

Survey of Opinion on ESG Education in Hong Kong 2023

Report

Prepared for



**International Chamber of
Sustainable Development
(ICSD)**

and



**World Green Organisation
(WGO)**

May 2023



CSG is accredited with ISO 9001:2008 certification from 2003 to 2017 and ISO 20252:2012 certification since 2017. All research projects are conducted in accordance with the provisions of the ICC/ESOMAR International Code of Marketing and Social Research Practice.

Room 501-506, 5/F., Island Place Tower, 510 King's Rd., Hong Kong Tel: 852 2891 6687
Fax: 852 2833 6771 Email: general@csg-worldwide.com <http://www.csg-worldwide.com/>



1. Introduction

- 1.1. International Chamber of Sustainable Development (ICSD) and World Green Organisation (WGO) commissioned Consumer Search Hong Kong Limited (CSG) to conduct the “Survey of Opinion on ESG Education in Hong Kong 2023” (the “Survey”). The purpose of the Survey was to to understand the target customers' attitude, needs and preference of ESG¹ education.
- 1.2. The Survey covered Hong Kong residents (excluding foreign domestic helpers) who were 21 – 45 years old and tertiary educated. Besides, the target respondents also fulfilled the following requirements:
 - (a) Currently working / looking for a job in major industries, and
 - (b) Have heard of the name "ESG".
- 1.3. The required information was collected via online survey.
- 1.4. A total of 301 completed online questionnaires were collected between 12 and 16 May 2023.
- 1.5. Readers are reminded that:
 - (a) There may be a slight discrepancy between the sum of individual items and the total as shown in charts owing to rounding.
 - (b) For questions that respondents were allowed to give more than one answer, the sum of individual items may be greater than 100.0%.
 - (c) Readers should be cautious when interpreting percentages of subgroups which was based on a small sample size (i.e. <30).

2. Summary of Findings

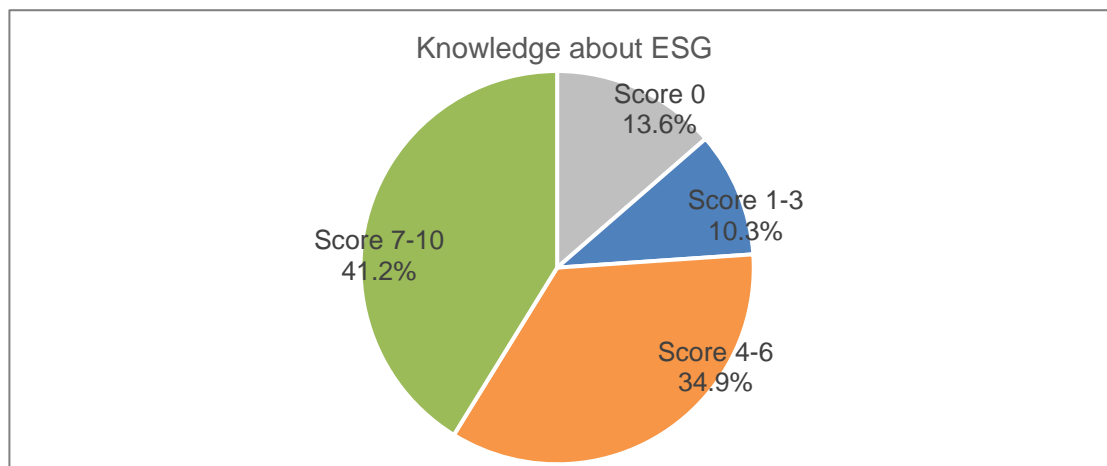
- 2.1. Knowledge on ESG
 - 2.1.1 41.2% respondents considered that they had good knowledge on ESG (rated 7 – 10 on a scale of 0 “none” to 10 “very much”).
 - 2.1.2 There were 34.9% of respondents who opined that they had medium level of knowledge on the subject (rated 4 – 6).
 - 2.1.3 The remaining 23.9% of respondents considered that they had a little

¹ “ESG”, stands for **Environmental, Social and Governance**, is a framework designed to be embedded into an organization's strategy that considers the needs and ways in which to generate value for all organizational stakeholders (such as employees, customers and suppliers and financiers).

knowledge on ESG (10.3% rated 1 – 3), or had only heard of ESG but did not have any knowledge about it (13.6% rated 0).

2.1.4 Respondents who were working or looking for a job in banking/ insurance/ finance (54.8%) or information technology (51.9%) industries were more likely than other respondents to rate their ESG knowledge level at 7 – 10. (Ref. Q1)

Chart 1. Knowledge about ESG (Ref. Q1)



Base: All respondents (301)

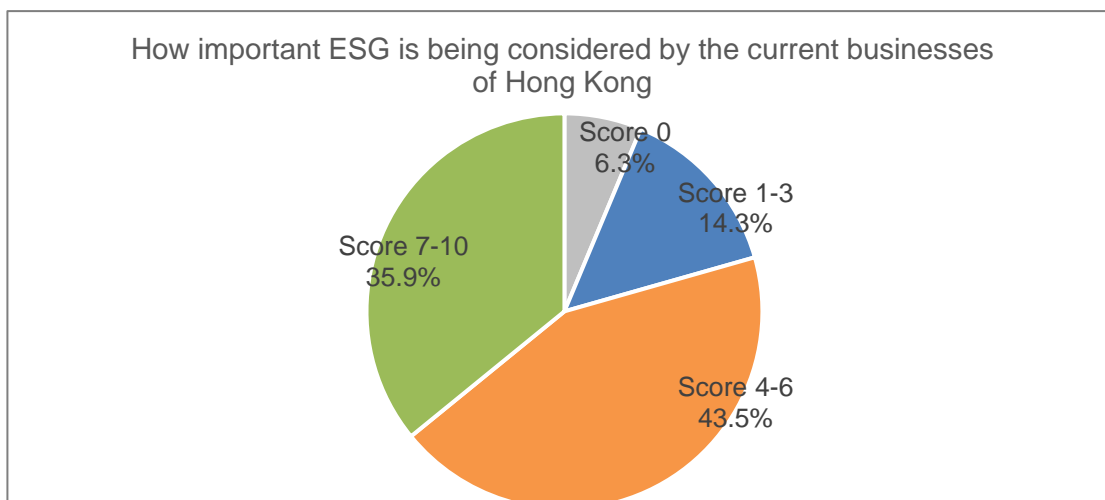
2.2. Importance of ESG

2.2.1 Close to eight in ten (79.4%) respondents opined that ESG was being highly or moderately considered by the current businesses of Hong Kong. Specifically, 35.9% of respondents regarded that that Hong Kong businesses attached high importance to ESG (rated 7 – 10), while 43.5% of respondents rated the importance level as medium (rated 4 – 6).

2.2.2 There were only about two in ten (20.6%) respondents who thought that ESG had low (14.3% rated 1 – 3) or nil importance (6.3% rated 0) in the current businesses of Hong Kong.

2.2.3 Relatively larger proportions of respondents who were working or looking for a job in information technology (51.9%) industries rated the importance level as high (rated 7 – 10). (Ref. Q2)

Chart 2. How important ESG is being considered by the current businesses of Hong Kong (Ref. Q2)



Base: All respondents (301)

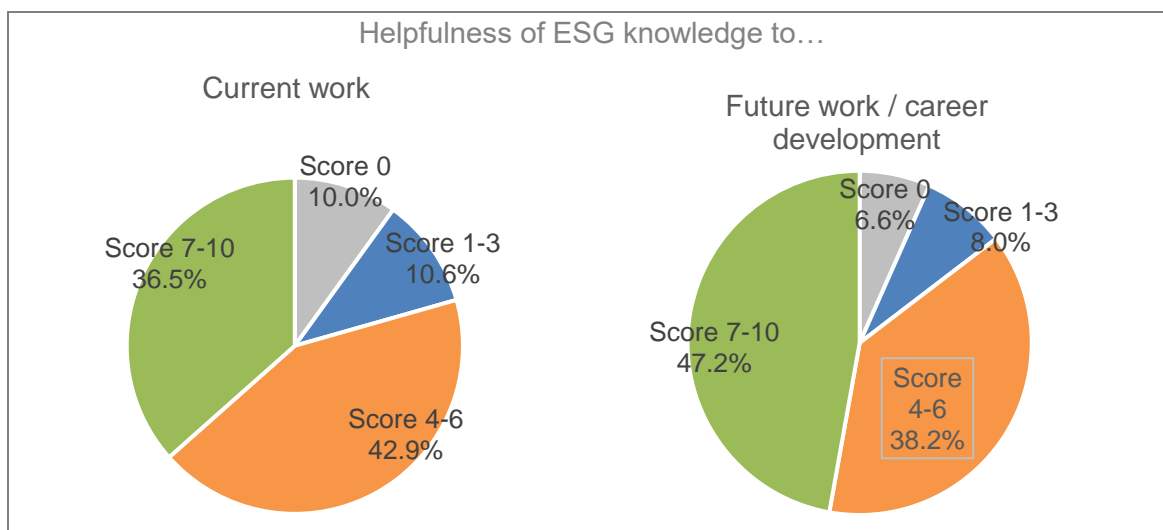
2.3. Helpfulness of ESG

2.3.1 Nearly eight in ten (79.4%) respondents opined that ESG knowledge was helpful to their current work, with 36.5% of respondents rating the helpfulness as high (rated 7 – 10 based on a scale of 0 “none” – 10 “very much”), and 42.9% of respondents rating the helpfulness as moderate (rated 4 – 6).

2.3.2 Over eight in ten (85.4%) respondents opined that ESG knowledge would be helpful to their future work/ career development, with 47.2% of respondents rating the helpfulness as high (rated 7 – to 10 based on a scale of 0 “none” – 10 “very much”), and 38.2% of respondents rating the helpfulness as moderate (rated 4 – 6).

2.3.3 Again, there were relatively larger proportions of respondents who were working or looking for a job in banking/ insurance/ finance (61.3%) or information technology (61.1%) industries who rated the future helpfulness levels at 7 – 10. (Ref. Q3 and Q4)

Chart 3. Helpfulness of ESG knowledge to current work / future work / career development (Ref. Q3 and Q4)



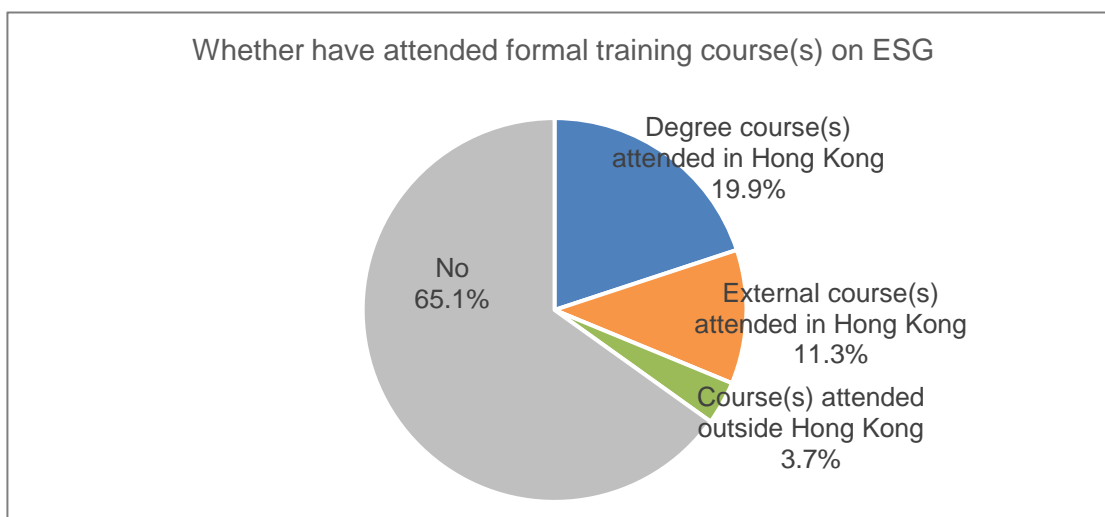
Base: All respondents (301)

2.4. Attendance of ESG Courses

2.4.1 There were 34.9% of respondents who had ever attended formal training courses on ESG, with 11.3% having taken external courses in Hong Kong.

2.4.2 There were 65.1% of respondents who had not attended any formal training courses on ESG whether in Hong Kong or overseas. (Ref. Q5)

Chart 4. Whether have attended formal training course(s) on ESG (Ref. Q5)



Base: All respondents (301)

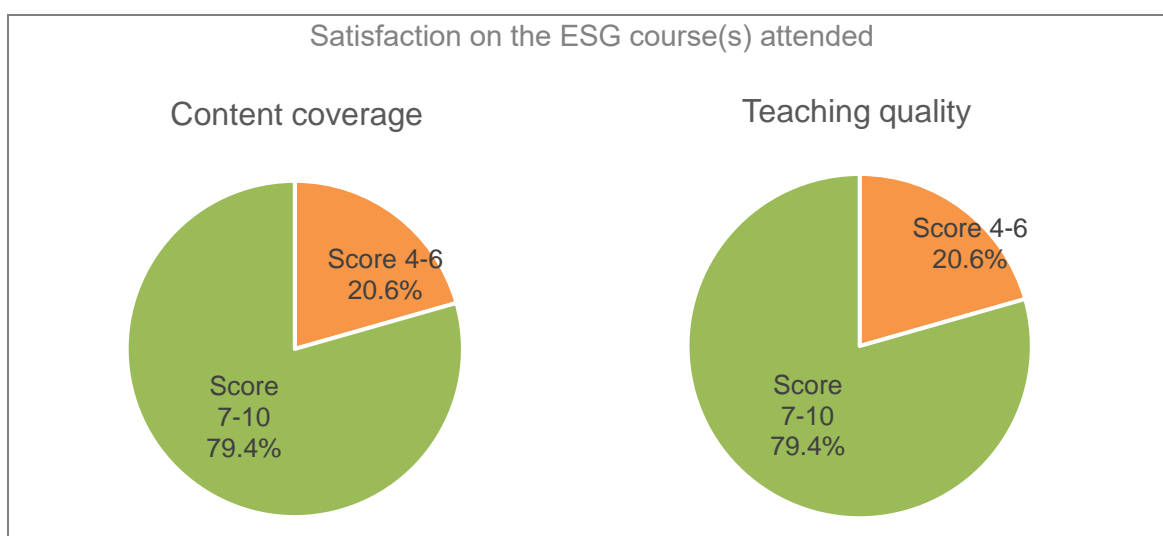
2.5. Satisfaction with ESG Courses Attended

2.5.1 The majority of respondents who had ever attended formal external ESG training courses in Hong Kong were satisfied with the course(s) attended

on various aspects.

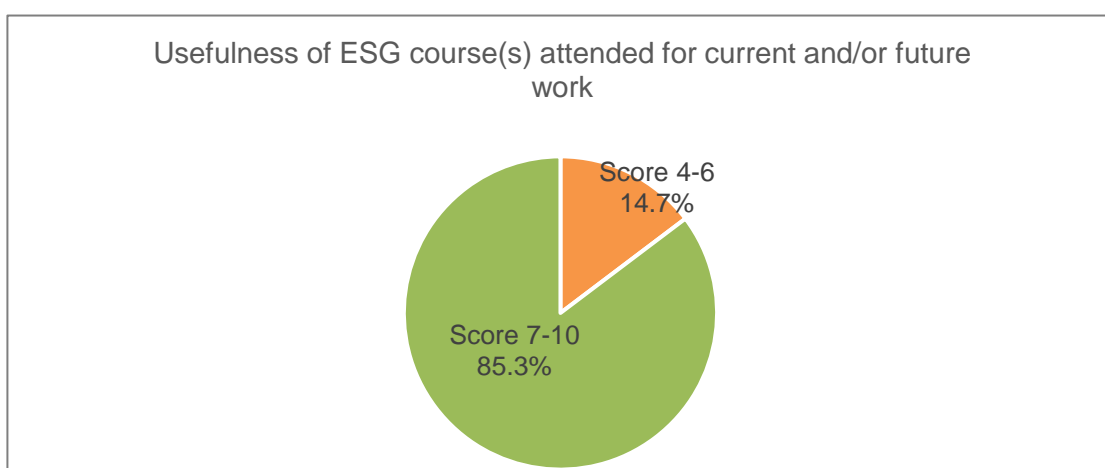
- Content coverage – 79.4% rated 7 – 10 (on a scale of 0 “very dissatisfied” – 10 “very satisfied”) (Ref. Q6a);
- Teaching quality – 79.4% of respondents rated 7 – 10 (on a scale of 0 “very dissatisfied” – 10 “very satisfied”) (Ref. Q6b); and
- Usefulness on their current and/or future work – 85.3% of respondents rated 7 – 10 (on a scale of 0 “very dissatisfied” – 10 “very satisfied”) (Ref. Q6c).

Chart 5. Satisfaction on the ESG course(s) attended (Ref. Q6a and Q6b)



Base: Respondents who had ever attended formal external ESG training courses in Hong Kong (34)

Chart 6. Usefulness of ESG course(s) attended for current and/or future work (Ref. Q6c)

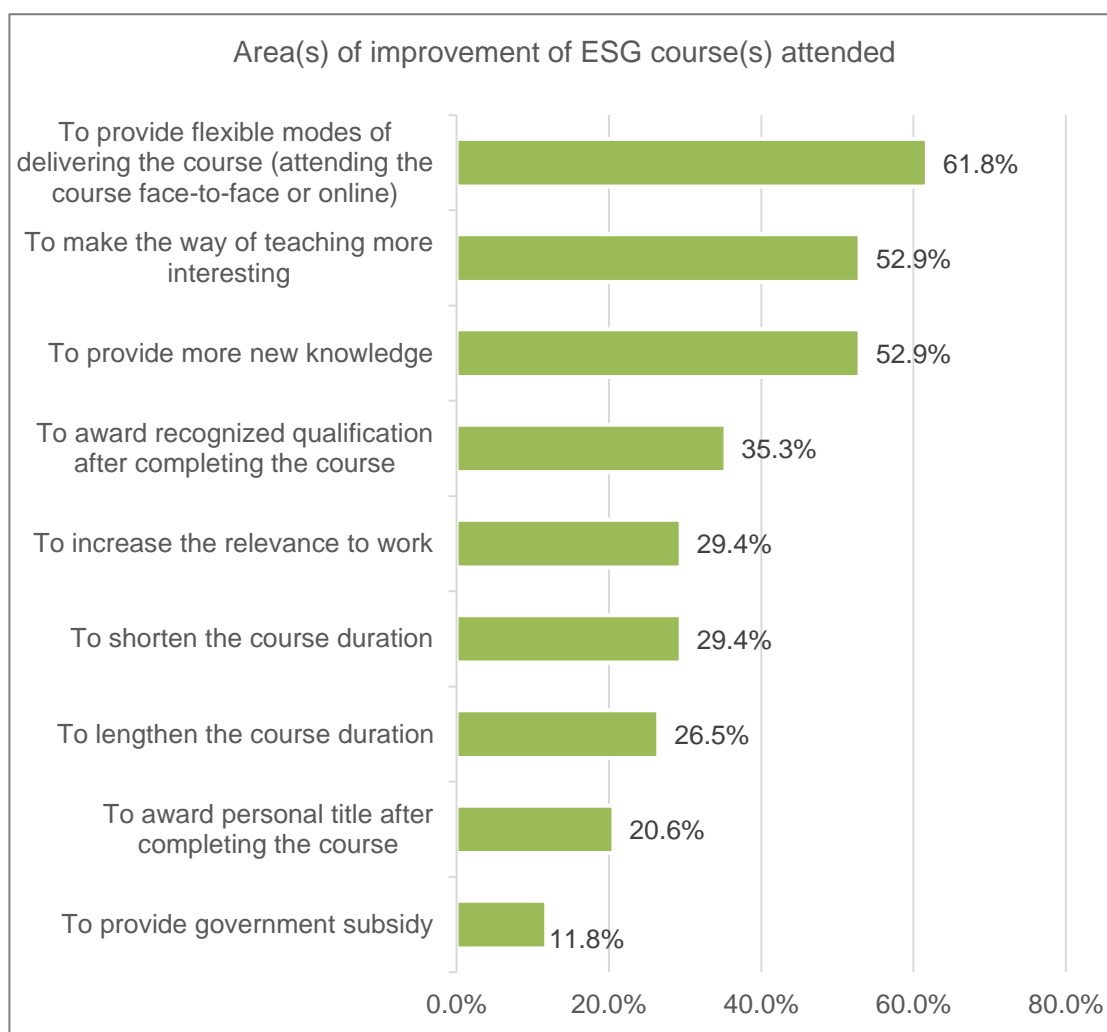


Base: Respondents who had ever attended external formal ESG training courses in Hong Kong (34)

2.5.2 Among the respondents who had ever attended formal external ESG training courses in Hong Kong (34 respondents),

- (a) the most commonly suggested areas of improvement for ESG courses were “to provide flexible modes of delivering the course (attending the course face-to-face or online)” (61.8%), “to make the way of teaching more interesting” (52.9%) and “to provide more new knowledge” (52.9%); and
- (b) 35.3% of respondents would like to obtain a recognized qualification after completing the course. (Ref. Q6d)

Chart 7. Area(s) of improvement of ESG course(s) attended (Ref. Q6d)



Note: multiple answers were allowed.

Base: Respondents who had ever attended external formal ESG training courses in Hong Kong (34)

2.6. Intention to Taking ESG Training Courses in Future

2.6.1 Among the respondents who had not attended any external formal ESG training courses (196 respondents), about half (52.0%) of them claimed that they were interested in enrolling in an ESG course in the future.

2.6.2 The interest levels were particularly high among respondents who were

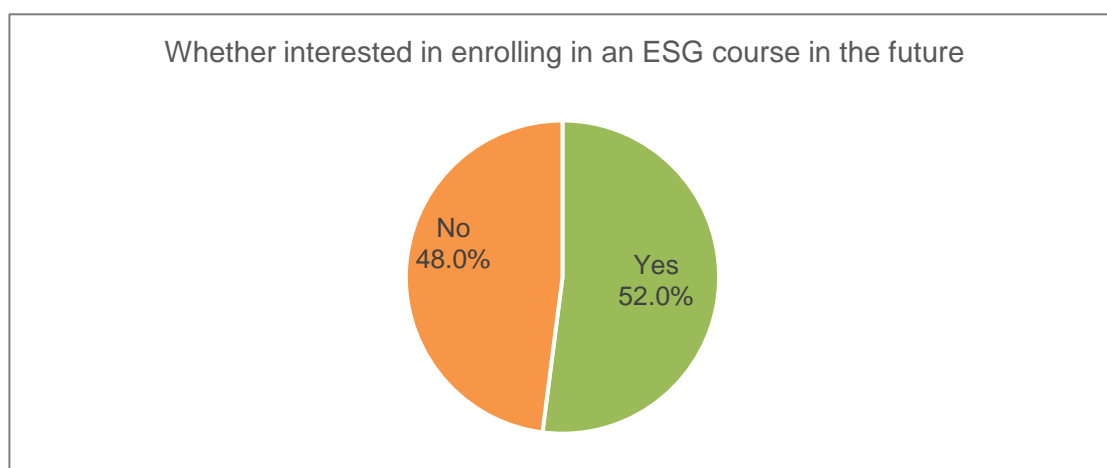
working/ looking for a job in the retail industry (73.3%), real estate industry (66.7%) and other professions (66.1%).

2.6.3 They were also more prone to think that ESG knowledge was

- considered important by current businesses in Hong Kong (rated 7 – 10, 29.4%; vs. total 18.4%).
- helpful to current work (rated 7 – 10, 29.4%; vs. total 18.4%).
- helpful to future work/ career development (rated 7 – 10, 50.0%; vs total 31.1%).

(Ref. Q7)

Chart 8. Whether interested in enrolling in an ESG course in the future (Ref. Q7)

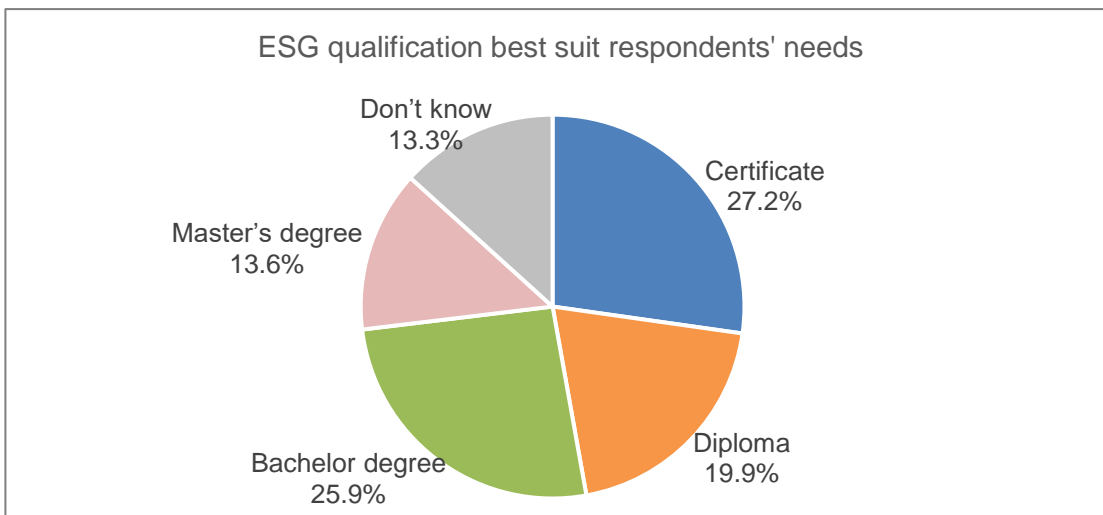


Base: Respondents who had not attended any formal ESG training courses (196)

2.7. ESG Qualifications

2.7.1 Relatively more respondents considered that the qualifications of certificate (27.2%) or bachelor degree (25.9%) would best suit their needs on ESG course, followed by diploma (19.9%) and master's degree (13.6%). (Ref. Q5)

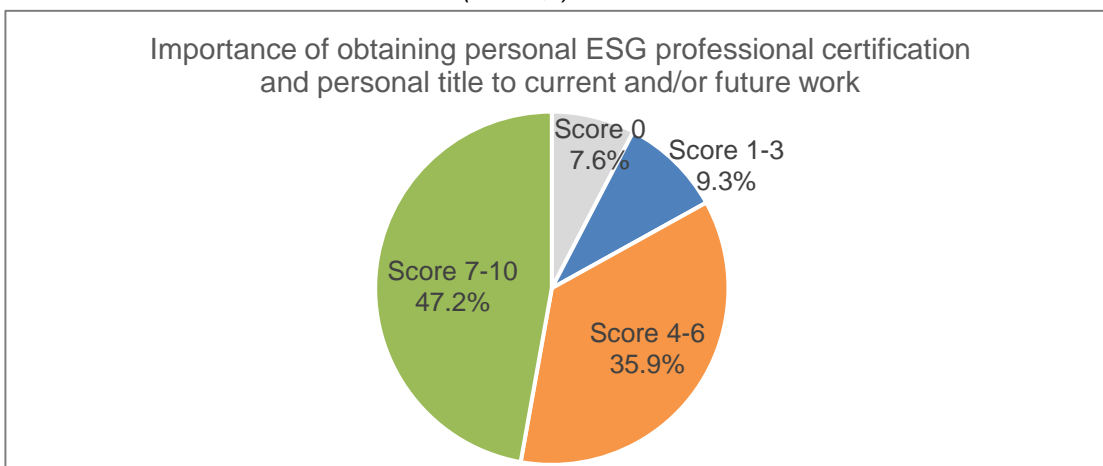
Chart 9. ESG qualification best suit respondents' needs (Ref. Q8)



Base: All respondents (301)

2.7.2 Over eight in ten (83.1%) respondents considered that obtaining personal ESG professional certification and personal title would have highly or moderately important to their current and/or future work. Specifically, 47.2% of respondents rated the importance as high (rated 7 – 10 based on a scale of 0 “not important at all” to 10 “very important”), while 35.9% of respondents regarded the importance as moderate (rated 4 – 6). (Ref. Q9)

Chart 10. Importance of obtaining personal ESG professional certification and personal title to current and/or future work (Ref. Q9)



Base: All respondents (301)

2.8. Considerations in Enrolling in ESG Courses

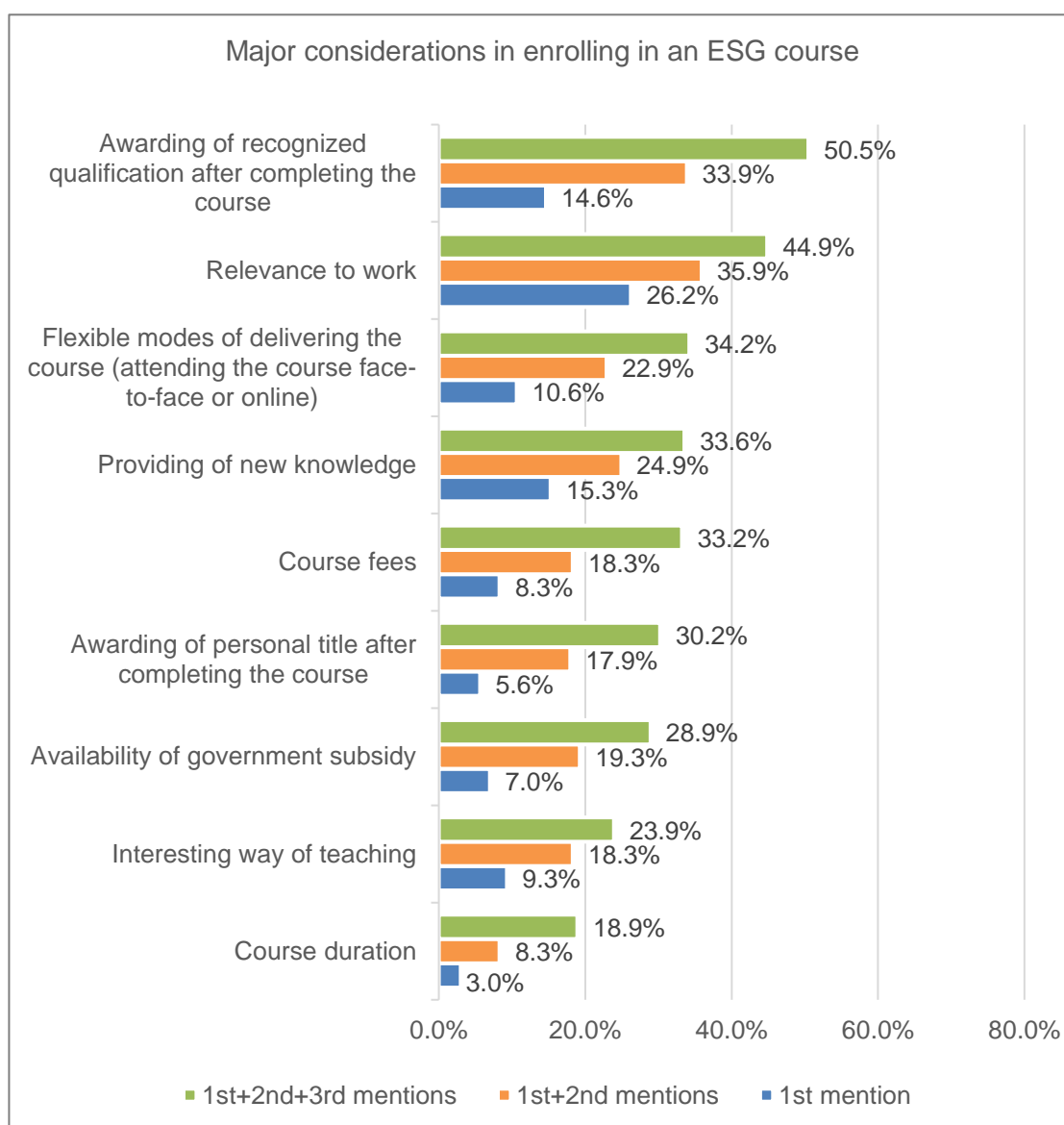
2.8.1 In enrolling in an ESG course, the most important consideration was “relevance to work” (26.2%), followed by “providing of new knowledge” (15.3%), “awarding of recognized qualification after completing the course” (14.6%) and “flexible modes of delivering the course (attending

the course face-to-face or online)” (10.6%).

2.8.2 Including the second most and third most important considerations, the most common factors that respondents would take into account in enrolling in an ESG course was “awarding of recognized qualification after completing the course” (50.5%). “Relevance to work” (44.9%) came next, followed by “flexible modes of delivering the course (attending the course face-to-face or online)” (34.2%), “providing of new knowledge” (33.6%) and “course fees” (33.2%).

(Ref. Q10)

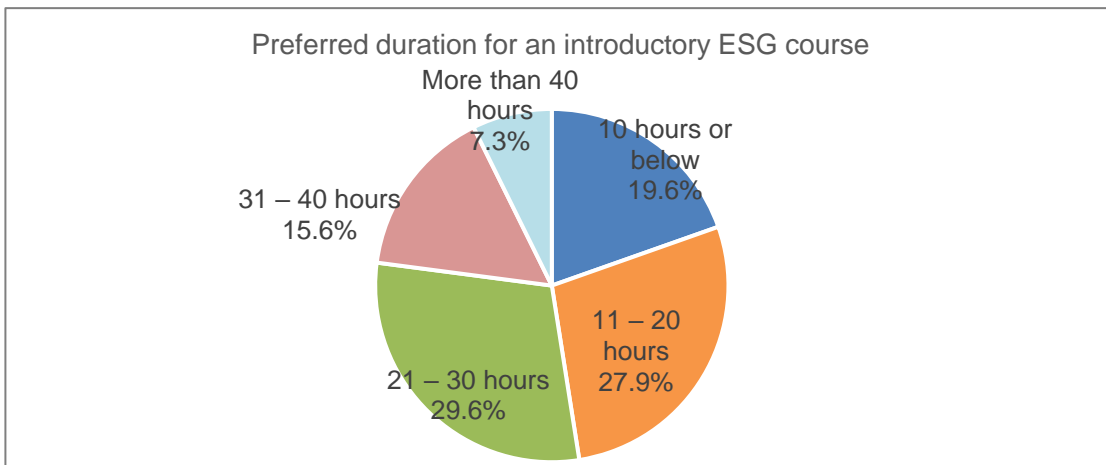
Chart 11. Major considerations in enrolling in an ESG course (Ref. Q10)



Base: All respondents (301)

2.9. The most preferred duration of an introductory ESG course were 21 – 30 hours (29.6%) and 11 – 20 hours (27.9%). (Ref. Q11)

Chart 12. Preferred duration for an introductory ESG course (Ref. Q11)



Base: All respondents (301)

Annex: Respondent Profile

Gender		
Male	163 respondents	54.2%
Female	138 respondents	45.8%
Age		
21 - 25	20 respondents	6.6%
26 – 30	54 respondents	17.9%
31 – 35	95 respondents	31.6%
36 - 40	77 respondents	25.6%
41 - 45	55 respondents	18.3%
Education		
Sub-degree	33 respondents	11.0%
Bachelor degree	184 respondents	61.1%
Postgraduate degree	84 respondents	27.9%
Industry currently working in/ looking for a job		
Banking/ insurance/ finance	31 respondents	10.3%
Transport and logistics	31 respondents	10.3%
Food and beverage	8 respondents	2.7%
Retail	21 respondents	7.0%
Information technology	54 respondents	17.9%
Real estate	12 respondents	4.0%
Professional services	79 respondents	26.2%
Others	65 respondents	21.6%