

CHINA CROSSROADS

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Is ESG a Scam?

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ESG is now one of the hottest topics in investment and financial market regulation. But with tweets by Elon Musk claiming that “ESG is a scam” and a recent cover The Economist claiming “ESG – the three letters which will not save the world,” there is clearly a debate. This deals with the discourse and development of non-financial ESG (Environment, Social, and Governance) reporting, indicators, and investment in China, Europe and the U.S. The talk will give an introduction to the concept of ESG as well as the regulatory developments in China, Europe and the US related to the field, before discussing which ESG issues if any – are a scam.

[Heidi Berg](#) is the Head of Partnership at Nordic Innovation and Sustainability Shanghai. She has 12 years of experience in ESG in related areas such as investment, project management, and delivery of training. Heidi is currently collaborating with The Yangtze Institute of Green Finance on an English edition of an upcoming book on ESG management in China. Before moving to China in 2012, she was Head of Communications at Norfund, the Norwegian investment fund for developing countries. Heidi holds a master’s degree in International Management from the Norwegian School of Economics and Business Administration.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a “crossroads” of the world and itself at a “crossroads” in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.