

Micro E-Learning Program

THE A TO Z OF SUSTAINABILITY



Online videos – available
for viewing from 19 June
2023



Option 1: RM1,500 per pax before SST

- Access to 26 videos on sustainability
- Take part in assessments at the end of each video segment

Option 2: RM2,000 per pax before SST

- Access to 26 videos on sustainability
- Take part in assessments at the end of each video segment
- Includes a 2-year sign-up on the ASB app that provides access to sustainability and ESG articles, infographics and write-ups.

Group Discounts:

For group discounts, please contact:

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Program Overview

Sustainability is a key consideration in today's world due to the urgent need to protect our planet and secure a better future for generations to come. With mounting environmental challenges such as climate change, deforestation, pollution, and resource depletion, adopting sustainable practices is not only a moral imperative but a practical necessity. Sustainable development seeks to strike a balance between meeting present needs without compromising the ability of future generations to meet their own needs. By embracing sustainability, we mitigate the impact of human activities on the environment, conserve natural resources, reduce greenhouse gas emissions, promote social equity and foster economic stability. It also encourages responsible consumption, renewable energy sources, efficient waste management and preservation of biodiversity for long-term wellbeing of our planet and its inhabitants.

This program is designed especially for companies where sustainability forms the backbone of the company's strategy; and where the tone from the top is to ensure that the sustainability message is understood and embraced by the everyone in the organization.

The A to Z of Sustainability is an interactive, micro-learning program that provides a broad but comprehensive understanding of the key elements of sustainability including the principles, practices and solutions. The learning is delivered via micro-learning segments in the form of **26 bite-size videos over the course of 4 months**. All in, the videos amount to approximately 4 hours of learning time. This unique learning opportunity allows for participant flexibility via learning-at-your-own-pace and time, and in small chunks. The aim is to equip participants with the knowledge and tools necessary to foster a sustainable mindset and make informed decisions in their personal and professional lives.

At the end of each micro-learning segment, there will be a quiz to assess the participants' understanding of the topic. For a small administrative fee, participating companies will receive reports with respect to their employees' participation ('views') and assessment scores. All participants will receive a certificate of completion at the end of the program.

Program Objectives

- The program seeks to enhance participants' awareness and knowledge of sustainability concepts, including environmental, social and economic dimensions.
- Participants will develop an understanding of the interconnectedness of global challenges and the importance of sustainable practices in addressing them.
- The program will empower participants to become sustainability game changers by providing them with some practical strategies, skills and resources and to start implementing sustainable solutions.

Who Should Sign-up

- Companies that want to cultivate a company-wide sustainability mindset.
- Students, professionals, entrepreneurs, policymakers, community leaders and anyone interested in gaining a broad, comprehensive understanding of sustainability and its practical applications.

Content Providers



Curtis S. Chin, a Milken Institute Asia fellow, is a former U.S. ambassador to the Asian Development Bank (ADB), an advisory board member of the Asian American Federation, and a media presence and voice on where East meets West—from business, trade and culture to issues facing the Asian American community. While on the ADB board of directors, Chin pushed for strengthened risk management and development efforts focused on people, planet, and partnership, particularly in Asia’s least-developed nations.

Through RiverPeak Group LLC, Chin now advises start-ups and impact investors in Asia, including Equator Pure Nature, an ASEAN-based, natural consumer products and cleantech pioneer; TAEI Partners of Southeast Asia; and the Dolma Impact Fund, the first international equity fund focused on Nepal.

Chin previously was a senior executive with Burson-Marsteller in the US, Switzerland, and Asia, where he oversaw the Beijing and Hong Kong operations. He has provided counsel to governments and businesses on ESG, stakeholder engagement, public affairs, corporate responsibility, crisis management, and market entry.



Helene Li is a seasoned management consultant and finance industry professional. She has held various senior management positions in Strategic Planning, Marketing and Branding throughout her career which includes tenure at global consulting giants, Boston Consulting Group and Willis Towers Watson.

Prior to founding Golmpact platform, developed to accelerate the adoption of Sustainable Finance, Helene was Managing Director and Head of Strategic Planning, Brand and Communications Asia Pacific for BNP Paribas Wealth Management, a role she held for 5 years. She also held similar positions at J.P. Morgan Private Bank and Swiss wealth management firm, Lombard Odier. In these capacities, she was instrumental in advancing the agenda of Sustainable Finance and Investments across a broad client base of family offices and asset owners.

Helene is a known Influencer and Key Opinion Leader in Fintech and Digital Transformation, recognized by Thomson Reuters Refinitiv as Top 5 in Asia Pacific, and globally a Top 2 Influencer in Sustainable Finance. She has received numerous accolades as Top 100 Women in Finance from FinTech Times, and Top 50 Hall of Fame Global Fintech Leaders. Golmpact platform has already forged partnerships with key players like Temasek Foundation, UNDP, Financial Times and Bloomberg since its inception one year ago.

A sought-after speaker and moderator at Fintech and Sustainable Finance forums, Helene graduated from the University of Hong Kong with a First Class Honors degree in English and Economics.



Hsu-sheng Wong has an extensive legal and finance background, having worked for over 16 years as a lawyer, investment banker and commercial banker. In his last banking role, he was appointed as Head, Financial Institutions at the regional headquarters of a major Middle Eastern bank and was subsequently appointed as Acting General Manager to manage the operations during the COVID crisis. Prior to joining Golmpact, he was a partner and course facilitator in a private equity and educational institute specializing in digitization, business transformation and sustainability.

A keen sustainability proponent, Hsu-sheng has been actively involved in developing ESG frameworks and operationalising them for practical application in the office and at home. He is a Senior Fellow (Sustainability) with the Singapore Institute of International Affairs and an Advisor (Sustainability) with TrueVA Capital.

He has attended the Yale-SOM Sustainable Finance and Investment program and the SMU Golmpact Impact Investing and Mega Trends in Sustainability program; and is a certified Green and Sustainable Finance Professional with the Chartered Banker Institute.

Hsu-sheng holds a Bachelor’s and Master’s Degree in Law from the University of Cambridge and a post-graduate Diploma in Singapore Law from the National University of Singapore.

REGISTRATION FORM

The A to Z of Sustainability
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Name	
Designation:	
Salutation:	
Company:	
Address:	
Contact Tel (Company):	
Contact Tel (Mobile):	
	<i>(mobile no of participant is mandatory to gain access to ASB Mobile App)</i>
Email Address:	
	<i>(email address of participant and not a representative)</i>
Name of Secretary:	
Contact Tel & Email Address:	

Payment

Asia School of Business is registered to charge Service Tax ("SST") for programs conducted in Malaysia under the laws of Malaysia (SST registration no.: W10-1906-32000062).

Payment should be made within **30 days** from the invoice date or in advance of the program date, whichever is sooner. Your place is only secured once payment has been received within this period.

- Cheques should be made payable to **ASB MANAGEMENT SDN BHD- FEES**
- For telegraphic transfer, kindly remit payment to **ASB MANAGEMENT SDN BHD- FEES** account number: **514150439951** at **MALAYAN BANKING BERHAD, JALAN RAJA LAUT BRANCH, 50350 KUALA LUMPUR**

Please send your registration form to fide@asb.edu.my

Please email a copy of the payment receipt to asbfinance@asb.edu.my

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