

A Business-Education Partnership to Promote ESG Education Initiatives

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Growing recognition of ESG's importance in the business sector is driving increased demand for ESG talent, with some industries even experiencing shortages. However, the education sector has limited knowledge about ESG job positions and their prospects. CLAP@JC addressed the gap by organizing an ESG seminar for teachers. The seminar aimed to improve teachers' understanding of ESG, help them advise students on careers in the field, and support educational initiatives to develop ESG talent.

Interpreting ESG Industry Trends and Career Opportunities

The online seminar, themed "Sustainable Development/ESG Industry," attracted 25 teachers from various secondary schools. The guest speaker was Emily Ng, a school Enterprise Advisor (EA) and Senior ESG Manager at ANTA Sports Products Limited, who has ten years of experience in ESG work. The seminar featured a clear distinction between ESG and CSR. She then discussed ESG's importance in today's business world, its effect on corporate branding, and industry trends in Hong Kong, mainland China, and internationally. Emily discussed ESG job opportunities and promotions. She detailed the necessary VASK (Values, Attitudes, Skills, Knowledge) to help teachers understand ESG career planning



ESG Education: New Directions and Inspiration for Scholars and Teachers

Emily's presentation inspired several professors from The Education University of Hong Kong who attended the seminar. They believe that career development in ESG deserves to be included in research areas and might strengthen into one of the teaching methods for HKBM and VASK in the future. This EA sharing not only provided teachers with guidance on advising students on ESG career planning, but also became an opportunity to advance ESG education initiatives. We hope to implement this further at the educational policy level, laying a foundation for future ESG talent cultivation.