

Blog Marking Criteria and Exemplars

Weekly Blog

- **Min 100 words per week (please write straight to the blog, NO attachment)**
- Be **authentic, purposeful, insightful** and **concise**.
- Demonstrate your **interest, research, thoughtfulness**.

Headings [Please use at least one heading to identify your intention. You may but it is not necessary to write about all of them every week]

- **Reflection** of the key learning (min requirement)
- **Research** that supplement or clarify the topic of the week that interests you
- **Insights and Actions**
 - What are the actionable implications, risks and opportunities for you?
 - How is this helping you in your career?
 - How to talk about an issue to raise awareness?
 - How we need to augment current practices and education?
 - **Project Development**

Marking Criteria, the blog is your reflective learning practice. To be effective you should be:

Timely. Reflection does not work if you need to write 5 blogs a day. Your mind needs to relax and open in order to reflect. Please catch up your outstanding blogs by Week 4's lecture.

Authentic, i.e., be original. It is from you and or about the real world. It is not idea or words of someone else. Be yourself. Start with what draws your inspiration or attention or curiosity. There are plenty of material in each week's topic.

Purposeful, i.e., there is a function, goal, or implication to your blog. The opposite of purposeful is stating something and not relating it to what you know or how you understand of finance, business and the world, or decisions that you have or would encounter yourself or in the finance profession.

Insightful, i.e., you see a little further and deep than the surface and definition. How does the new knowledge relate and expands your understanding of the world? Does your learning help you see where the world should be going and how?

Interested. If it is not natural to you then you need to ask yourself how this week's material can be interesting. It can be trained, follow your curiosity.

Research. Should be self-explanatory and it is typically a follow up action once you feel interested. Please cite the sources.

Thoughtful and Concise writing. Are you organising your thoughts, so they make sense? Do you have structure? It's ok to start with writing whatever that comes to your mind. The flow is important as any writer will say and that's how our human minds work. Firing your neural network to make connections and create. Therefore, the first pass is not immediately sensible. You need to organise the ideas. Did you read and rewrite? Rewrite at least once. Writing too

much, especially without structure or grammar and spelling checks is not going to earn high score.

There is no one way to a perfect blog but the followings are two examples of good entries from past students (with their permission) as a guide.

Exemplary Blog 1 (for Week 2)

Reflection

Corporate Governance: whilst the shareholder model can be linked with SF 1.0, the stakeholder model is more aligned with SF 2.0 which optimizes the integrated value. The goal should be to shift towards a long-term horizon as proposed in SF 3.0.

Adaptive Markets Hypothesis: considers the conflicting views of EMH and behavioural finance, allowing rationality and irrationality to co-exist. Such concept is welcoming of the impact long term sustainable finance decisions can make to market prices.

Institutional Investors can commit to responsible investing given their larger timeframes and collections of money, and their observance of the ESG framework in valuing a company will similarly require the companies to integrate ESG into their own functional decisions.

Research

ESG Integration Framework: the UN PRI website explains how the ESG integration framework is not meant to be a perfect process, rather a reference guideline which can be built on through peer reviewal and refinement. One set of techniques will not be applicable to every firm.

Four Challenges in the ESG Market: Dr. C. K. Merker wrote in 2018 of the four major challenges facing ESG integration as being –

Defining standards and terminology

1. ESG adoption
2. The quality of ESG information
3. ESG in other investment markets

Insights

Unfortunately striving towards sustainable finance is not black and white; high level targets can be set towards what we want to achieve, however how we arrive there will be unique to each organization. The intent of these processes is to facilitate traceable and reviewable measurables which will lead towards the high-level targets, whilst also providing sustainable business practices which can be re-shaped and implemented for different companies. Governance recommendations and coalitions for sustainable finance are real examples of sustainable finance in action.

Exemplary Blog 2 (for Week 2)

Reflection

This week's coursework poses a strong focus on the integral need for governance in order to steer towards more sustainable business processes. A focus of this week I found interesting was the need for more rigid corporate governance to ensure sustainability in business was a core focus. Whilst it is widely agreed the motives of the business should always be to maximise profit and ultimately this is the goal of the shareholder (to maximise return on investment), it can be agreed that all investors in a company whether widely held or not have a Fiduciary duty towards clients and thus can encourage business managers to implement sustainable practises when going to market. Expanding on this with part 2 of the coursework from this week; I strongly disagree with a threshold and allocation approach being implemented at all. Take for example an emissions trading scheme; allowing companies to trade available units will only encourage big business to purchase these (leading to increased profits for small businesses) and ultimately passing the costs onto the end user.

Further Research

In researching further on the latest Royal Commission ("RC") report; it can be widely seen that the Royal Commission has encouraged companies to have a more proactive approach rather than reactive. Some aspects of the Royal Commission will help companies to be more sustainable. For example, the RC encourages more qualitative factors to be considered when determining frontline staff remuneration. By adding an aspect of sustainability, all front-line staff will be required to focus on implementing sustainable business practise if an aspect of their rem is fixed to this component. The RC also focuses on (particularly for banks) the need for more evaluation of the culture within organisations. Using the RC's suggestions; companies can implement policies internally which promote strong and ethical business practises which focus on environmental and sustainable models.

Whilst these are my views, I look forward to expanding on the possible ways for improvement of business practises and an increased focus on sustainability throughout this course.

Sources:

<https://insight.thomsonreuters.com.au/resources/resource/corporate-governance-lessons-banking-royal-commission>

<https://www2.deloitte.com/content/dam/Deloitte/au/Documents/financial-services/deloitte-au-fs-culture-customer-purpose-hayne-royal-commission-120219.pdf>