



**The Hong Kong
Advertisers Association**
香港廣告客戶協會



EVENT HIGHLIGHTS

HK2A ESG Marketing Award 2023

Background

Over
400
participants

Approximately
100 entries from
the student and open
division

5
Master Classes

In 2023, HK2A hosted its inaugural “**HK2A ESG Marketing Award**”, aimed at inspiring young individuals aged **18-35** to develop ESG marketing plans and unleash their creativity while promoting ESG development.

By building on its success, the event will continue to thrive under its new name, the “**HK2A ESG Marketing Excellence Award 2024**”.



Watch Video



Proposal Framework

Participants shall choose a product or service that aligns with one of the 6 designated Sustainable Development Goals (SDGs)* established by the United Nations, and create an innovative ESG marketing plan from the perspectives of environment, society, and governance.

參賽者需選定一個符合以下6個聯合國制定的可持續發展目標(SDGs)*的產品或服務，從環境、社會及管治等角度製作一個具創意性的ESG營銷企劃。

#3: Good Health and Well-being 良好健康與福祉

#5: Gender Equality 性別平等

#8: Decent Work and Economic Growth 體面工作和經濟增長

#11: Sustainable Cities and Communities 可持續城市和社區

#13: Climate Action 氣候行動

#17: Partnerships for the Goals 促進目標實現的夥伴關係



Master Classes

12 Apr (Wed) 4:30-6:00pm

What is Sustainability and ESG? How does it Relate to Business Development?

可持續發展與ESG：如何促進企業發展？

Speakers:

[Read more](#)



Prof. Carlos Lo,
Director, Centre for Business Sustainability, CU School of Business



Chris Brown,
Founder & Director, EnviroEvents (Rethink) Limited

Case Study Sharing:



Theresa Tang,
Head of Business, Maxim's Cakes



Eric Swinton,
Founder & CEO, V Cycle

19 Apr (Wed) 4:30-6:00pm

Marketing for Purposeful Impact, Everything Everywhere All at Once!

使命為本 創效營銷的多元思維

Speakers:

[Read more](#)



KK Tsang,
Founder & CEO, The Bees Group



Francis Ngai,
Founder & CEO, SVhk

Moderator:



Steven Tsoi,
Chief Impact Evangelist, SVhk

22 Apr (Sat) 2:30-4:00pm

Start-ups Incubation

初創培育：從想法到成功的路上

Speakers:

[Read more](#)



Ian Chan,
Chief Corporate Development Officer, Cyberport Hong Kong



Queenie So,
Founder & CEO, SyZyGy



Raymond Mak,
Co-Founder & CEO, Pharmacy Hong Kong



Andrea Leung,
Group General Manager (Marketing), Sino Group

27 Apr (Thu) 4:30-6:30pm

Powering the Future: Sustainable Innovation in EV Charging

電動創未來：可持續創新的電動車充電方案

Speaker:

[Read more](#)



Dr. Keith Huang,
Marketing Director, Smart Charge by HKT & CLP

Case Study Sharing:



Ray Leung,
Managing Director, BMW Concessionaires

4 May (Thu) 4:30-6:30pm

The Latest Digital Media Development and Ad-Technology

最新數碼媒體與廣告科技

Speakers:

[Read more](#)



Silas Ho,
Managing Director, EssenceMediacom



Anthony Lau,
Managing Partner, EssenceMediacom

Venue:

GroupM Office, 16/F, K11 Atelier, 728 King's Rd, Quarry Bay

Master Class Highlights



Photos of winners

Student Division: Full-time tertiary institution students



Open Division: Public members (non-students)



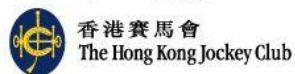
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