

Brown Bag Seminar No. 083

2023

2.8 (wed.)

12:10
12:50

12:10-12:15

◆ Introduction

12:15-12:40

◆ Seminar
(Presentation)

12:40-12:50

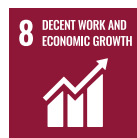
◆ Q&A

Online
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Registration ▶▶https://temdec-med-kyushu-u-ac-jp.zoom.us/webinar/register/WN_bolFayuuReWCd8mHRXpE8Q

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The Impacts of Greenwashing and Competence Greenwashing on Sustainable Finance and ESG Investing

Chair: Assoc. Prof. Kun QIAN (Research Futures Coordinator of Q-AOS)



Key Words

ESG

sustainable finance

greenwashing

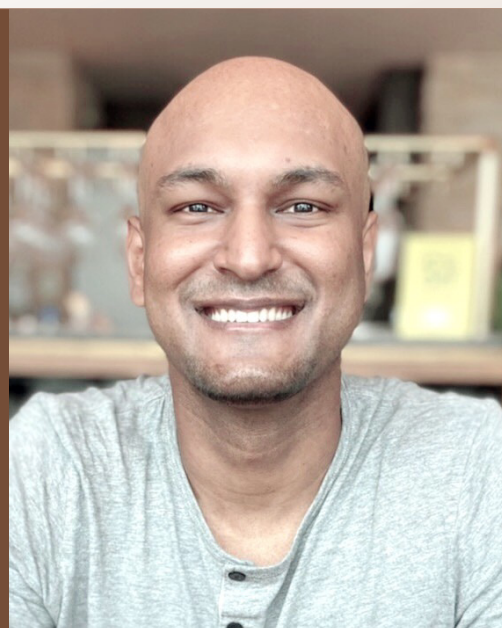
competence greenwashing

education

sustainability

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Dr. Kim Schumacher is originally from Luxembourg and prior to joining Kyushu University as Associate Professor in August 2022, he was Lecturer and Research Fellow in Sustainable Finance and ESG at the Tokyo Institute of Technology. In addition, he is an Honorary Research Associate at the University of Oxford.

Past work included consulting activities for the Luxembourg Ministry of the Environment, Climate and Sustainable Development and research as a postdoctoral researcher in sustainable finance at the University of Oxford. He also had adjunct lecturer positions at the University of Luxembourg and the United Nations University in Tokyo, Japan.

In terms of organizational outreach activities and society memberships, he is a member of the GRI Global Sustainability Standards Board (GSSB). In addition, he is also a Chartered Environmentalist (CEnv) and sits on the ISO Technical Committees on Sustainable Finance (TC 322) and Environmental Management (TC 207). Furthermore, he belonged to the Technical Working Groups of the Climate Disclosure Standards Board (CDSB), the Climate Bonds Initiative (CBI), and the Green Finance Network Japan (GFNJ).

His research work focuses on ESG data and impact metrics, sustainable finance frameworks, green bonds, natural capital, biodiversity and ecosystem services, renewable energy project development, and TCFD/TNFD disclosure.

The rise of sustainable finance, ESG investment, and sustainability reporting, has gradually led to a growing disconnect between the numerous positive corporate sustainability performance claims and the organizational resources and capacities dedicated to assuring proper ESG integration and sustainability impact MRV.

These discrepancies can easily result in greenwashing, which are the practices of marketing products or services as "green", "sustainable", "carbon neutral", "net zero" or "nature positive" when in fact they do not meet basic environmental, climate, or sustainability standards of verifiability or credibility.

Competence greenwashing is the professional ESG skills-related equivalent that relates to overstated claims of environmental competence or non-financial sustainability-related expertise in absence of material or credible educational or professional track records.

However, greenwashing and its subvariants like "competence greenwashing" do not occur in a contextual vacuum but are strongly linked to the increasing appeal of sustainable finance, ESG investing, and the strong green growth they are supporting. Therefore, this presentation will explore the risks of greenwashing and subject matter expertise-related competence greenwashing in the areas of sustainable finance and ESG.