



Swedish  
Society of  
Financial Analysts



EFFAS THE EUROPEAN FEDERATION  
OF FINANCIAL ANALYSTS SOCIETIES

## INTEGRATING ESG INTO ANALYSIS AND INVESTMENT PROCESSES

A Gold Course from the Swedish Society of Financial Analysts, SFF

*For the second time; SFF and EFFAS jointly invite professionals to learn more about the importance of corporate responsibility factors for financial valuation of companies. In this training course in Sweden, interested parties are offered a program covering both academic perspectives and best practices.*

The first course was offered last autumn and received very good grades by the participants. Many interested could not go at the time the course was offered and have asked for a second session. It will be held March 26<sup>th</sup> in Stockholm.

The course is targeting financial analysts, investment managers and investor relations' executives. These professionals are increasingly working with extra financial information regarding corporate performance. Integration of environmental, social and governance factors is becoming increasingly important in investment analysis amongst mainstream investors.

However, many professionals are still not used to incorporating this type of information in traditional valuation models. This has led SFF and its parent organization EFFAS – the European Federation of Financial Analysts Societies – to become involved in this field, offering recommendations, guidance on value creating KPIs and training opportunities.

Speakers are academic researchers connected to the MISTRA research program, in addition to experienced practitioners. The program will provide an insight into the business case of integrating ESG information in financial analysis and tools for integrating the ESG factors in practice by adapting existing mainstream valuation models.

Participating speakers are amongst others Felix Schnella and Ralf Frank from EFFAS Commission on ESG, Henrik Nilsson from Mistra, Gunilla Hjalmarsson from meta asset management, Anna Nilsson from Swedbank Robur and Patrik Isaksson from SCA. Tommy Borglund from Halvarsson& Halvarsson leads the course jointly with Lars-Olle Larsson from PricewaterhouseCoopers.

**Date:** March 26, 2010

**Venue:** PricewaterhouseCoopers' offices at Torsgatan 21 in Stockholm

**Price:** 4.900 SEK + VAT.

**RSVP:** Before March 10, to [ase.lyngstad@se.pwc.com](mailto:ase.lyngstad@se.pwc.com)

**Literature:** CSR From Risk to Value; Studentlitteratur and PWC. SFF Recommendation on Corporate Responsibility. EFFAS; ESG KPI

## PROGRAMME:

- 8.30 Gathering and coffee**
- 9.00 Introduction**  
Lars-Olle Larsson & Tommy Borglund
- 9.10 Opening remarks**  
Ralf Frank, project manager – EFFAS Commission on ESG
- 9.30 The recognition of ESG factors in the financial markets**  
Felix Schnella, portfolio manager, member of EFFAS Commission on ESG
- 10.45 Coffee**
- 11.00 The integration of ESG in corporate valuation – Academic perspective**  
Henrik Nilsson & Pontus Cerin – Mistra, Sustainable Investment Research Platform
- 12.00 Lunch**
- 13.00 Best Practice ESG analyses in financial markets – Investor perspective**  
Anna Nilsson – Head of SRI Analysis/Responsible Investments, Swedbank Robur  
Gunilla Hjalmarsson, CFA – CEO meta asset management
- 14.15 Coffee**
- 14.30 Best practice integrating ESG into strategy – Company perspective**  
Patrik Isaksson, Vice President, Environmental Affairs, SCA  
Marita Sander – Sustainability Communications Manager, SCA
- 15.15 Moderated Group Discussion**  
Tommy Borglund & Lars-Olle Larsson SFF Corporate Responsibility Group
- 16.00 Closing**