and foster collaboration among different sectors. Over the past decade, our stories and initiatives have gained international recognition and won multiple regional and international awards. We are guided by the sole objective of generating positive impact for society and the environment.

## Track Record

Eco-Business has an established track record of delivering capacity-building programmes for companies on a wide range of sustainability issues. We help businesses keep their pulse on ESG and sustainable development trends, upskill their employees and respond to the rapidly evolving business landscape to maintain competitive advantage. As subject matter experts on ESG and sustainability trends, Eco-Business has delivered numerous comprehensive and interactive training courses over the years.

## About Enterprise Sustainability Programme and the Foundational Course

The Enterprise Sustainability Programme (ESP) supports Singapore businesses to build capabilities in sustainability and capture new opportunities in the green economy. As part of the initiatives under the ESP, Enterprise Singapore has partnered industry players to conduct a series of ESP Sustainability Courses to help businesses build awareness and knowledge in sustainability.

The ESP Foundational Course aims to equip business leaders with basic awareness and knowledge of sustainability, and serves as a foundation for businesses seeking to build capabilities for the green economy and develop a plan for sustainability efforts. Participants are provided access to tools and resources to assess the current sustainability readiness and performance of their businesses.



# Course Synopsis

ESG issues have risen to the top of the corporate agenda in recent years as a confluence of factors from geopolitical tensions to climate change, supply chain disruption to rising stakeholder expectations dominate board room conversations.

With regulatory standards being raised worldwide, companies are also grappling with how to manage ESG issues and seek opportunities in this new business landscape.

## Course Outline

In partnership with Enterprise Singapore, ESG and Sustainability in Asia: A Business Strategy is an essential capacity building programme targeted at business leaders and professionals who want to deepen their knowledge and application of ESG strategies for business performance.

Led by our established and experienced sustainability advisors – Jessica Cheam and Junice Yeo – this unique two-day course will teach participants how to understand and implement ESG trends and frameworks, build organisational resilience, identify new business opportunities, and craft credible communication strategies to avoid potential greenwash.

This course features relevant case studies from Singapore and the Asia Pacific region across a wide range of industries and organisation sizes. Join us at our learning and innovation centre which provides the perfect setting for knowledge sharing, networking with peers and exchanging ideas.

ESG and Sustainability in Asia: A Business Strategy is part of the Enterprise Sustainability Programme, where 70 per cent of the course fee will be subsidised by Enterprise Singapore ([subject to eligibility](#)).

For employees of non-profit organisations, institutes of higher learning or government agencies who are not eligible for the Enterprise Singapore subsidy, they will be entitled to a 30 per cent discount by Eco-Business.







## Why Our Course is Unique

### Course Design

Curriculum integrates the latest ESG trends and global standards

### Delivery

By well-established and experienced sustainability advisors, Jessica Cheam and Junice Yeo

### Location

Hosted at a beautiful learning and innovation campus with plenty of natural light and at a convenient location

### Asian-Focused Case Studies

Our curriculum features Asian industry examples that are current and relevant.

### Responsible Communications

Learn how to craft a credible communications strategy and safeguard against greenwash

### Peer Networking

Invitation to join CSOxChange, a professional network for sustainability and ESG practitioners

## Key Learning Outcomes

Distinguish key ESG concepts and business trends, including the 17 UN Sustainable Development Goals, the circular economy and getting to net zero

Understand the fundamentals of sustainability reporting, ESG strategy and materiality, with an emphasis on global frameworks, such as GRI, TCFD, ISSB and B-Corp

Understand ESG risks and opportunities in business, and identify competitive advantages from sustainability

Learn about ESG integration to achieve business performance through measurement, disclosure, stakeholder relations and communications

# Who Should Attend?



This course is targeted at senior and mid-level professionals who want to deepen their knowledge on the latest business and ESG trends, and how to apply it in their job functions across strategy, sustainability, finance, risk management, operations, human resources, marketing, communications and more.

We also welcome all other participants across geographies to join the course to learn about how to integrate sustainability into their organisation, or as a refresher to keep updated on the latest sustainable development trends. and how they impact business and policy.

## Modules

<b>Module 1</b> Introduction to Sustainability and ESG	Introduction to sustainability and ESG concepts
	Global, regional and local trends and developments
	Understanding the business case for sustainability, its growing importance and how to implement it for business performance
<b>Module 2</b> Demystifying Net Zero, the Circular Economy and Why They Matter	Understanding net zero and circular economy concepts, how they intersect, and practical applications with a business lens
	Hands-on learning using a GHG emissions tool to calculate carbon emissions
<b>Module 3</b> Sustainability Materiality, Strategy and Communications	Introduction to materiality, and how it applies to businesses
	Overview of sustainability reporting, disclosure and certification frameworks (e.g. GRI, TCFD, ISSB, B Corp) and ESG data management
<b>Module 4</b> Managing Sustainability Risks and Opportunities	Understanding risk management from an ESG perspective
	Staying ahead of the curve: Identifying new market opportunities and competitive advantages arising from changes in global trends and market forces, particularly sunrise sustainability-driven sectors
<b>Module 5</b> Integrating Sustainability into Management Strategy	Integration of sustainability into business practice, through the setting up of effective policies and processes, board governance, senior management strategy, and stakeholder management
	Case studies of successful integration of sustainability strategy into business
<b>Module 6</b> Safeguarding Against Greenwashing	The 'shades' of greenwashing, with a spotlight on notable trends in Asia
	Responsible communications and safeguards against pitfalls, with unique insights from a media lens



### As part of the course, participants will also be entitled to the following tools and resources:

- Full training slides and recommended reading material
- Eco-Business newsletters on a range of topics and geographies
- Our bespoke sustainability self-assessment toolkit
- Thought leadership profiling and opportunities
- A one-time complimentary sustainability consultation for your organisation
- A Certificate of Completion issued by Eco-Business in partnership with Enterprise Singapore

### Course Structure

Course Duration	16 hours, with 5 modules covered over 2 days
Course Format	In-person (with hybrid capabilities)* / Virtual (subject to COVID-19 situation)
Course Fees	<b>Subsidised Course Fee:</b> <ul style="list-style-type: none"><li>• <b>S\$450 per person</b> (70% EnterpriseSG subsidy subject to eligibility criteria and prevailing GST)</li><li>• <b>S\$1,050 per person</b> (30% Eco-Business discount is available for employees of non-profit organisations, institutes of higher learning or government agencies. (Rates are subject to prevailing GST)</li></ul>
Class Size	20 to 35 pax
Location	Catapult Leadership Training Hub at Rochester Commons

**REGISTER NOW!**

### Eligibility Criteria for EnterpriseSG's 70% Subsidy

- Subsidised course fee of S\$450 (not inclusive of GST) per participant is only applicable to nominees from local companies<sup>1</sup> and trade associations (TACs)<sup>2</sup>
- Each eligible entity will be supported for up to a maximum of 3 participants for each type of ESP Sustainability Course<sup>3</sup>
- Each individual will only be supported once for each type of ESP Sustainability Course<sup>3</sup>
- The company or TAC is liable to make full payment for the course fees if it or its participants are found to be ineligible or fail to complete the course.

<sup>1</sup> Registered and operating in Singapore.

<sup>2</sup> TACs will need to fulfil the following criteria: a) registered with Registry of Societies (ROS) or Accounting & Corporate Regulatory Authority (ACRA); and b) defined as a non-profit organisation.

<sup>3</sup> There are currently three types of ESP Sustainability Courses: Foundational, Decarbonisation, and Sustainable Financing. Please refer to the ESP website [here](#) for the list of courses under each course type.



# Trainers



## Junice Yeo

Executive Director & Head of ESG Intelligence, Eco-Business



## Jessica Cheam

Managing Director & Founder, Eco-Business



## Ng Zhaoying

Research & Consulting Manager, Eco-Business

## Lead Trainer

Junice specialises in corporate sustainability in Asia, and currently leads research, advisory and training at Eco-Business. She was previously Director for Southeast Asia at global sustainability management consulting firm – Corporate Citizenship. A GRI-certified trainer (2015 - 2018), CFA Level 4 holder on ESG Investing and FSA Level II candidate for SASB Standards, she is a regular facilitator and moderator on key environment and social issues for organizations. She delivers board briefings on evolving ESG issues in Asia, and regularly mentors professionals across industries on ESG integration, disclosure and strategy.

She has two decades of private and public sector experience in China and Southeast Asia. She previously served in trade, tourism and investment functions at the Embassy of Switzerland, and Sino-Singapore Tianjin Eco-City. She has also led in global and regional brand communications efforts for the Singapore Tourism Board and at the French multinational, Danone.

## Co-Lead Trainer

Jessica is a regular columnist for national newspapers and is on the Board of Directors for Singapore-listed ComfortDelGro, one of the world's largest land transport companies, as an independent non-executive director. She chairs the Group's Board Sustainability Committee, and is a member of the Audit & Risk; and Digitalisation Committees.

She holds the CFA Institute Certificate in ESG Investing and the INSEAD Certificate of Corporate Governance. She is a member of the Singapore Institute of Directors (SID), and serves as its ESG committee member. She is also a member of the Institute of Corporate Directors Malaysia and the UK's Institute of Directors.

Jessica specialises in advising the Boards of a wide range of organisations on ESG strategy. She was a Singapore Press Holdings scholar and has been recognised in many regional and international journalism and sustainability awards, including Women of the Future Southeast Asia Awards, Gen.T List 2021 and LinkedIn's Power Profiles, and is frequently invited to speak at and host discussions across the globe on her areas of expertise.

## Supporting Trainer

Zhaoying supports research, advisory and training services on ESG and sustainability-related issues at Eco-Business.

Formerly from the public sector, Zhaoying is a recipient of the Singapore Sustainability Scholarship and has worked on a myriad of environmental issues across domains such as circular economy and environmental sustainability. This includes several key environmental policies and initiatives to help advance Singapore's sustainability agenda and climate goals.

Zhaoying graduated with a bachelor's degree (Highest Distinction) in Environmental Earth Systems Science from Nanyang Technological University and a master's in business administration from Quantec School of Business and Technology. She is currently pursuing a part-time Master of Science in Environmental Management at the National University of Singapore.