



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



大中華區商業傳播研討會

Dialogues on Strategies: Sustaining Hong Kong's Leadership and Competitives in International Business Communication
策略對話：永續香港在國際商業傳播領域的領導地位及競爭力

Prospects and Challenges of Practicing Business Communication
(商業傳播實踐的前景及挑戰)

Communicate Effectively with Your Stakeholders through Impactful ESG Practices



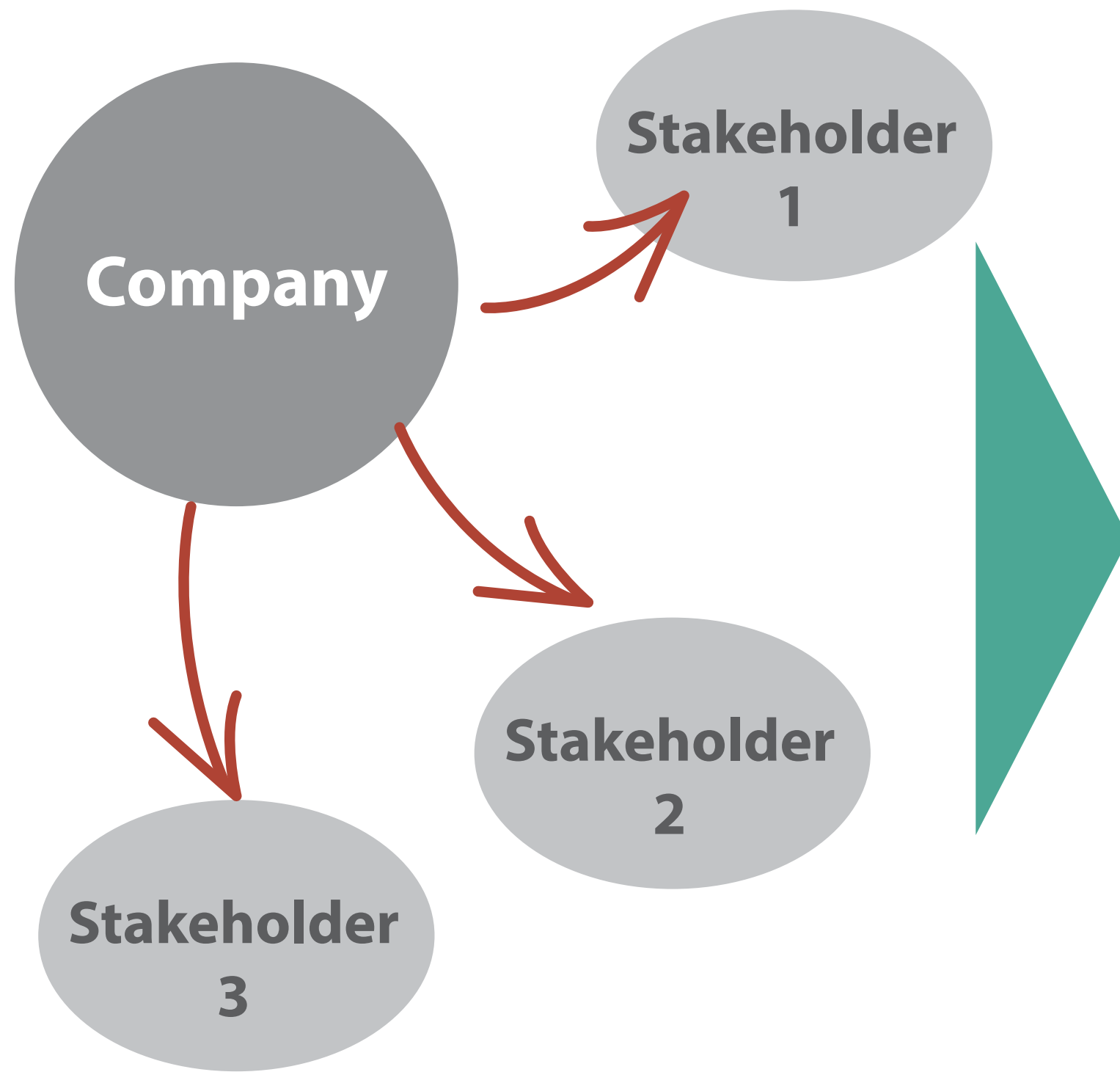
Richard Tsang
Chairman and Founder
Strategic Public Relations Group



Richard Tsang

- 30+ years of industry experience and commitment to excellence as substantiated by 24 international and regional PR and business awards and accolades.
- Currently holds 80+ board, committee and advisory positions in more than 40 organisations:
 - Academic
 - Government
 - Health and hygiene
 - Industry
 - Non-governmental organisations
 - Religion
 - Social welfare

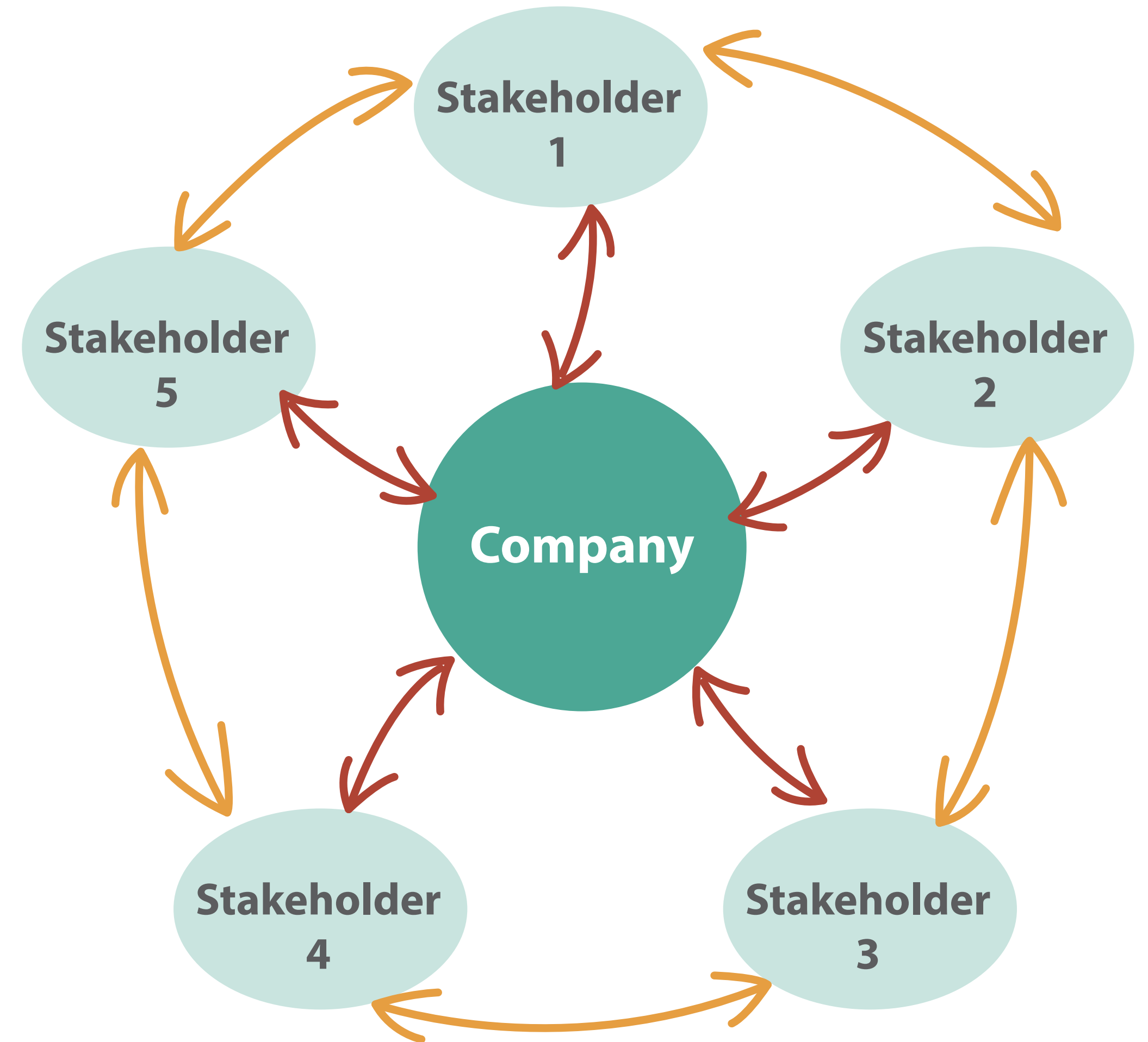
Communication Landscape is Becoming More Complicated



Rapid development of technology

Social Media empowerment

Increasing expectations from stakeholders



Different Expectations from Different Generations

- Be aware of the background and agenda of different stakeholders

Generational group	Baby boomers born between 1946 and 1964	Gen X born between 1965 and 1980	Gen Y (Millennials) born between 1981 and 2000	Gen Z born between 2001 and 2020
Brand perception	<ul style="list-style-type: none"> ● Experienced difficult times such as wars and economic crises ● Quality is important¹⁾ ● Loyal to brands that they have directly experienced²⁾ 	<ul style="list-style-type: none"> ● Experienced the fastest growing of economy and accumulated wealth ● Loyal to brands with quality products^{3)/} further enhance social status 	<ul style="list-style-type: none"> ● Gen Y are the most socially conscious generation; they support brands with shared values⁴⁾ ● Gen Z raises the bar by expecting brands to support social causes⁵⁾ 	

Source:

1) <https://www.marketingcharts.com/demographics-and-audiences/boomers-and-older-117807>

2) <https://www.brandfire.ie/2019/12/10/baby-boomers-brand-loyalty-loyal/>

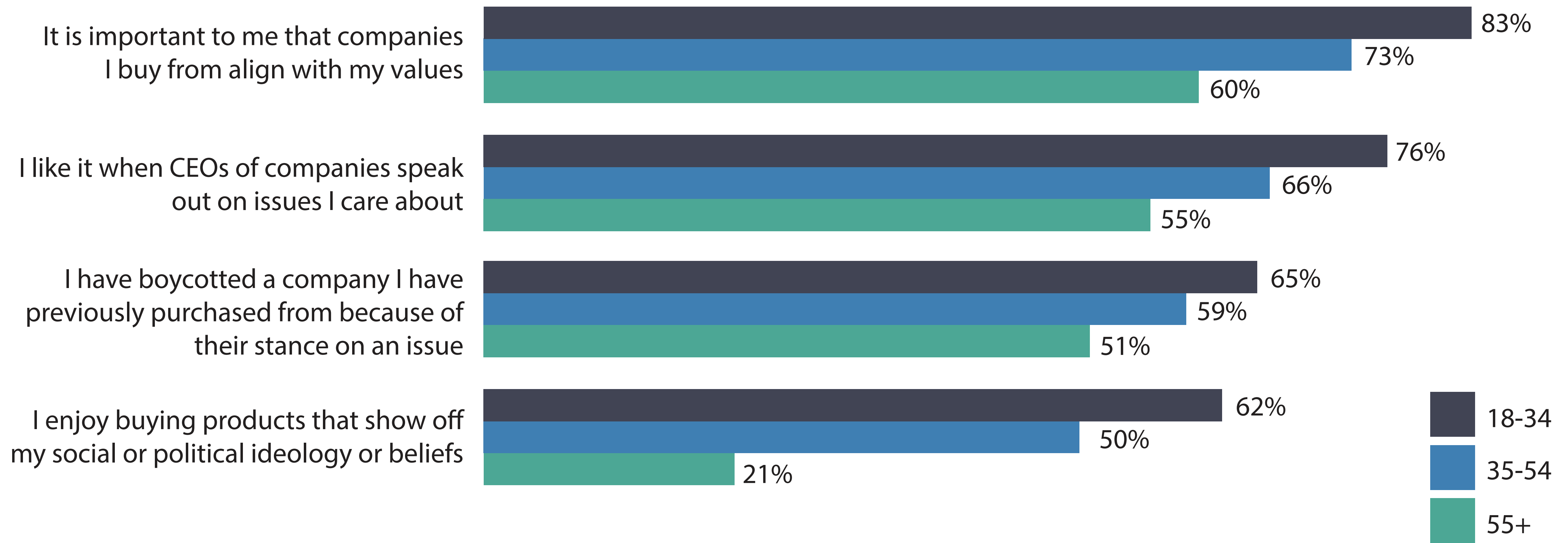
3) <https://basis.net/blog/generation-x-the-small-but-mighty-generation>

4) <https://www.forbes.com/sites/margueritacheng/2019/06/19/8-characteristics-of-millennials-that-support-sustainable-development-goals-sdgs/?sh=13180fe29b75>

5) <https://www.ypulse.com/article/2021/03/08/these-are-the-top-causes-gen-z-millennials-want-brands-involved-in/>

Corporate Values Are Under Scrutiny

Alignment with Values (% agreement with each statement)



Source:
2020 Consumer Culture Report



Establishing ESG as Common Ground for Managing Different Stakeholders

- Global/Local acceptance of initiatives
- No one opposes ESG initiatives
- Complies with higher/highest stakeholder standards
- Answer/Solution for addressing conflicting expectations of stakeholders

Integrating Expertise into ESG Initiatives

- China Mobile Limited uses technological innovation to bolster flood control and disaster relief



Source:
China Mobile Sustainability Report 2021

Integrating Expertise into ESG Initiatives

- China National Petroleum ramps up masks production and shoulders its responsibilities in the fight against the coronavirus



Source:
<http://www.cnpc.com.cn>

Embedding ESG into Business



The Body Shop has been advocating for animal rights since 1989



McDonald's has been consistent with its promotion of workplace diversity since 1979

Be a Hero During Times of Need



Dyson: new ventilator



Lamborghini: breathing simulators



Uber: supports frontline workers/
seniors



Adidas: produced face shields/donated
masks



Brewing and distilling companies:
hand sanitizer

Benefits of Effective Communication

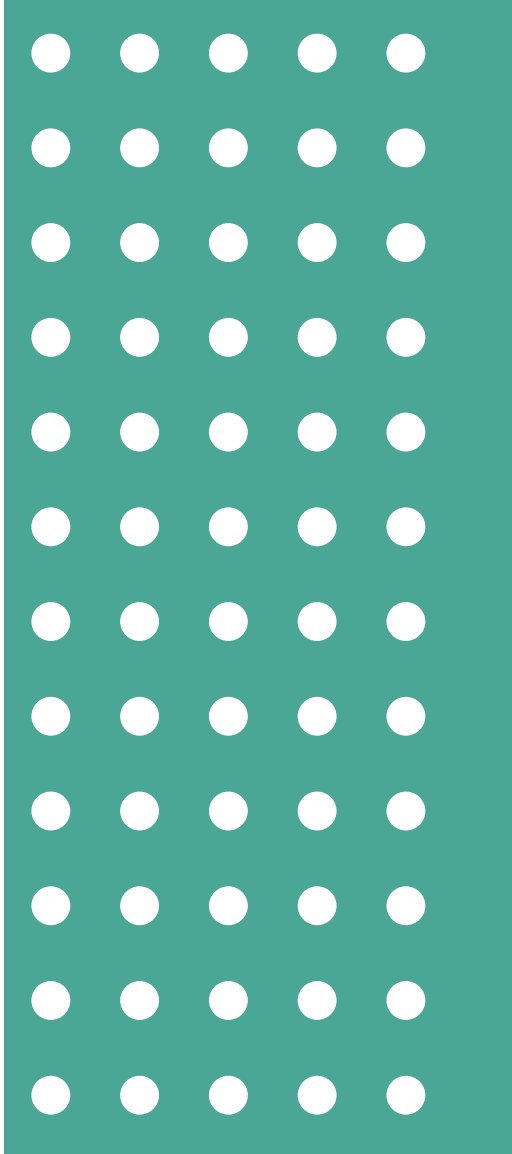

Investors favour stocks that uphold ESG standards

Gains access to large pools of capital – Green bonds/loans, climate bonds, etc.


Obtains higher valuations

Easier penetration into new markets

Attracts top talent



Integrating ESG practices into carefully devised communication strategies will help corporates/brands to build their reputation, obtain support and manage the expectations of different stakeholders



The background is a dark blue-grey color. It features several abstract geometric elements: a light blue horizontal bar at the top left; a series of vertical light blue lines of varying heights at the top center; a large orange circle on the right side with a white dot grid pattern; a blue circle on the left side with white diagonal lines; a teal circle at the bottom left; a red horizontal bar on the right side; and a light green horizontal bar at the bottom right with a series of vertical light green lines of varying heights.

Thank you