

# Sustainable World 2024 program

## Registration

### Section I: Green Economy

Achieving a green economy has become a priority for all EU countries. Sustainability is embedded at deeper and deeper levels in the business world, but according to the most experienced companies and actors, it is not a new priority but a rock-solid foundation for continued competitiveness and stability.

In addition to staying in the game, the pressure to invest, introduce new innovations, comply with regulations, and the changing capital market focus and funding environment pose different challenges that only those with a long-term vision and a well-planned net-zero roadmap will be able to overcome. Sustainability has become a strategic question, but how can we translate green strategies to the tasks of the present? How can the green transition be understood financially, what is the net present value of a green project or company? What does the world of business have to prepare for, and what EU and government interventions can the realisation of a green economy bring about? Is greening easier and faster with EU funds or other financial instruments and loans? What steps will the largest companies, the determining industry representatives take now?

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

Speaker:

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

#### **09:00 - 09:20 Synergies between the Hungarian economy and the green transition**

Speaker:

**Máté Lóga**, State Secretary for Economic Strategy, Financial Resources and Macroeconomic Analysis, Government of Hungary

**09:20 - 09:35 Global Perspective: The Financial Sector's role in facilitating the Green Transition**

Speaker:

**Rashmi Ghai**, Global Head of Sustainability and ESG for Citi Commercial Bank, Citi

**09:35 - 09:50 Hungary on the path to a green transition - What will the financial sector do?**

Speaker:

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

**09:50 - 10:35 Rising economic sentiment, tightening green regulatory environment - Visions and focal points from the roundtable of business leaders**

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

Conversation participants:

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

**Péter Horváth**, Board member, UBM

**Natalia Oszkó-Jakab**, Director, Valley of Arts

**Dávid Tibor**, CEO, Masterplast

## Coffee break

## Section II/A: Green Finances

New winds are blowing in the capital and credit markets: green investment products are steering players towards a world that supports green investment, the central bank is looking at markets through a green lens, and commercial banks also have a vested corporate interest in financially supporting sustainable projects and the transition from brown to green. We are starting to move away from the view of green projects as a cost burden, as there is a growing group of people who have realised measurable benefits from sustainable operations and green investments over the years. There is no longer a need to convince anyone; it is sufficient to showcase the best implementations and opportunities.

What transformation will the green transition and climate change bring to financial markets? What new risks should be priced in? How are dark green and light green products different? What are the banks' lending strategies and their

favourite green investments and projects? What are the funding opportunities now for a large company and an SME?

**Moderator: Roxána Pásztor**, Sustainability Project Leader, Portfolio

**11:10 - 11:25 Green finances in Hungary**

Speaker:

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

**11:25 - 11:40 The link between green finance and sustainability in a large company**

Speaker:

**László Fazekas**, Deputy Chief Financial Office, MVM Zrt.

**11:40 - 11:55 Dark and light green in investments? Where should we invest our future?**

Speaker:

**Tímea Tomasovszki**, ESG Officer, VIG AM Hungary

**11:55 - 12:10 What do customers see of green finances? Results of the Mastercard Sustainability Perception Index**

Speaker:

**Nóra Anna Szabó**, Product Manager, Mastercard

**12:10 - 12:55 Roundtable discussion: Will green lending change the game? - Everything about financing possibilities**

Moderator: **Gergő Wieder**, Director, KPMG

Conversation participants:

**László Csatári**, Board Member, Deputy CEO, Trustify Befektetési Alapkezelő

**Szilvia Gólya**, Head of Green Competence Center, OTP Bank

**Gábor Kállay**, Head of Energy Sector, ING Bank

**Viktor Pákay**, Head of ESG for Citi Commercial Bank, Hungary, Citi

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

## **Section II/B: ESG and Green Transition in Practice**

The deeper we dig into the practical implementation of ESG, the trickier the problems it presents. The biggest companies have been learning the process for a long time, but in 2024, they will be tested on what they have learned under Hungarian law. After somewhat vague pressures from investors, consumers,

employees and funding compliance, regulation is now setting concrete expectations for market players – now the big ones, but indirectly, in fact, all their partners, their suppliers, and their subcontractors, in other words, the medium-sized enterprise sector. The corporate ecosystem is increasingly faced with the challenge that without adopting ESG practices, there will be no one to supply or deliver to.

What are the first experiences with the ESG law? How well can companies map Scope 2 and Scope 3 emissions? Do we have data yet? How will the Hungarian legislation integrate parts of the CSDDD? Is it going to be possible to realise net zero commitments without sugar-coating data and numbers? Are companies dealing with the 'S' and 'G' aspects that are thought to be easy? Can these aspects be measured and compared?

**Moderator: Kata Tóth**, Conference project leader, Portfolio

### **11:10 - 11:25 New challenges of the ESG law - What have we learnt, what will change next year?**

Speaker:

**Csaba Gábor Molnár**, ESG Director, Szabályozott Tevékenységek Felügyeleti Hatósága

### **11:25 - 11:40 ESG tsunami - Supply Chains in Focus**

Speaker:

**Dr. Hajnalka Csorbai**, Head of Strategy, Opten Kft.

### **11:40 - 12:25 Let's tackle the tasks! - Scope 3 and domestic ESG law**

Moderator: **Irén Márta**, Managing Director, Business Council for Sustainable Development in Hungary

Conversation participants:

**Szilvia Bősze**, CEO, ASPA Kft. – Advanced Sustainability Performance Advisors

**Henrietta Budai**, Sustainability Manager, CPI Hungary

**Gábor Helembai**, counsel, Taylor Wessing

**Gergely Lakatos**, Head of Business Development and Marketing, MHC Mobility Hungary

### **12:25 - 12:40 What does business have to do with social sustainability?**

Speaker:

**Gréta Nagy**, Managing Director, Dandelion

## **12:40 - 13:15 Measuring and managing the 'S' and 'G' side - Roundtable discussion**

Moderator: **Gréta Nagy**, Managing Director, Dandelion

Conversation participants:

**Noémi Giczi-Kocsis**, Senior Partner, Certified Organization Design Professional (CODP), Recruitment Solutions Architect, Best Concept Consulting

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

**Tamás Méri**, Co-founder & CBDO, Access4You International Kft.

## **Lunch break**

### **Section III/A: Green Energy & Energy Efficiency**

In the most effective and greenest manner possible: This is now a priority for the national, corporate and residential sectors in the energy market. The rollercoaster ride in prices in recent years keeps energy policy, security of supply, and energy sovereignty on the top of the priority list, with the government opening up new avenues for renewables such as geothermal and continuing to insist on nuclear energy, which is often debated in terms of its environmental impact. Meanwhile, both businesses and households are maximising the potential of solar energy, while the demand-side reduction is also gaining importance thanks to energy efficiency investments. There are plans, various paths, and opportunities, as well as challenges in infrastructure development, achieving the 2030 targets, and overcoming weather dependency.

What will be the perfect energy mix for Hungary in 2030? How will the National Energy and Climate Plan, finalised in the summer of 2024, change the energy market and the priorities of actors? What will be the new trend in the energy market, and how will prices develop? How will the long-awaited major network development be implemented? How can energy efficiency investments be increased to achieve lower energy consumption?

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

## **14:05 - 14:20 Decarbonising the energy market in the light of EU legislation**

Speaker:

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

## **14:20 - 14:30 Dilemmas and possible solutions in the supply of green energy to the domestic corporate sector**

Speaker:

**László Pokol**, CEO, Green Cloud Platform

## **14:30 - 15:15 Energy market plans and implementation steps: development, greening, efficiency improvement: Everything about the Hungarian situation.**

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

Conversation participants:

**Dr. Tibor Héjj**, energy and ESG expert, Magyar Fejlesztésösztönző Iroda (MFOI)

**Zsolt Jamniczky**, Deputy CEO, E.ON Hungary Group

**Dr. Csaba Kiss**, Deputy CEO, CTO and CNO, MVM Zrt.

**Dr. István Pesti-Farkas**, Sustainable Sourcing Program Responsible - Global Business Services, Ericsson Group

**Attila Steiner**, State secretary for energy policy and climate, Energy Ministry

## **Section III/B: Green Buildings & Transport**

In the intertwining systems of the building sector, urban development, and mobility, it is not possible for just one element to become green. A sustainable city cannot exist if buildings, transportation (and the population) do not align with it. Furthermore, a green property requires an appropriate regulatory environment and the energy efficiency mindset of those working or living in it.

Electromobility creates new challenges but also opportunities in achieving carbon neutrality. Energy efficiency is now the new buzzword sweeping the real estate market (in a positive sense) and determining the next steps for the players involved.

Where are the new electromobility trends taking the concept of the liveable city? What opportunities does the greening of transport hold for businesses? How can an existing building and its operation be sustainable? How can players contribute to the task of decarbonising the commercial, public, and residential real estate sectors, which still have huge question marks?

**Moderator: Kata Tóth**, Conference project leader, Portfolio

**13:45 - 14:00 The foundations of the livable city of 2050 are being laid now  
- Electromobility trends**

Speaker:

**András Kárpáti**, President, Jövő Mobilitása Szövetség

**14:00 - 14:15 Carbon credits in the mobility sector**

Speaker:

**Levente Tóth**, CEO, mitigia

**14:15 - 14:30 Electric Mobility and Energy Storage: How Are We Preparing  
for the Future?**

Speaker:

**Anita Simon**, Deputy CEO, Sustainability and Circular Economy, Alteo Group

**14:30 - 14:45 Green property management in practice**

Speaker:

**Dóra Diána Szemerédi**, Head of ESG and corporate relations, Gránit Pólus  
Management

**14:45 - 15:30 Reality or utopia - Will we ever have a carbon-neutral  
building stock?**

**During the roundtable discussion, we will explore how various stakeholders in the real estate market can contribute to the greening of the building stock, how they see the transformation of commercial properties, the process of making residential buildings more energy-efficient, and the support (or lack thereof) provided by the legal and financial environment.**

Moderator: **József Kolossa DLA**, Senior sustainability consultant, Hungary Green Building Council (HuGBC)

Conversation participants:

**Anna Bencze**, Head of Sustainability, HelloParks

**Zoltán Csipszer**, Branch Manager, Lindab

**Levente András Koczóh**, Senior Climate Policy Advisor, Green Policy Center

**Gábor Kovács**, Head of Public Affairs, Velux

**Judit Zsámba**, Project Manager, Magyar Fejlesztésösztönző Iroda (MFOI)

**Coffee break**

## Section IV/A: Sustainable Corporate Practices

It used to be a competitive edge, but now sustainability is becoming the baseline for every economic actor. The stakes are no lower than shaping future-proof companies by properly managing the financial, operational and even physical risks posed by climate change.

How can companies, employees, and Gen Z be included most effectively in realising sustainability actions? What does communication without greenwashing mean in practice? What will big businesses expect from suppliers and what will happen to supply chains in the green tsunami? How are actors planning to tame the "green monster" affecting all areas?

**Moderator: Roxána Pásztor**, Sustainability Project Leader, Portfolio

### 15:50 - 16:00 In the long term - In sport and business

Speaker:

**Viktor Zichó**, Self-employed

### 16:05 - 16:45 Corporate communication without greenwashing in practice - Small roundtable discussion

Moderator: **Zsófia Tomaj**, CEO, Vantage Point

Conversation participants:

**Gergely Losonczi**, Head Of Corporate Communications, E.ON Hungária Csoport

**Béla Szabó**, Brand and Communications Director, Magyar Telekom

**Réka Szalkai**, Director of Marketing, Mastercard

### 16:45 - 17:20 New Mobility and Decarbonisation

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

Conversation participants:

**Tamás Czikora**, Head of Mobility, MOL

**Péter Éliás**, Leading manager, Environmental Management, Audi Hungaria Zrt.

## Section IV/B: Green Agriculture and Water Security

Agriculture is one of the most complex industries and maybe also the most interesting one when it comes to climate questions and emission reduction targets. It has a serious carbon footprint but is also one of the first to suffer the natural damage that climate change is inflicting. It also has a key role and interest in the proper use and protection of transparent gold – our waters. Water



security receives undeservedly little attention, although it is a key determinant of our daily existence, and it is also critical for crop and food security. What opportunities and pitfalls does the future hold for agriculture and the food industry? What does adaptation mean in practice? How to avoid a drop in production during a drought? What do and should players do for water security?

**Moderator: Kata Tóth**, Conference project leader, Portfolio

### **15:50 - 16:00 How Can We Become a Truly Water-Rich Country?**

Speaker:

**Dóra Csernus**, Director for Climate and Environmental Policy, Equilibrium Institute

### **16:00 - 16:10 Targeted Groundwater Recharge as a Complex Nature-Based Solution to Water Scarcity**

Speaker:

**Szilvia Simon**, Adjunct Professor, Eötvös Loránd University, Institute of Geography and Earth Sciences, Department of General and Applied Geology

### **16:10 - 16:50 Crop, food and water security in the for-profit world**

Moderator: **Lajos Braunmüller**, Editor, Portfolio

Conversation participants:

**Anna Hőgyész**, Sustainability manager, Nestlé Hungária Ltd.

**Dr. Károly Kovács**, Managing director, majority owner, Pureco Kft.

**Boglárka O. Lakatos**, Hydrological researcher, Országos Vízügyi Főigazgatóság  
NKE Víz és Környezetpolitikai Tanszék

**István Zimmermann**, Head of Division, Talentis Agro

## **From 17:25: Green Awards ceremony and standing reception**

This year, the most outstanding green achievements will be recognised in 6 categories!

Dandelion Group and Portfolio Group will again this year reward the most committed economic actors at the Sustainable World 2024 Conference, the sustainability meeting of the year. The winners will be selected by a professional jury who will decide on the following:

Green Corporation of the Year

Green SME of the Year

Green Innovation of the Year  
Green Investment of the Year  
Good Cause of the Year  
Green Role Model of the Year

The awards will be presented on the 4th of September, after the technical programme, at a ceremony.

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