

Connecting the dots Forum

MAY 21-29 2025 | MILAN, ITALY

BREAK-OUT SESSION EXCLUSIVELY FOR **ANDAF** AND **AIR**

Unlocking the Financial Value of Sustainability

Sustainability is not just about compliance, it's a core driver of financial performance. Yet many organizations still struggle to demonstrate their Sustainability Value Proposition (SVP) and show how they deliver measurable value.

This seminar explores how to monetize sustainability, particularly through sustainable products and services. Participants will gain actionable insights into developing a compelling SVP and learn how to leverage sustainability as a strategic instrument to unlock financial value.

TWO ALTERNATIVE DATES:

SESSION 1

MONDAY 26 MAY, 16-18.30
followed by an aperitivo

SESSION 2

THURSDAY 29 MAY, 16-18.30
followed by an aperitivo

LOCATION:

LUNDQUIST HQ

Via Privata Maria Teresa, 8
20123 Milano

Register: event@lundquist.it

- Audience: CFOs and Investor Relations Professionals. By invitation only.
- Keynote speaker and moderator: **Sasja Beslik**, Senior Advisor, Lundquist.
- Maximum 20 participants in each session - exclusively for **ANDAF** and **AIR** members.

AGENDA





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Unlocking financial value through a Sustainable Value Proposition (SVP)

In today's business landscape, sustainability is not just about compliance, it's a strategic imperative. Yet many organizations overlook a critical element: the Sustainability Value Proposition. When clearly defined and effectively communicated, the SVP can be a powerful driver of financial performance.

At Lundquist, we're working with leading international brands to shape and activate their SVPs - transforming responsible intent into real, measurable value. What is the process behind SVP and, more importantly, how to do you monetize sustainability?

In the current business environment, sustainability needs to become a crucial driver of both financial performance and shareholder value. This seminar presents a unique opportunity to delve into the intersection of sustainability and finance, providing you with the insights and strategies needed to harness sustainability as a competitive edge. Designed for a select, exclusive group of CFOs and IR managers, this reserved session ensures a high-quality, focused discussion that fosters deeper engagement and valuable takeaways.

Insights and Practical Strategies

Led by **Sasja Beslik**, an internationally recognized ESG investor and now Senior Advisor at Lundquist, this seminar will provide you with the tools and strategies to unlock the financial value of sustainability. More importantly, it will challenge you to think about how your company can harness this potential.

The interactive session will deepen your understanding of key metrics and indicators that integrate sustainability with finance, including Sustainability-Adjusted Return on Investment, Integrated Financial and ESG Performance Index, and Sustainable Economic Value Added (SEVA). Best practices will also be shared to illustrate these concepts.

Don't miss this unique opportunity to learn how to position your company as a leader in sustainability and drive long-term financial success. Register now to join us in exploring the transformative power of sustainability in the world of finance.

Attendance by invitation only, registration required.

Please RSVP by **Thursday, 15 May** by emailing event@lundquist.it



Sasja Beslik

Author, ESG investor and Senior Advisor, Lundquist

Sasja Beslik, a 30-year veteran of sustainable investing, collaborates with Lundquist in developing Sustainability Value Propositions (SVP) and supporting our clients on ESG strategies and communications. Sasja is also Chief Investment Strategy Officer at SDG Impact Japan and, among other senior roles in ESG investing, was previously Group Head of Sustainable Finance at Nordea for 10 years. He was awarded an Order of the Seraphim medal by King Carl XVI Gustaf of Sweden for his achievements in the field of finance and sustainability in Sweden. He holds a bachelor's degree in journalism and economics at Stockholm University and worked for several years as a war correspondent for the Red Cross and UNICEF among other organisations. Sasja co-authored "Where the Money Tree Grows: Invest Climate-Smart and Get Rich".



KEY TAKEAWAYS AND DISCUSSION POINTS

Financial Impact of Sustainability:

- Understand the financial implications of sustainability initiatives, including the impact of environmental regulations, resource efficiency, and sustainability-related risks.
- Learn how to analyse the costs and potential benefits of sustainability investments to optimize financial performance.

Sustainability Reporting and Disclosure:

- Discover best practices for integrating ESG (environmental, social, and governance) data into financial statements and disclosures.
- Ensure the accuracy and integrity of sustainability-related financial reporting to build investor confidence.

Sustainability-Linked Financing:

- Explore opportunities to access more favourable financing options, such as green bonds and sustainability-linked loans.
- Align your company's sustainability goals with strategic financing decisions to unlock new sources of capital.

Sustainability Risk Management:

- Identify, assess and mitigate sustainability-related risks, including climate change, resource scarcity, and reputational damage.
- Integrate sustainability risks into your overall risk management framework to enhance resilience.

Sustainability-Driven Decision-Making:

- Incorporate sustainability considerations into financial planning, budgeting and capital allocation processes.
- Ensure that sustainability is a key factor in your strategic initiatives and investment decisions.

Stakeholder Engagement:

- Engage with investors, lenders, regulators, and the community to understand their sustainability expectations.
- Communicate your company's sustainability performance and its financial implications effectively.

Sustainability-Oriented Incentives:

- Design executive compensation and incentive structures that align with your company's sustainability goals.
- Motivate senior management to prioritize and drive sustainable business practices.

THE BREAKOUT SESSION ON SVP IS PART OF THE:

Connecting the dots Forum

MAY 21-29 2025 | MILAN, ITALY

Where the future of
competitiveness,
sustainability and
communications converge

After 21 consecutive editions, the Lundquist Annual Seminar is evolving into the Connecting the dots Forum. This new format is designed to help you navigate today's increasingly complex landscape, where success depends on connecting competitiveness, sustainability and communications to create value and build trust. The Forum will centre around the main event, taking place on 28 May 2025 at Corriere della Sera's headquarters in Milan. Throughout the Forum, 10 exclusive breakout sessions featuring over 40 expert speakers will provide exclusive opportunities for in-depth discussions on key topics, idea-sharing and professional networking in a collaborative environment.

