



MP

POLITECNICO DI MILANO
GRADUATE SCHOOL
OF BUSINESS

GOETHE
BUSINESS
SCHOOL
FRANKFURT
UNIVERSITY



SUSTAINABLE AND GREEN FINANCE IN EUROPE

**Training course on ESG investing
and sustainable finance**



CONTEXT AND MARKET SKILL GAP

Sustainable development has become a key strategic objective in public policy as well as in corporate decision-making. This overarching objective has been transferred to the financial markets as sustainable investment strategies. Financial markets and the key players therein are in the course of redirecting their resources.

They address more and more investment opportunities which fulfil the main criteria of sustainable investing, in particular with regard to environmental, social and governance aspects, i.e. which fulfil ESG criteria.

A better understanding of these processes, the underlying policies as well as the rating criteria applied in this context is decisive for decision makers on either side: the investor and the corporate side. The objective of this program is just this: to inform participants on the main motives behind the policy agendas along with regulatory frameworks of ESG and the implications for both market sides.

Therefore, the program addresses the very dynamic developments in this segment of financial markets and aims to provide participants with the necessary skills to cope and to keep up with this rapid development. It will equip participants with a better understanding of the main drivers of ESG investing as well as their purposes and thereby with a structured and comprehensive insight into the main aspects of ESG investing and sustainable finance.

ACADEMIC DIRECTORS



Marco Giorgino

Marco Giorgino is Full Professor of Financial Markets & Institutions and Financial Risk Management at Politecnico di Milano (since 2004). Since 1992 he has been teaching, first as Lecturer and then as Professor, “Global Risk Management” “Corporate Finance”, “Corporate & Investment Banking” in the MSc in Management Engineering at Politecnico di Milano. He also holds the position of Coordinator of the Finance stream in the MSc in Management Engineering at Politecnico di Milano and Senior Professor at MIP Graduate School of Business, where he is also Scientific Director of the Banking and Finance area and Chair of Finance in several MBA and Executive MBA, for Italian and international students, referring both to corporations and to institutions.



Uwe Walz

Uwe Walz is professor of economics at the University of Frankfurt/Main. He graduated from the University of Tübingen where he also received a PhD in economics. His main research focuses on venture capital and entrepreneurial finance as well as recently on ESG investing. He conducted his research also at renowned institutions such as the London School of Economics and the University of California at Berkeley. He has published widely in leading international journals such as the Journal of Banking and Finance, the Journal of Corporate Finance as well as the Journal of Business Venturing. He is the Academic Director of Goethe Business School's part-time Master in Finance program and the Deputy Scientific Director of the leading German think tank on finance and banking, the Leibniz Institute SAFE (Sustainable Architecture for Finance in Europe).

MIP

POLITECNICO DI MILANO



MIP Politecnico di Milano is a prestigious business school for talented graduates that aspire to a managerial career, and for companies that aspire to sharpen their business strategies. Created in 1979 as part of Politecnico di Milano, the most prestigious technical university of the Country, and a leading engine of technological research, MIP is today a not-for-profit Consortium Limited Company, accredited by AACSB, EQUIS and AMBA. At MIP we integrate cutting-edge science & technology with know-how derived from the world of business and consultancy, giving our students a unique blend of academic rigor and practical learning.

GBS



Goethe Business School (GBS) is the exclusive educational platform for business executives and professionals at Goethe University. Founded in 2004 and situated at the heart of Europe's financial center Frankfurt am Main, GBS offers a broad portfolio of part-time master programs and executive trainings at the interface of finance, digital transformation and pharma management. Campus Westend is "Germany's most beautiful campus" and headquarter of Goethe University Frankfurt, offering highly attractive and modern study conditions. If you are looking for a cutting-edge learning infrastructure with a distinctive international flair, then Goethe University's centrally located campus is the right place for you.

SUSTAINABLE AND GREEN FINANCE IN EUROPE

31st May 2022, online kick-off

What the participant is expected to learn:

- > Comprehensive understanding of objectives and key developments in sustainable finance
- > Sustainable finance as a risk management tool for corporates as well as investors
- > Main guiding principles of ESG taxonomies and the reporting of ESG scores

VALUE PROPOSITION

1.1. Certificate Program

This program aims to shed light on the overarching topics of ESG investing. In that respect it is the ideal platform for participants to get to know more about the status-quo of sustainable investments and ESG ratings and also about future trends as well as their spillovers for their organization and its strategies.

The certificate program will address these issues from the demand side (the corporate view) as well as the supply side (the investor view) in capital markets.

1.2. Strong Cooperation between MIP and GBS

The two partners MIP and GBS, which is the exclusive educational platform for business executives and professionals at Goethe University Frankfurt contribute complementary expertise as well as different angles on the same subject, from two main European countries. Being located in cities with a large financial sector community they are embedded in daily discussion on the subject of ESG finance. At the same time both business schools are deeply rooted in the academic community and hence are able to provide a long-term view on the subject. By joining forces they are also bringing together their vast and successful expertise in executive education in different fields, most notably in the area of finance.

In order to learn about different views on a crucial aspect of today's financial markets effectively, this program will take place at two European business schools, located in two different cities.

The "Sustainable and Green Finance in Europe" certificate program will be conducted by two experts in the field and complemented by a number of lectures by key experts from the industry and public sector.

KEY FACTS



DURATION
4 days



LANGUAGE
English



FORMAT
blended

STRUCTURE

- > **31st May 2022 afternoon:** online kick-off session (from 2:00 to 6:00 pm (CET))
- > **From 09th June afternoon to 10th June afternoon 2022:** in presence session on Campus Westend of Goethe University Frankfurt, Germany (from 2:00 to 6:00 pm (CET))
- > **From 23rd June afternoon to 24th June afternoon:** in presence session on MIP Politecnico di Milano Campus in Milan, Italy (from 9:00 am to 6:00 pm (CET))
- > **05th July 2022 afternoon:** online wrap-up (from 2:00 to 6:00 pm (CET))
- > **Program timeline:** 2 times 1,5-2 days with project work in-between

Participants are required to attend in presence at the least one of the on Campus sessions.

TO WHOM THE PROGRAM IS ADDRESSED

- > **Participant profile:** professionals from the financial or corporate sector who are or will be involved directly or indirectly with ESG matters
- > **Qualifications:** candidates with an undergraduate degree (i.e., bachelor or equivalent) and proof of relevant, finance-related post-undergraduate work experience of at least one year minimum
- > **Career Impact:** at the end of the program participants will receive a certificate indicating higher-level proficiency in the field of sustainable finance



PROGRAM CURRICULUM



ONLINE SESSION

SESSION 1

Introductory Overview

1. Agenda of ESG and introduction to ESG
2. Key motives and objectives behind ESG policies and ratings
3. Environmental policy agenda in Europe: status quo and future
4. Regulatory framework



DEMAND SIDE

SESSION 2

ESG from the company perspective

1. Corporate finance and risk management in the face of ESG
2. Environmental policies
 - i. Main objectives and instruments – status quo and challenges ahead
 - ii. Key players and institutions
 - iii. Main risk factors for corporates
3. Social policies and international value chains
 - i. Building blocks
 - ii. Main driving forces and challenges
 - iii. Main risk factors for corporates
4. Good corporate governance: objectives and concepts
 - i. Governance structure and codes
 - ii. Consequences of corporate governance models across the world
5. Best practice models for ESG
6. ESG and access to capital – consequences on costs of capital



SUPPLY SIDE

SESSION 3

ESG from the investor perspective

1. ESG Investment strategy
 - i. The market of sustainable finance both for equity and for debt and banks
 - ii. How to set up an asset management strategy based upon ESG factors
2. ESG factors
 - i. Main variables in the environmental area and how to assess them
 - ii. Main variables in the social area and how to assess them
 - iii. Main variables in the governance area and how to assess them
3. ESG rating
 - i. Different forms of ESG rating
 - ii. How to set up a score
 - iii. How to use the rating both for investment and for lending decisions
4. Green bonds and financial products
 - i. Focus on climate change
 - ii. Description of the main green financial products available on the markets
5. Non-financial disclosure and reporting
 - i. How to report ESG exposure
 - ii. Different forms of reporting



ONLINE SESSION

SESSION 4

Final wrap-up

1. Final considerations
2. Future trends and experiences from the field

ADDITIONAL INFORMATION

HOW TO APPLY

1. Visit the program webpage at www.goethe-business-school.de/en/green-finance-in-europe and complete the registration form
2. Once completed, applicants will receive a confirmation mail and must submit their CV for an eligibility check to: greenfinance@gbs.uni-frankfurt.de
3. Once MIP and GBS have checked the applicant's eligibility for the program, they will receive a timely notification.



Mr. Yue Yang
Goethe Business School
e-mail: yang@gbs.uni-frankfurt.de

Marketing & Recruitment
MIP Politecnico di Milano
e-mail: executive@mip.polimi.it

TUITION FEE

- > The individual participation fee is € 2.500 + VAT
- > **10% Early-bird discount** is applied to those who will register by April 30th, 2022
- > **25% discount** is applied to MIP and GBS Alumni
- > Group registration can be agreed for companies and institutions



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