

# Climate Clarity: Mitigating Greenwashing Risks in Green Markets

Programme Code: HGES00P25071

**17 July 2025 (Thursday)**  
**12:00nn – 2:00pm**



**HKIB ECF SFC**  
**CPD CPD CPT**

## Programme Outline

- Introduction of Strategic Greenwashing and Climate Washing Mitigation
- Origins of greenwashing, including its development alongside the rise of ESG investing and carbon neutrality initiatives
- Understanding the intersection of greenwashing and marketing with business risks in the financial sector
- The significance of addressing greenwashing issues to uphold the integrity of green finance frameworks
- The relevance of greenwashing to the financial sector, with emphasis on financial products
- Challenges to credible sustainability claims across the banking industry with reference to EU Taxonomy, article 8 and 9 and ESRS.
- Case studies and legal implications from major greenwashing and climate washing incidents
- Mitigation strategies and good practices to prevent greenwashing issues

## Speaker Introduction

The speaker is an energy economist and accomplished sustainability leader with a PhD from the University of Cambridge and an Executive MBA from Thunderbird School of Global Management, complemented by executive education at Cambridge and Harvard. As an Accredited Trainer of the UNDP SDG Impact Standards, he delivers board-level and executive education on climate risk, carbon neutrality, and green finance, etc. He is also the CEO of the World Green Organisation, advising governments, international organisations, and corporations on ESG strategy and sustainable development.

## Target Audiences

1. **Banking Practitioners**
2. **Compliance Officers and Risk Managers, ESG and Sustainability Managers, Finance Professions**
3. **HKIB Professional Qualification holders :**



## Programme Delivery

Virtual Classroom (Zoom)

Cantonese

## Application DEADLINE

10 July 2025 (Thursday)



**APPLY NOW!**

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