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MOSTADAM

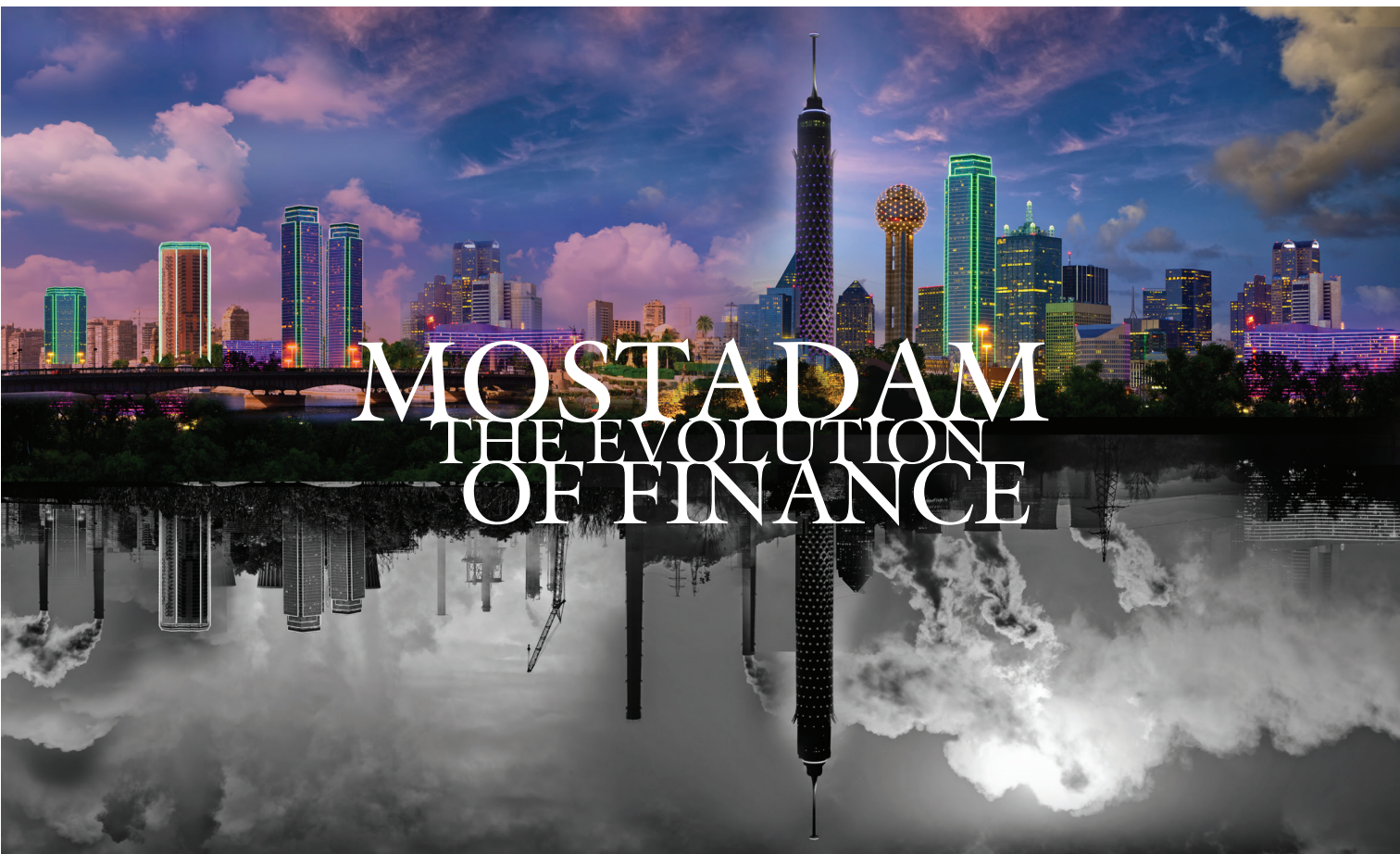
المتموّلين المستادام المصري
SUSTAINABLE FINANCE EGYPT

CERTIFIED TRAINING PROGRAM ON
SUSTAINABLE FINANCE



Introduction To Sustainable Finance

26th - 30th March 2017





What is MOSTADAM?

Following the 2008 financial crisis, the financial industry is brought face to face with its own inconsistencies and shortcomings. The industry is increasingly becoming disharmonious with social and environmental realities.

Realizing financial industry gaps, MOSTADAM, in response, was initiated by Arab African International Bank (AAIB) in cooperation with the United Nations Development Program (UNDP) and Egyptian Corporate Responsibility Center (ECRC) in 2014. It is focused on capacity building, advocacy and advancing sustainable products and services.

As new regulations, policies and structures emerge to ensure the intactness of the financial industry, MOSTADAM subsumes that the real evolution of finance lies in “Capacity Building”; changing the mindsets and revising the educational paradigms through progressive training modules. MOSTADAM enlists “Advocacy” as another area of focus. The structural limitations will be addressed if the right stakeholders - with a cut through understanding of the challenges and the remedies – are mobilized to fundamentally rethink the industry out of its current stalemate.

MOSTADAM

Is conceived in Egypt, purposefully growing to become a universal movement. It started from within the financial industry, triggered by the rising sense that the existing financial system is approaching the limits of its growth.



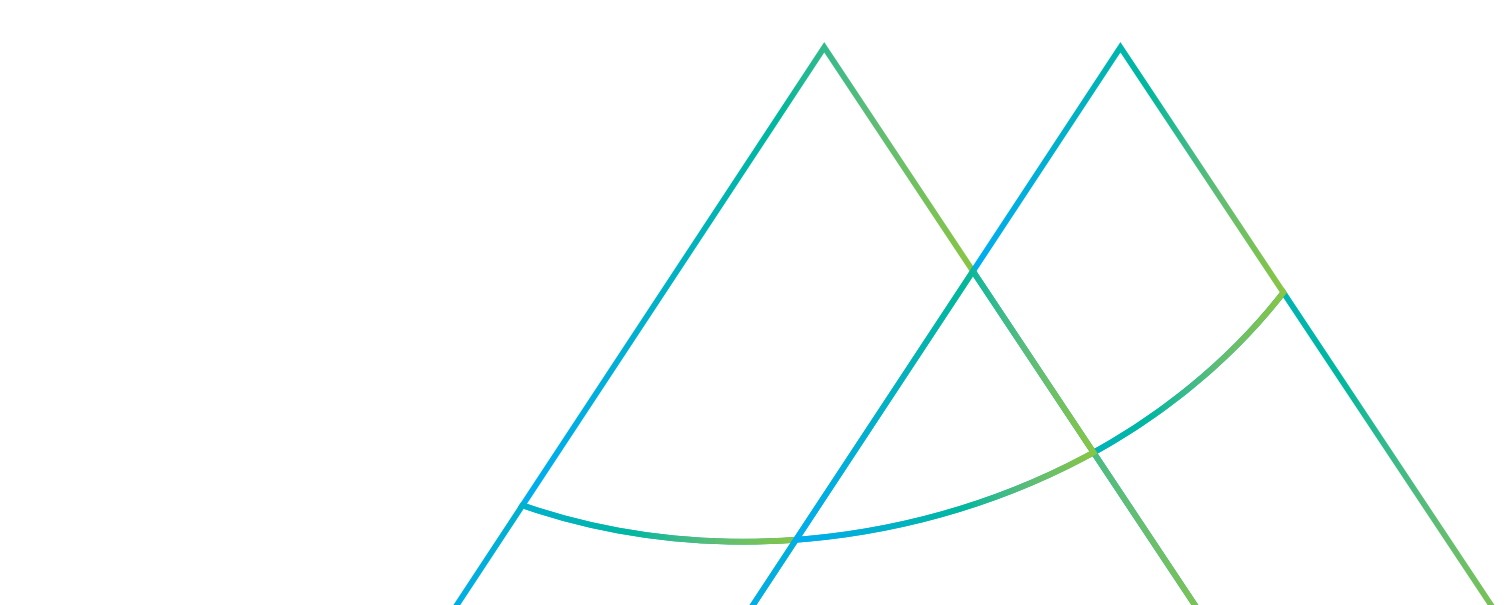
MOSTADAM

Empowers bankers and financiers to align the financial industry with a rapidly evolving world to generate new revenue streams and manage evolving risks. It aspires to rejuvenate the financial industry and to unleash new growth horizons.

First platform to enact sustainable finance in Egypt

MOSTADAM

Is the first platform to promote Sustainable Finance in Egypt and the MENA Region. Sustainable Finance aims at instilling the connection between (EESG) (Economics, Environmental Social and Governance) aspects within banks' core businesses, operations, policies and practices.



MOSTADAM

Seeks the transformation of the financial industry through



introducing state-of-the-art training programs in sustainable finance

enacting the right stakeholders in the right direction to drive the required impact and leverage the right synergies between finance, environment and the society

ensuring that financial products and services attend the environmental and social dimensions

Initiated in: 2014

The course provides the following:

- Sustainable finance & an introduction to sustainability
- CSR in the banking sector through a broad range of perspectives
- ESG reporting – the three elements of extra-financial reporting
- The history and development of SRI, with a focus on SRI methodologies and performance
- Expert viewpoints on CSR, SRI and sustainability in the financial sector
- Goals of inclusive banking will be analyzed
- A description of the constituent elements of a strategy for successful implementation. Case studies, from a variety of jurisdictions, will demonstrate negative and positive examples of indicators, methodology, goals, strategy and implementation. The Equator Principles will be described as an example of environmental and risk assessment in project finance
- Exercises to strengthen the participants' understanding of how these issues impact risk as well as, financial performance
- Participants will work on exercises, case studies and templates, fostering interactive learning
- Assisting participants in developing pragmatic tools for designing and implementing a successful inclusive finance program. Concepts and definitions will be presented, followed by an understanding of how indicators and methodology are assessed and quantified



Topics

- Environmental, Social and Governance (ESG) Indicators
- Assessing and Mapping ESG Risks
- Sustainability and Financial Performance
- Best Practice in Sustainable Finance
- Bottom of the Pyramid (BOP)
- Inclusive Finance (strategy, methodology, loan analysis, microfinance, micro-saving, & micro-insurance, ...etc)
- Integrated Reporting
- The Equator Principles (concepts, definitions, documents, institutions, case study in risk management)
- Corporate Social Responsibility (CSR) in the banking sector

Assessment Strategy


- Attendance and active participation in the in-person component of the training course – 20%
- Multiple choice question (MCQ) test administered on the last day of the in-person training course – 60%
- Completion of the assignment during the post-course work – 20%



Who should attend?

- Financial sector: middle and senior level managers in banking, capital market activities, and insurance
- Expert consultants engaged in clean energy, microfinance and sustainability reporting
- Financial sector regulators

Prerequisites

- Proficiency in English, written and spoken
 - Understanding of banking operations, corporate & retail
 - Ability to read, analyze and discuss case studies individually and in small groups
 - Ability to complete exercises and fill-in templates individually
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Benefits

Upon completion, all participants should have developed an adequate understanding of:

- The relevance and importance of sustainable finance
- The positive correlation between finance and social, environmental and governance issues
- The rising importance of the Bottom of the Pyramid (BoP)
- The new trends in funding clean energy projects
- The ability to fund micro-small and medium enterprises and entrepreneurs and develop business models for this purpose
- The broadening of the risk concept to include social and environmental risk assessment and risk management
- The concept of sustainability reporting

Course Provider: **Geoffrey Mazullo**

Geoffrey Mazullo, Principal, Emerging Markets ESG is a corporate governance professional, with 25 years of experience as an analyst, researcher, trainer and writer covering corporate governance; corporate social responsibility (CSR); environmental, social and governance (ESG) reporting; investor relations; socially responsible investment (SRI); and sustainability reporting in developed and emerging markets. He has analyzed the governance and investor relations practices of banks, financial institutions and listed companies in Canada, the Caucasus, Central and Eastern Europe (CEE), Egypt, European Union (EU)



member states, Japan, Russia, South East Europe (SEE) and the United States.

He has directly contributed towards promoting good corporate governance and SRI in Egypt as well as in emerging markets in the Caucasus, CEE, Russia and SEE. For example, while director of the USAID-funded Partners for Financial Stability (PFS) Program, he launched two regional surveys of listed companies “Investor Relations Online” and “Reporting on CSR.” Also, he contributed to the development of corporate governance codes in several CEE countries: Croatia, Latvia, Lithuania, Poland and Slovenia. During the past decade, he has designed and conducted training programs on corporate governance, CSR, ESG reporting and SRI in Egypt, Latvia, Poland, Romania, Serbia and Ukraine.

Mr. Mazullo is Chairman of the Evaluation Committee of the Baltic Market Awards, an initiative of the NASDAQ Baltic Exchanges to recognize best practice in investor relations. He is also Adjunct Professor at the School of American Law (SAL) in Poland and Ukraine. He contributes regularly to online and print publications. He is the author of the chapter “Responsible Investment in Eastern Europe” in The Routledge Handbook of Responsible Investment published in 2015. From 2010 to 2013 he published the expert interview series “Five Questions about SRI” on the Emerging Markets ESG internet portal. The research report “520 Insights about SRI,” published in March 2013, analyzes data aggregated from the interviews. It is cited in the CFA Course on ESG.

In autumn 2016, Emerging Markets ESG published an inaugural survey of reporting on CSR by the constituent companies of the Egyptian Exchange SRI Index. Since 2010, Mr. Mazullo has designed and conducted the following courses in Egypt: Best Practice in Corporate Governance Reporting (April 2016 and November 2012); Introduction to Sustainable Finance (November 2014); CSR and Inclusive Banking (June 2013); The Equator

Principles (May 2012); Inclusive Banking (May 2012); and Strengthening Transparency and Boosting Competitiveness through Effective Environmental, Social and Governance (ESG) Reporting (March 2010)

Mr. Mazullo holds a Bachelor of Science in Foreign Service (BSFS) from Georgetown University and a Master of Science from the London School of Economics and Political Science (LSE). In the early 1990s he worked as an analyst at both Institutional Shareholder Services (ISS) and Investor Responsibility Research Center (IRRC). Since then, he has worked in 21 countries. He speaks several languages: French, German, Polish, Serbo-Croatian and Russian.

Venue	Course Duration	Course fees	For Registration: send an email to mostadam@aaib.com or call +227912756 +22791262
Citadel Ballroom Four Seasons Nile Plaza	<ul style="list-style-type: none">• 5 days (March 26th-30th, 2017)• 80 Hour to be divided 40 hours in-person course and 40 hours individual work after the course	EGP 10,000 or USD 600 for non-Egyptians	



Why Sustainability & Why Sustainable Finance?

The term “sustainability” is broad and means many things to many people-biodiversity, conservation, ecological considerations, environmental issues, energy efficiency, long-termism versus short-termism, recycling, renewable energy, etc. At its core, sustainability is a concept that embraces two key elements: the interconnectedness of culture, ecology, economics and politics (as opposed to the dominance of one sphere, usually economics or economic growth, over the other spheres); and the promotion of this interconnectedness over time.

Sustainable finance is finance that considers more than today’s financial performance or “bottom line.” Whereas previously financial institutions had a narrow focus of operations and results (profitability), today a sustainable financial institution recognizes that extra-financial environmental, social and governance (ESG) issues impact both its operations and its financial results, both today and tomorrow. Furthermore, a sustainable financial institution understands that its operations influence society as well as a diverse universe of specific stakeholders: consumers, customers, investors, media, non-governmental organizations (NGOs) and regulatory authorities.

Sustainable finance recognizes a complex structure of internalities within and externalities surrounding the financial institution. Ignoring these factors evidences an inefficient, outdated and simplistic business model. Conversely, the careful analysis and effective management of these internalities and externalities brings both internal and external benefits to the financial institution.

Business Case for Sustainable Finance.

The collapse of the internet bubble, the attacks on 9\11\2001, the sub-prime mortgage crisis, the current financial crisis, the Arab Spring and the emergence of Brazil, Russia, India, China, and South Africa (BRICS) as well as other emerging markets challenge the validity of the shareholder-centric approach for all financial institutions. Simultaneously, the adoption of corporate governance codes worldwide, climate - related disasters, the emergence of risk management, the standardization of ESG reporting (ISO 26000 and GRI, et al), growing consumer / investor interest in sustainability, increased regulatory scrutiny of ESG issues and a wealth of studies analyzing the relationship between sustainability and financial performance have prompted a re-assessment and re-evaluation of the business case for sustainable finance. In addition to all of the above factors, increased competition worldwide and growing awareness about the finite supply of natural resources have led financial institutions to find ways to reduce costs, increase efficiency and promote innovation.

Sustainable Finance is a catalyst; it provides effective tools to achieve these dual goals of enhanced risk mitigation and holistic delivery of financial as well as extra-financial value. This is the business case for sustainable finance.







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