

Sustainable World 2024 program

Attention, green companies and sustainability leaders!

In 2024, we are handing out prizes to the most outstanding companies, programmes, and persons in the different categories of **Green Awards** for the third time.

Apply now in one of the six categories, and show us what a sustainably operating **small or large company**, a really **innovative initiative**, an **investment** that meets sustainability goals, a **programme that is committed to a social cause**, or a **true role model in sustainability** is like.

Applications are open until the **14th of July** on the **AWARDS** page of the conference.

Win one of the **“Green Awards” in 2024** with your company!

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 Csoport)

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

09:20 - 09:35 European green aid plans - Hungary's situation

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

09:50 - 10:40 Rising economic sentiment, tightening green regulatory environment - Visions and focal points from the roundtable of business leaders

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?

11:15 - 11:30 Green finances in Hungary

11:30 - 11:45 Dark and light green in investments? What to invest our future in?

11:45 - 12:30 Roundtable discussion: Will green lending change the game? - Everything about financing possibilities

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?

11:15 - 11:30 New challenges of the ESG law - What have we learnt, what will change next year?

11:30 - 11:45 ESG tsunami - The medium-sized business sector should prepare

11:45 - 12:30 Let's tackle the tasks! - Scope 3, domestic ESG law and parent companies' ESG expectations in a domestic context

12:30 - 12:45 Social Impact

12:45 - 13:20 Measuring and managing the 'S' side - Small roundtable discussion

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?

14:00 - 14:20 Are the present of the energy market and the future of green energy compatible? - Opportunities and challenges

14:20 - 14:35 The price of green energy - What are the market drivers now?

**14:35 - 15:20 Energy market plans and implementation steps:
development, greening, efficiency improvement: Everything
about the Hungarian situation.**

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?

**13:50 - 14:05 The foundations of the livable city of 2050 are being laid now
- Electromobility trends**

14:05 - 14:20 Carbon credits in the mobility sector

14:20 - 14:35 Green property management in practice

**14:35 - 15:25 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.

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?

15:50 - 16:05 Company leaders' challenges: Gen Z, greening, and creating value alongside/for revenue growth

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

16:45 - 17:25 When a company goes green - The rocky road to implementation

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?

15:50 - 16:05 Green agriculture: let's get ready for adaptation and the newest technologies!

16:05 - 16:45 Crop, food and water security in the for-profit world

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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