

**FOR IMMEDIATE RELEASE**

*A Brighter Future Through Financial Education and ESG*  
**IFPHK Financial Education and ESG Leadership Awards 2022**  
**Open for Application**

(Hong Kong – 12 July, 2022) The Institute of Financial Planners of Hong Kong (IFPHK) is pleased to announce the launch of the annual financial education awards, with a mission to recognize companies that have made significant efforts in improving financial literacy levels in Hong Kong and promote sustainable financial education since 2018.

To encourage financial educators to pursue this meaningful initiative, the award name has been renamed as “Corporate Financial Education and ESG Leadership Awards 2022” with a theme “A Brighter Future Through Financial Education and ESG” and have added “ESG” as a mandatory Awarding requirement. The awards have also drawn support from 16 organizations from the regulatory and professional bodies sectors.

Dennis Lau, CEO of IFPHK says, “Stepping into its fifth year, we hope that by refreshing the Awards from time to time, we may reflect justly on the social needs and rightly recognize the corporate leaders that constantly pick up and move on. Hence, for this year, we have come up with a theme that connects financial education and ESG as both indicate the responsible act of a company towards the community.”

He continues, “through this linkage with ESG, we would like to emphasize that financial education should be a continuing mission of all corporates. Ongoing financial education helps build a financially-fit population to combat adversity and ultimately a brighter and sustainable future. As a communication bridge between the regulators, the financial services industry, our 7,000 some members and the community, we cordially invite all corporates to partake in this meaningful mission together and advance the community for the greater good.”

The Awards “Corporate Financial Education and ESG Leadership” is categorized into Gold, Silver and Bronze Award. A grand award “Corporate Financial Education and ESG Leadership of the Year” would be given to the commercial firm that has achieved the greatest number of criteria. The awards have set out 12 assessment criteria to demonstrate how financial education could be met. In addition, participants must fulfill one “ESG initiative or achievement” so as to be awarded. All commercial firms and non-profit organizations who have undergone financial education tasks are eligible to participate.

Entries would be assessed by a judging panel comprising of the IFPHK's board members and experienced CFP® professionals. The Awards is open for application online with a submission deadline of 31 August 2022. The Awards Presentation Ceremony is expected to take place in late November this year.

For more details on the Awards, assessment criteria and application, please visit the campaign site <http://www.ifphk.org/FELA2022/index.html>.

### **Awards Categories**

	<b>Award Type</b>	<b>Eligibility</b>
<b>Corporate Financial Education and ESG Leadership</b>	<ul style="list-style-type: none"><li>- Gold Award, Silver Award and Bronze Award</li><li>- Best Corporate Financial Education and ESG Leadership of the Year</li></ul>	<ul style="list-style-type: none"><li>- Open to all commercial firms and non-profit entities</li></ul>

### **About IFPHK**

IFPHK was established in June 2000 as a non-profit professional organization. It aims to be recognised in the region as a premier professional body representing financial planners dedicated to upholding the highest professional standards for the benefit of the public. The Institute is the sole licensing professional body in Hong Kong authorised by the Financial Planning Standards Board Limited in the US to grant CFP® certification and AFP® certification to qualified financial planning professionals in Hong Kong and Macau. Currently, there are more than 203,000 CFP certificants in 26 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, and approximately 4,100 CFP certificants are in Hong Kong. It represents more than 7,400 financial planning practitioners in Hong Kong, including 1,200 Qualified Retirement Adviser. They are from such diverse professional backgrounds as banking, insurance, independent financial advisory, stockbroking, accounting, and legal services.

### **For Media Enquiries**

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