

ESG for Client Advisors ESG-CA



Offer

Today, clients expect sustainable investment solutions from their financial service provider that are also attractive from a financial point of view. Sustainable investments are therefore an important trend, which is reflected in a growing range of products and strong inflows of funds. The inclusion of environmental, social and governance criteria (ESG criteria) in investment decisions requires financial professionals to have in-depth knowledge of the complex interplay of these ESG factors.

The ESG-CA course qualifies advisors to competently inform their clients about ESG and to suggest the right sustainable investment solution for them.

Benefit

- Targeted and effective continuing education in four modules in a well-structured format
- Attractive, interactive format with live online modules
- Participants are qualified to advise their clients on sustainable investment solutions in line with their needs
- Award of the AZEK certificate ESG-CA after successful completion of the advanced training course

Target Audience

The programme is aimed at financial advisors, client advisors, investment advisors, financial planners and specialists in support functions in client advisory services.

Learning Objectives

- Market overview (definitions, concepts, dynamics)
- Regulatory framework and trends
- Comparison of sustainable investment and climate strategies
- Needs-oriented consulting of clients
- Getting to know motives and types of sustainable investments
- Classification of sustainable investment products (active/passive)
- Assessing the quality and transparency of products

Content

Module 1: Market overview

Growth Market Sustainable Investments: Terms, Concepts, Classification

Sustainable investments have been showing above-average growth rates for years. What is behind this, how can terms and concepts be classified? Which factors lead to growth, why should banks and consultants deal with ESG criteria?

Module 2: Investment strategies / climate

What do ESG or sustainability strategies look like in concrete terms?

The implementation of sustainability or ESG criteria takes place via various investment strategies: The approach and the objectives of the respective approaches with their advantages and disadvantages are explained in detail. Due to the growing importance of climate change in the financial sector, different variants for the identification and reduction of climate risks as well as investment strategies for the promotion of climate-friendly technologies or companies are shown.

Module 3: Advisory focus

How can the different types of sustainable investors be advised professionally?

The importance of sustainability in investment advice is illustrated based on studies and the legal requirements. The focus is on the question of how the interest of customers can be evaluated and which motives for sustainability are in the foreground. Based on this, the argumentation for respective customer types is trained: Which advantages are particularly relevant, how can consultants address common prejudices or counterarguments? Various tools are presented for this purpose.

Module 4: Product perspective

Identifying, distinguishing and assessing sustainable investments

In addition to the basics of ESG ratings for the assessment of companies, the criteria for the classification of fund products are discussed. Quantitative evaluation grids as well as transparency and quality standards such as labels are presented. Concrete fund examples illustrate the range of the market and offer assistance in selecting the appropriate offer.

Format

Four live online seminars, each lasting 2 hours. The seminars are recorded and posted on the AZEK learning platform together with the associated presentations, including references and further reading as well as test questions for exam preparation.

Start and Duration

The course is organised twice a year, in spring and autumn. The dates of the seminars are published on www.azek.ch. Together with preparation and follow-up, the learning effort is around 20-25 hours.

Examination and Certificate

After the last seminar, an online examination with multiple-choice questions lasting 60 minutes must be completed. Successful candidates are awarded the ESG-CA certificate.

Languages

German or French

Costs

Online seminars incl. exam CHF 1'200

For more information and any further questions

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Lecturers



Dr. Ingeborg Schumacher-Hummel

Ingeborg Schumacher-Hummel has more than 20 years of experience in the field of sustainable investments. With her company Responsible Impact Investing she advises investors as well as financial service providers on the development and implementation of a sustainable investment strategy. She is a board member of the Forum Nachhaltige Geldanlagen (Forum for Sustainable Investments) and a lecturer in teaching and research.

After studying business administration and ecology, she worked for various banks in the development of the sustainable fund range or a responsible investing strategy. She has a PhD on the role of pension funds as active shareholders.



Angela de Wolff

Angela de Wolff has over 20 years of experience in Responsible Investment (RI). In 2007, she founded ConSer Invest, an independent sustainable investment solutions and responsible investing firm. Angela de Wolff was co-founder and first president of Sustainable Finance Geneva. She is a member of the Board of Directors of Banque Cantonale de Genève and of the "SIFEM" fund of the Swiss Confederation. From 2015 to 2020, she was Vice President of the "Swiss Sustainable Finance" platform.

Angela holds a master's degree in Economics from the University of Lausanne (HEC) and a financial analyst certificate (CEFA /CFPI).



Jean Laville

Jean Laville has been a partner of Conser Invest, an independent sustainable investment solutions company and Deputy CEO of Swiss Sustainable Finance, since 2012. He has been active in the field of responsible investment for over 20 years using quantitative tools to systematically screen the fund universe. From 2002 to 2012, he was deputy director of the Ethos Investment Foundation and before that asset manager at Banque Pictet in Geneva. Jean Laville is co-founder of Sustainable Finance Geneva and a member of its Board of Directors. He also teaches Sustainable Finance at universities, universities of applied sciences and business schools.

He studied economics at the HEC Lausanne and completed the PhD program at the Graduate Institute of International and Development Studies Geneva.