

International  
Sustainability  
Forum

# International Sustainability Forum

2022

OCTOBER 6

I'M FOR  
SUSTAINABLE  
FUTURE

**ASDE** ASSOCIATION OF  
SUSTAINABLE  
DEVELOPMENT  
EXPERTS



**UKRSIBBANK**  
BNP PARIBAS GROUP

# About Us

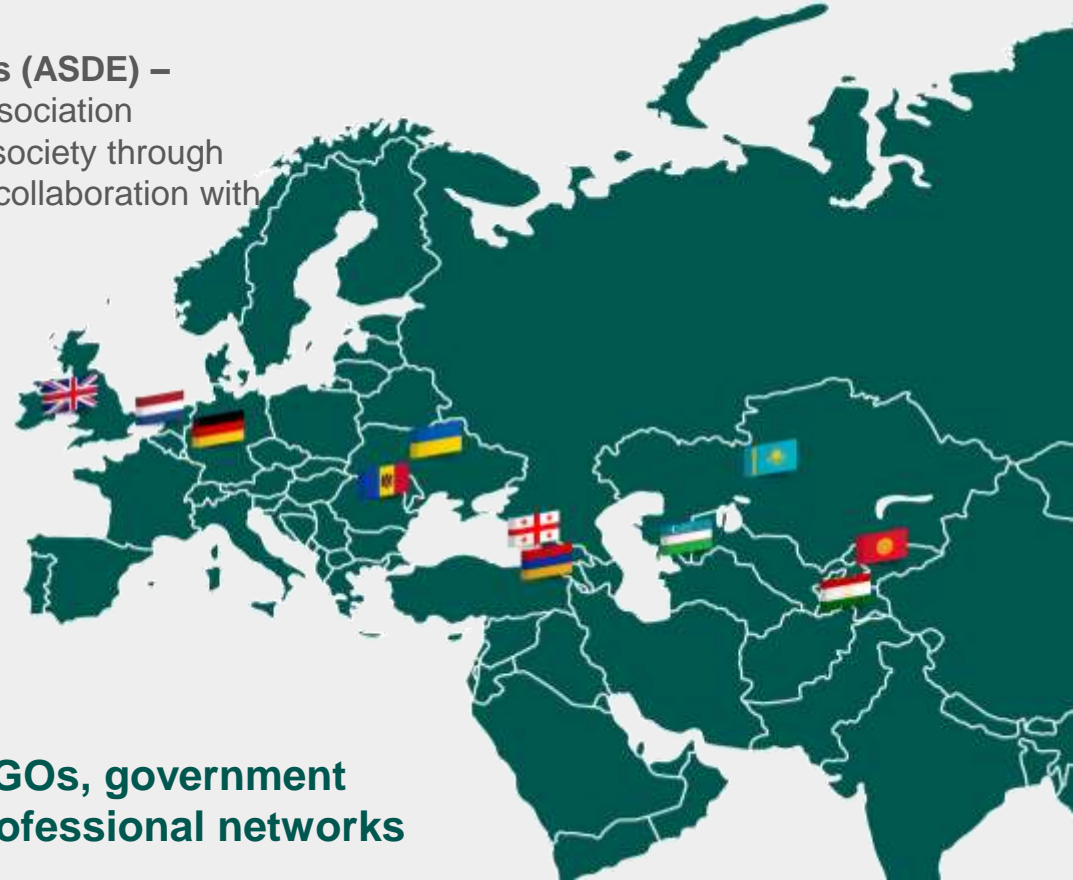
**Association of Sustainable Development Experts (ASDE)** – an independent, not-for-profit, non-governmental association established to promote a culture of sustainability in society through advocacy, education, international cooperation and collaboration with businesses and with the public sector.

**ASDE** creates an ecosystem of partnership, promotes sustainability through our projects and initiatives, experience and knowledge exchange.

We strive to build green economy and sustainable civil society.

**50 + international experts**

**30 + organizations (universities, NGOs, government agencies, local authorities, professional networks and business associations)**



# Background

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Created in 2020, ASDE prioritized **trainings and networking** to help businesses introduce ESG principles in the strategy and operations, to clarify how to implement SDGs and Paris 2015 global sustainability agenda in Ukraine and Eastern Europe and Central Asia.

The **COVID-19 pandemics** brought new challenges. ASDE helped its members to navigate the COVID lockdown and to help rebuild their supply chains. We focused on building corporate strategy based on ESG principles to ensure robust and quick post-pandemic recovery.

In February 2022, when Russia attacked Ukraine, ASDE mobilized its members and partners to **tackle the following challenges:**

- Assessment of environmental and social impacts of war on Ukraine: what is the new baseline?
- Support to Ukrainian small and medium enterprises (SMEs) : what are their needs?
- Food security and agribusiness: how to navigate the war and post-war recovery?

Last six months showed us, that **the ecosystem approach** is a cornerstone for successful economic recovery and for keeping on track towards the net-zero carbon dioxide emissions by 2050, while delivering energy security, social cohesion and green transformation.

# General concept of the Forum

**Mission** - Enable a functioning regional sustainable business ecosystem for economic recovery and development on the principles of sustainability

## Value proposition

- Form international network and ecosystem partnership in the field of green economy transition;
- Involve highly qualified international and local experts on sustainable development and investments;
- Provide global experts-practitioners with business tools on how to remain sustainable in the face global challenges, how to find necessary financing and resources to restore and restart businesses;
- Connect local businesses with representatives of international development banks and companies;
- Create a platform on global financial methodologies and practices that will help to find the necessary resources for the recovery, adjustment and development of activities not only for Ukrainian business during the war and the post-war period, but also for businesses in other fragile and post-conflict countries

## Objectives

- Ensure broader awareness raising on sustainability and ESG among regional companies
- Solidify engagement of selected forum speakers and help them tailor their message to the interests of the target
- Help adjust the Ukrainian Forum agenda to new emerging needs of the target audience on the topic green recovery transition.
- Build a community of practice on best sustainability practices and on access to green finance tailored to regional business recovery needs.

# Forum 2022

Networking event open to all Ukrainian businesses.

Objectives: discuss outcomes of the feasibility study of the Ukrainian SME needs. Outline priorities for the Sustainability Recovery Facility and specialized panels related green economy transition in VUCA world.

**Participation:** free of charge

**Date:** October 6, 2022. (9 a.m. till 5 p.m. Kyiv time)

**Venue:** Opera Hotel

**Audience coverage:**

- Offline: only by invitation (speakers and partners)
- Online: no restrictions.

**Target audience:** TOP managers, representatives of financial structures, banks, private and public companies, representatives of authorities, public organizations.

**Site of event:** <https://asde.org.ua/forum>



# Participants

- Leading Ukrainian and international organizations and associations
- Ukrainian banks and financial institutions
- International development banks
- Governmental agencies
- State enterprises and private companies

## Partners :



MINISTRY  
OF ECONOMIC DEVELOPMENT  
AND TRADE OF UKRAINE



Національний  
банк України



European Bank  
for Reconstruction and Development



# Agenda

## Panel 1: Policy dialogue — ways of recovery

*Embassy of Germany*

*Embassy of Netherlands*

**Stephan Thomae**, Member of the German Bundestag, Parliamentary Secretary

- **Oleksandr Hryban**, Deputy Minister of Economy of Ukraine, **Ministry of Economy**
- **Arsen Makarchuk**, Department of Strategy and Development, **National Bank of Ukraine**
- **Olena Voloshyna**, Head of the **International Finance Corporation** in Ukraine
- **Olena Maslyukivska**, Chairperson on of the Supervisory Board, **ASDE**, Coordinator **EU4Environmet**
- **Philippe Nicolas Charles Dupuch** Chairman of the Management Board, **UKRSIBBANK BNP Paribas Group**
- **UNDP - TBC**
- + *key business representative*

**Moderator – Andryi Dlygach**, Founder and Head of Advanter Group, business strategist, visionary, Doctor of economics, Professor of business schools





## Panel 2: Corporate governance and integration of sustainability principles within global threats

- **Iryna Papusha**, Board member, **ASDE, Nova Poshta, UCGA**
- **Yuliya Holodkova**, ESG Officer, Team Leader, ECA ESG Advisory Program, **IFC**
- **Ihor Olekhov**, partner, head of banking and financial practice, **CMS Cameron McKenna Nabarro Olswang**
- **Yuliya Kyrychenko**, member of the Board; Co-chair of the Council of the Resuscitation Package of Reforms, Centre of Policy and Legal Reform, Ukraine
- **Anna Zakharash**, director of communications, **KYIVSTAR**
- **+business**

**Moderator** – **TBC** (**Jeroen Ketting**, Head at **Liveline Ukraine**)







### Panel 3: Financing and investments in the conditions of war and the post-war period

- **Yanina Olkhovska**, Director of Communications, CSR and Engagement, **UKRSIBBANK BNP Paribas Group**
- **Yuliya Shevchuk**, Head of Representative Office in Ukraine, Chief Investment Advisor at Nordic Environment Finance Corporation, **NEFCO**
- **Andreas Beckmann**, Director of **WWF Central and Eastern European Program**
- **Oleksandr Sushchenko**, Team Leader, Coordinator of the Energy and Environmental Protection Project Group, **UNDP**
- **EBRD – TBD**

**Moderator – Tatjana Gerling**, Board member, ASDE





## Panel 4: Green economy transition via sustainable recovery in the new geopolitical reality

- **Serhiy Porovskyy**, Principal Expert on Energy Efficiency Financing and Policy, **UNIDO**
- **Oleksandr Dombrovskyy**, Vice-President, President, **MHP Eco Energy**, Chairman of the Board of **Public Union Global 100% RE Ukraine**
- **Robert Adamczyk**, ESG Advisor at EBRD, Associate Director, ESG focal point and Sector Lead Heavy Industry and Power, **EBRD**. Member EFRAG expert working group on CSRD and **EU Platform for Sustainable Finance**
- **Andrii Hunko**, PhD, Project coordinator, Best available techniques (BAT) for Ukraine, **GIZ**
- *Deputy Chairman of the Verkhovna Rada Committee on Environmental Policy and Nature Management*

**Moderator** – Alina Sokolenko, Head at ASDE, CEO at AVgroup – sustainability consulting

+ research presentation of business needs, that was performed by ASDE in line with a project Sustainability Recovery Facility

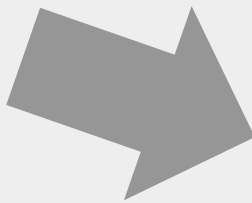
\*\*\*In order to effectively hold the event, the program will change depending on the format of the speakers' participation



# Media plan

## Traditional approach

PR promotion (press-realizes,  
post-realizes, web content,  
promo advertising, targeting)  
Press-approach



## + Capacity building

Project “**Expert talks**” - Video production on YouTube.

Program focuses on discovering main topics of the Forum. Studio recording.

Proposed topics for pilot projects:

- Transition to green economy
- ESG vs Sustainability
- Energy efficiency
- Green financing
- Corporate governance



# Our contacts

## Web-site:



## Contacts:

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Kyiv, 04070

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## Social Media:



**[@ASDEcommunity](#)**



**[@asde\\_community](#)**



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