

*EMnet Working Group on Business and Sustainability*

**Enhancing ESG Strategies in Emerging Markets**

20 March 2024, 14:00-15:30 (Paris time), Webinar via Zoom

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In recent years multinational companies have scaled up their efforts to align with sustainable development goals in their operations across emerging economies, by promoting a number of actionable projects in close collaboration with governments and local communities. Furthermore, a renewed focus on energy security is putting pressure to accelerate the green transition and fuelling commitments to better integrate sustainability and climate-related objectives into business strategies and investments. In this context, the landscape of sustainable finance has experienced rapid expansion, with an increasing number of companies, institutional investors and funds embracing the Environmental, Social, and Governance (ESG) investment approach. However, despite the positive momentum, several hurdles, related in particular to the limited transparency and comparability of ESG methodologies and metrics, risk to hinder the full adoption of ESG strategies in emerging markets. This webinar aims to share insights on how to foster the integration of ESG objectives into investment strategies in emerging economies, by leveraging on sustainable finance and implementing actionable projects in local contexts.

14:00-14:15	<b>Opening Remarks</b>
14:15-14:45	<b>Accelerating Sustainability through ESG Finance</b>
	<p><i>OECD analyses underline that sustainable finance, including the increasing array of related financial products, is attracting the attention of investors, policy makers and other stakeholders, because of its potential to deliver long-term enterprise value that aligns with sustainability and climate related objectives. Nevertheless, a number of challenges still undermine and hinder the efficient mobilisation of capital to support sustainability objectives. These challenges include limited transparency and comparability of climate transition and ESG methodologies and metrics, as well as the difficulty of effectively integrating sustainability objectives into corporate strategies and across the value chains.</i></p> <ul style="list-style-type: none"> <li>• <i>What are the main challenges for ESG investment in emerging markets?</i></li> <li>• <i>How can more capital be mobilised and leveraged to support ESG-related investments?</i></li> </ul>
14:45-15:15	<b>The Challenge of Integrating Sustainability into Corporate Strategies</b>
	<p><i>Sustainability can support resilience when implemented across several areas of a business. It also directly or indirectly contributes to corporate strategies, which must include the company's contribution to more inclusive and sustainable economic development. Yet, more needs to be done to fully integrate ESG and sustainability objectives, including those linked to gender and diversity into corporate strategies.</i></p> <ul style="list-style-type: none"> <li>• <i>How can multinational companies better integrate sustainability and ESG related ambitions into their business strategies?</i></li> <li>• <i>What policies could help align business practices with sustainable development goals?</i></li> </ul>
15:15-15:30	<b>Closing Remarks</b>