



**GLOBAL SUSTAINABLE
FINANCE CONFERENCE** | 2024

RESETTING SUSTAINABILITY

Unleashing the power of true value creation

21st to 22nd November 2024



INTRODUCTION

Driven by the mission of making business sense of sustainability, this year's conference will focus on how financial institutions generate profits through creating unique value propositions for the customers and leading social and ecological action in the markets in which they operate.

This is a paradigm shift from the understanding of sustainability as a side activity to sustainability as the core business of financial institutions.

Against the above backdrop, the conference will address the role of financial institutions in the changing regulatory and market environment, discuss how to embrace and benefit from true and holistic sustainability, refrain from impact washing and turn sustainability from a buzzword to the engine of sustainable business growth.


CONFERENCE THEMES


Creating a Sustainable Economy: The Profitable Business of Financial Institutions

As the stakeholders are demanding a more meaningful role of the financial institutions in economic development, the conference will discuss a comprehensive and highly practical framework to create truly sustainable and future-proof institutions - *those that boost their profitability through fulfilling their due role in creating a strong economy that delivers high social and environmental value.*

It will focus on making sustainability the core business of financial intermediaries as opposed to voluntary undertaking which fully focuses on reporting few social and environmental actions. These actions have proved to deliver very limited and short-lived impact (if any) and pose legal and reputational risks as organizations come under greater scrutiny by regulators, customers and other stakeholders.

Since the prevailing sustainability actions are also generally delinked with the services that financial institutions provide, they fail to contribute in mobilizing capital at scale, deploying it for sustainable impact and improving customer experience. In the absence of a clear business case and a business strategy that capitalizes on sustainability, such actions do not lead to enhanced profitability and as a result fail to get the top management commitment on a long-term basis.





Therefore, the conference will examine serious and practical measures that are urgently needed to change the understanding and implementation mechanism of sustainability from an add-on or 'nice-to-have' and essentially a cost centre to making sustainability the institution's profit enabler.

It will explore how creating impact can become a powerful source of solid business growth and sustained organizational success.

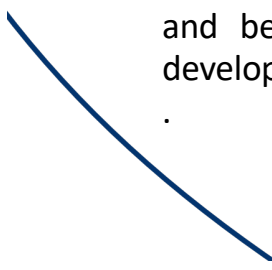
Such a groundbreaking shift towards true sustainability will make financial institutions the key partners of their stakeholders, including their governments, in addressing the major social, economic and environmental challenges that the countries face today.

In addition, the conference will investigate how financial institutions can profitably align their business with the mandate and responsibilities of the central banks to achieve macroeconomic stability. This alignment, which is yet another breakthrough to be discussed during the conference, is a key prerequisite for driving sustainable development and it is indispensable for creating a profitable, resilient and safe financial sector, because its soundness depends on the performance of the national economy.

From Impact Washing to True Sustainability

The conference will emphasize on the need to urgently move away from selective and limited actions for social or environmental good while neglecting overall negative impacts on the society, economy and environment. The practices of this nature also expose the institutions to rapidly growing risks of greenwashing and often without any financial benefit.

The event will highlight how through their services and operations, the financial institutions can profitably help create a prosperous and inclusive society, drive economic development, protect the environment and play a leading role in combatting climate change. It will demonstrate how financial institutions can embrace sustainability as a business proposition (not as a voluntary undertaking) and be the leading forces for green economic transformation and inclusive development in the countries and territories of their operations.





Creating Demand for Genuine Sustainable Finance

Identifying businesses and projects that generate profits through delivering goods or services that create value for the customers and society, support local economic development and does not harm the environment or lead to climate change is a daunting task. But in the absence of such undertakings in the market at the required scale, it is impossible to green the loans, advances and investment portfolio. As a result, mobilizing funds under the label of social, environmental or climate finance is highly questionable and can also be construed as greenwashing.

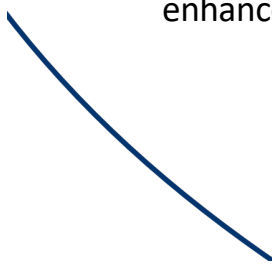
Therefore, the absence or lack of availability of opportunities to finance truly sustainable ventures is perhaps the biggest challenge facing any serious financial institution that raises funds for investing in and lending to enterprises and projects for creating sustainable impact.

Against the backdrop of this phenomenal challenge, the conference will unveil a breakthrough solution to generate demand for genuine sustainable finance. It will demonstrate an innovative and cutting-edge solution that enables financial institutions to create a powerful portfolio of businesses and projects that are profitable through solving problems of their communities, addressing environmental and climate challenges and providing the world with answers that make lives better.

Revolutionizing Capital Mobilization and Deployment

The conference will highlight the exponential and speedy changes that are sweeping across the globe and how the social, economic and environmental challenges, and the disruptive technologies are rapidly reshaping every sector of the economy and throughout the world.

To this end, it will feature a landmark solution that will revolutionize mobilization and deployment of capital at mass scale. The delegates will examine how financial institution can diversify their sources and destination of capital, expand customer base, redefine customer engagement with hyper-customized experiences, turn competition into partnerships for sustainability, maximize asset utilization and enhance shareholder value through delivering impact.





THE AUDIENCE

CEOs and Members of the Executive Committees who are ready to be the futuristic leaders and passionate professionals committed to position their institutions as leaders in financing the future today are invited to send their expressions of interest to attend this year's conference. They need the resolve to reset banking and finance, sincere in making sustainability their business, determined to distance their institutions from green or social washing and ready to lead change from the front.

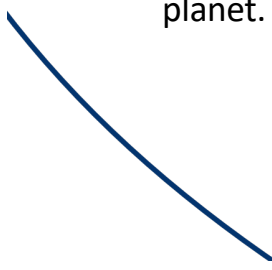
NB: To ensure highly result-oriented and successful conference, the delegates are selected on the basis of applicable criteria, which includes their relevance, decision making capacity or influential role to shape the future of their institutions, and how each institution represented at GSFC can potentially benefit from and contribute to the discussions and the anticipated outcomes. Please note that the seats are limited and only institutional nominees will be invited to attend this event. The organizers reserve the right of admission.

ABOUT THE GLOBAL SUSTAINABLE FINANCE CONFERENCE (GSFC)

It is a global forum that is focused on innovating banking and finance for a sustainable world. The conference distinguishes itself through its exclusive focus on highly practical, implementation-ready and breakthrough solutions rather than general discussions.

The conference was conceived in 2009 in the aftermath of the global financial crisis and has been held annually since 2011. It is one of the oldest and well-established premier international platforms in the world for discussing true sustainable banking and finance.

This high-level annual event draws participation of key stakeholders for sharing cutting-edge ideas to modernize the financial industry. It focuses on injecting holistic sustainability in the financial sector and unleashes the power of disruptive business models and technologies. The conference aims to make the financial sector a powerful force in creating an economy that is good for the people and planet.





SUSTAINABLE FINANCE AWARDS

Financial institutions and Presidents/CEOs with significant contributions to the field of sustainable banking and finance will be honoured in a ceremony to be held during the conference. The awards aim to:

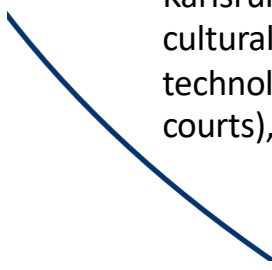
- Provide recognition to financial institutions that have successfully embedded economic, social and environmental sustainability into their organizational culture;
- Honour organizations that have made outstanding contributions in the field of sustainable finance;
- Acknowledge and recognize Presidents/ CEOs who have distinguished themselves as leaders in sustainable banking and finance;
- Stimulate the interests of financial institutions and other stakeholders in integrating sustainability in their business strategy; and
- Promote the growth of sustainable financial instruments and markets worldwide, particularly in the fields of green finance and investments, financial inclusion and social finance, green equity and venture capital and holistic integration of sustainability in the financial institutions.

KARLSRUHE: THE CONFERENCE LOCATION

The conference will take place in the city of Karlsruhe in Germany. It is located on the Rhine River between the mountains of the Palatinate, the Vosges and the world-renowned Black Forest.

Karlsruhe enjoys excellent air, rail and road links. Frankfurt International Airport, which is one of the world's largest airports, is just an hour away by direct train. There are high-speed trains running between the airport terminal and Karlsruhe Main Station. For more information on timings and platform numbers, please visit the website of German Railways. The city is located at the intersection of the major Autobahn (German motorway) A5 and Hamburg-Karlsruhe-Basel A6/A8 (Paris).

Karlsruhe is a cultural centre. It is home to several museums, including the largest cultural history museum in the region. It is also known for innovation and technology, a strong economic base, German Justice (home to Germany's highest courts), and above all for being a green city.



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