

# Sustainable World 2022 program

## Regisztráció

### **SMARAGD I. Sustainability in the focus of the economy and politics**

The whole world receives one blow after the other; Europe and the Hungarian economy have to maintain their stability, increase their competitiveness, and aid companies' operations and reactions to the given situation in these unpredictable circumstances. Besides short-term survival, we must not forget long-term sustainability goals; otherwise, the series of crises of the last two years will continue. The war has shown the value of a diversified energy supply, giving a new impetus to the green transition, which is also taking place in Hungary. It has been proven that sustainability is an economic interest. Now we only have to think about the following, not insignificant, questions: How to finance the transition? What EU and governmental interventions can be expected? How can regulation help? What do the biggest responsible companies do?

#### **08:55 - 09:00 Opening speech**

Speaker:

**Zoltán Bán**, CEO, Net Média (Portfolio Csoport)

#### **09:00 - 09:20 Presentation**

Speaker:

**Dr. László Palkovics**, Minister, Ministry of Technology and Industry (TIM)

#### **09:20 - 09:35 Presentation: Can long-term climate goals be given up for short-term challenges?**

Speaker:

**Diána Ürge-Vorsatz**, Vice-Chair, Working Group III, IPCC (Intergovernmental Panel on Climate Change)

### **09:35 - 09:45 Panel introduction speech**

Speaker:

**Gergely Pókos**, Managing Director, OTP Bank Zöld Program Igazgatóság

### **09:45 - 10:30 Can industries become green in the crisis as well? - Roundtable discussion with company directors**

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Csoport)

Conversation participants:

**Chris Dinsdale**, CEO, Budapest Airport

**Mátyás Gereben MRICS**, Country Manager, CPI Hungary

**György Kiss-Haypál**, Deputy CEO, Chief Risk Officer, OTP Bank Nyrt.

**Gábor Orbán**, CEO, Richter Gedeon

**Péter Szabó**, ügyvezető igazgató, Microsoft Magyarország

### **10:30 - 10:50 Coffee break & Networking**

## **SMARAGD II. Green Finances**

One of the most important tasks for the green transition is rapidly greening the financial sector; money must be made for huge corporate or smaller retail investment costs and new programmes. What green fundraising opportunities does a company have now? Will there be EU funding for big investments affecting the country's climate policy, and if so, when? Can the retail sector and the banks expect benefits from the central bank similar to the Green Home Programme? Will government support and market-based greening, green bonds, green mortgage bond purchase schemes and green corporate lending be enough to realise future investment plans and meet investors' expectations?

### **10:50 - 11:05 Presentation: Green finances in Hungary**

Speaker:

**Norbert Holczinger**, Head of Division, Sustainable Finance Department, MNB

### **11:05 - 11:20 Presentation: Hungarian companies transformed with EU money - But how?**

Speaker:

**Benjámín Feldmájer**, európai uniós zöld fordulatért (EU Green Deal) felelős magyarországi programmenedzser, Schneider Electric

## **11:20 - 11:35 Presentation: Sustainable finance corporate armoury**

Speaker:

**dr. Levente Hegedűs**, Counsel, Kinstellar Budapest

## **11:35 - 12:20 Panel discussion: Will green bonds and green lending bring about a revolution? - Everything about financing possibilities**

Moderator: **Balázs Bozsik**, Senior Manager, ESG Business Services, PwC Hungary

Conversation participants:

**Krisztina Kulcsárné Dr. Takács**, Chief Financial Officer, SolServices Kft.

**Zoltán Kurali**, CEO, Government Debt Management Agency

**Gergely Pókos**, Managing Director, OTP Bank Zöld Program Igazgatóság

**Levente Suba**, Head of Sustainability, K&H Group

**Richárd Végh**, vezérigazgató, Budapesti Értéktőzsde

## **12:20 - 13:30 Lunch break & Networking**

### **JADE II. ESG and Green Transition in Practice**

Regulation, market and investor pressure, financing needs, company culture, employees, partners, customers, and now almost every actor of each segment expect not only the largest but small companies to comply with the keywords of ESG. An unstoppable trend has started for an entire economic and social green transition. How? When? What not to do? And what is this whole thing about? Focus on ESG compliance practices, good corporate implementations, already visible or only indirectly achievable benefits, and barriers to overcome.

## **10:50 - 11:05 Presentation: Hungarian Bankholding on the path to sustainability**

Speaker:

**András Puskás**, Elnöki főtanácsadó, Magyar Bankholding Zrt.

## **11:05 - 11:20 Presentation: The investor side's expectations - Beyond ESG's environmental aspects**

Speaker:

**Sándor Vízkeleti**, vezérigazgató, Amundi Alapkezelő Zrt., BAMOSZ elnök

## **11:20 - 11:50 Let's go through it: ESG in practice - Small roundtable discussion**

Moderator: **Gábor Lévai**, Managing Director, Green Brands Hungary

Conversation participants:

**Zsuzsa Marti**, finance director, Gránit Pólus

**István Szabó**, Director, KPMG

**Sándor Vízkeleti**, vezérigazgató, Amundi Alapkezelő Zrt., BAMOSZ elnök

## **11:50 - 12:00 Presentation: EU taxonomy and real estate**

Speaker:

**Gábor Szarvas**, ügyvezető, Greenbors Consulting Kft., elnök, HuGCB

## **12:00 - 12:30 Panel discussion: The green storm has reached buildings as well - From building to operation, the needs change**

Moderator: **Dr Dániel Ódor MRICS**, Partner, Taylor Wessing

Conversation participants:

**Prof. Dr. Anita Boros**, központvezető, Magyar Argár- és Élettudományi Egyetem Körforgásos Gazdaság Elemző Központ

**Dr. András Reith PhD**, ügyvezető, ABUD Kft.

**Dr. Mihály Schrancz**, ügyvezető igazgató, Property Market Kft.

## **12:30 - 12:55 Digitalisation, automatisisation, and building energetics - Small roundtable discussion**

Moderator: **Zsuzsa Pálfalvi**, ügyvezető igazgató, Graphisoft Park Services Kft., alelnök, LEO

Conversation participants:

**Gyula Gyóri**, Facility Management Director, CPI Facility Management Kft.

**János Nagy**, Senior energy advisor, B+N Referencia Zrt.

**Nelli Tóth**, Managing director, partner, MN6 Energy Agency

## **12:55 - 13:45 Lunch break & Networking**

### **SMARAGD III. Green Energy**

Renewable energy becomes a hotter topic each year, but 2022 has proven that we have nothing more important to do than reshape the energy market. The war has made it a priority to divest from fossil fuels, reduce dependence, the importance of security of supply, and accelerate all necessary investments. The energy market is in the spotlight, but many unresolved questions remain. What will happen to the system development needed for renewable energies, e.g.

solar energy? When and how will the issue of energy storage be resolved, or the big step forward expected from green hydrogen? Will gas be a shorter or longer transition? What would be the most suitable energy mix for Hungary in the long run?

**13:30 - 13:45 Presentation: The ecological need for photovoltaic systems: this is how extra investment will show a return during operation**

Speaker:

**Hannah Montag**, Principal Ecologist, Clarkson & Woods Ltd

**13:45 - 14:00 Presentation: Can green PPAs provide a solution to high energy prices?**

Speaker:

**Géza Losonczy**, Associate Partner, Head of Energy & Utility Advisory Services, KPMG

**14:00 - 14:05 Thought-provoking keynote speech**

Speaker:

**Frigyes Endersz**, stratégiai és fenntarthatósági igazgató, E.ON Hungária Zrt.

**14:05 - 14:50 Panel discussion: Are the present of the energy market and the future of green energy compossible? - Opportunities and challenges**

Moderator: **Attila Weinhardt**, Analyst, Portfolio

Conversation participants:

**Frigyes Endersz**, stratégiai és fenntarthatósági igazgató, E.ON Hungária Zrt.

**Attila Nyikos**, Executive Director, Hungarian Hydrogen Technology Association

**Szabolcs Soós**, Financial Director, Solar Markt Group

**Attila Steiner**, energetikáért felelős államtitkár, Technológiai és Ipari Minisztérium

**Szilárd Szász**, Environmental Deal-Structuring Consultant, ACT Financial Solutions

**14:50 - 15:30 Panel discussion: Sun energy in focus: storage, grid development, security of supply and biodiversity**

Moderator: **Tamás Zarándy**, Vice President, Energy Director, MERSZ, Capital Consulting Magyarország Zrt.

Conversation participants:

**dr. Gábor Farkas**, managing director, SolServices Ltd.

**Péter Luczay**, termelésmenedzsmentért és üzletfejlesztésért felelős vezérigazgató-helyettes, Alteo

**Tamás Pusztai**, CEO, REG Zrt.

**15:30 - 15:45 Coffee break & Networking**

## **JADE III. Green Transport and Climate Strategy to 2050**

The transportation sector is on the verge of an explosion, perhaps even a second beyond. The transformation has started here and now, with electrification, green hydrogen, and alternative fuels bringing new innovations to transport not seen for decades, while our habits are changing, which need to be responded to from a technological, cost, and supply side. But can technology keep up with the demand? Can expensive and pilot tools become mass products? Will the fragmentation of supply chains or shortages of raw materials hinder the spread of electric vehicles? Can the industry prepare for the changed mobility habits of the new generation?

**13:45 - 14:00 Presentation: The transport of the future - What does the youngest generation want?**

Speaker:

**Anna Sütő**, CEO, Datalyze

**14:00 - 14:30 Panel discussion: The transport of the future - What does the youngest generation want?**

Moderator: **Zoltán Vígh**, Managing Director, Jedlik Ányos Klaszter

Conversation participants:

**Szabolcs Balogh**, Managing Director, MVM Mobiliti Kft.

**Gábor Pukler**, elnök, Jövő Mobilitása Szövetség

**Zsombor Varga**, PR Manager, Toyota Central Europe

### **14:30 - 14:45 Climate Action - How to do it right?**

Speaker:

**Alexandra Petrujinschi**, Carbon & EAC Trader, Strive

### **14:45 - 14:55 Panel introduction speech**

Speaker:

**Márton Békés**, Associate Partner, McKinsey & Company, Budapest

### **14:55 - 15:25 The balance between the 2050 climate strategy and the world of business - Small roundtable discussion**

Moderator: **András Huszár**, Co-Founder / Director, Green Policy Center

Conversation participants:

**Márton Békés**, Associate Partner, McKinsey & Company, Budapest

**Dr. Tamás Pálvölgyi**, associate professor, BME

### **15:25 - 15:45 Coffee break & Networking**

## **SMARAGD IV. Sustainable Companies are the Companies of the Future**

Sustainability used to be a competitive advantage, but now it is increasingly becoming the default. Power relations are shifting, and those not afraid of dynamic and innovative change will take it all. In marketing questions and branding, it is indispensable for a company to have a green strategy and operate transparently, in compliance with the expectations of employees, investors, and suppliers. How can a company become green without falling into the trap of greenwashing? Is governance washing an existing phenomenon? How do companies subsequently prove that they meet the green financing criteria? How will the whole supplier chain be sustainable? What is the danger of overly ambitious climate neutrality targets? What do existing employees and the new generation expect from a workplace?

### **15:45 - 16:00 Presentation: Building a more sustainable future, together**

Speaker:

**Petra Čiček**, Sustainability Lead for Central and Eastern Europe, Microsoft

### **16:00 - 16:15 Presentation: Sustainable workplaces: beyond greenwashing**

Speaker:

**Károly Poór**, CEO, Member of the Board, Dataxo Group Zrt.

**16:15 - 16:30 Presentation: On the way to a circular economy:  
expectations, tasks, possibilities**

Speaker:

**Réka Szücs**, Sustainability & Climate Services teamleader, Deloitte Hungary

**16:30 - 17:15 Panel discussion: It is better to avoid greenwashing - How  
important is what we think about a company?**

Moderator: **Réka Szücs**, Sustainability & Climate Services teamleader, Deloitte  
Hungary

Conversation participants:

**Vuk Kopanja**, Environmental Commodities Trader, ACT Commodities

**Eszter Mihály**, CSR Manager, HELL Energy

**Bernadett Papp**, Senior Market Analyst, Pact Capital AG

**Dr. Andrea Zenisek**, Head of Consumer Protection Section, Hungarian  
Competition Authority

**Green Awards ceremony and standing reception**