



A SUSTAINABLE CHOICE
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FINANCIAL EDUCATION

REGISTRATION TO THE SEMINAR

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PRESENTATION .

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Degree in Economics and Actuarial Sciences and Financial Business Sciences, title of Insurance Actuary, from the University of Barcelona. MBA from Pennsylvania State University, sponsored by the Fulbright Scholarships, and CFA (Chartered Financial Analyst). She developed his professional career for more than 15 years in the financial industry (from retail banking, auditing, insurance, management control to financial markets), 10 of them as a stock market analyst specialised in the Spanish banking sector, in investment banks such as Lehman Brothers or Morgan Stanley in London, where she was Executive Director in the European banking team. Eva is also an ACC coach by ICF (International Coaching Federation) and a specialist in leadership and change management. She has worked with various business schools, such as IESE or Kedge Business School, and has collaborated as a professor at IEF since 2013.

PRESENTATION .

Socially responsible finance, while not something new, has had a huge boost in recent years as a result of different factors, including:

1. The impact of the financial crisis, which questioned the traditional view that different economic agents, seeking their own interest, created favorable scenarios for society as a whole
2. The effects of climate change and initiatives at the level of governments and international organizations to reverse it and mitigate its impact

PRESENTATION .

3. The generation of Millennials, with deeper ecological values and investment preferences that place much more importance on additional factors to profitability than in the case of previous generations.

OBJECTIVES .

- Make participants reflect on the possibility of combining their values and financial decisions
- Understand what are socially responsible finance and ESG factors
- Publicise the new business paradigms and some international initiatives to promote green finance and sustainability
- Give examples of financing and investment products for retail investors interested in promoting this type of finance
- Question paradigms and common beliefs, for example, that profitability is at odds with social and environmental impact

TARGET AUDIENCES.

Adults and youth interested in improving their personal finances and understanding the importance of taking care of them, aligned with the established sustainability development goals.