



Bucharest, 22.07.2020

Press Release

It is with great pleasure that we announce that **ENVISIA-Boards of Elite** is a founding member of the **IASE International Certifications Body** - the International Association for Sustainable Economy (IASE), the first Association in the world that will certify professionals in the field of **#ESG**!

We are as well proud that **Carmen-Daniela Micu, MBA, MEng, ENVISIA-Boards of Elite** Founding Member and its CEO, has been chosen as Co-VicePresident **IASE International Certifications Body**!

ENVISIA and IASE are sharing a common Vision of professionalizing the leading structures within companies - as IASE aims to be the leading international certification institution for all professionals in the field of **#ESG** and thus help build confidence of companies, customers, suppliers and other stakeholders in knowledge, skills, lifelong learning, behavior and ethics.

We wish IASE a long-lived success at a global level!

About Envisia:

ENVISIA is The First Business School in Romania for Board Directors, delivering state of the art education, mentoring and advisory services towards Chairmen of the Board, Senior Independent Directors, Non-Executive Directors, C-Suite level and high-caliber professionals, through prestigious local and international partnerships.

About Carmen Micu:

Founder and Board Member of ENVISIA-Boards of Elite, Carmen is a senior executive with over 25 years of experience in general management and in marketing & communication, having held local and global assignments, in companies such as Beiersdorf AG Hamburg, Wella AG and Omnicom Media Group, and covering an array of industries from FMCG to Pharma and Media & Advertising. Strong business development professional, Carmen holds two masters degrees and is an alumna from prestigious schools: IESE Business School, Wharton University, Kellogg School of Management- Northwestern University, ASEBUSS, University Of Washington. Carmen is Board Vice-President Membership Experience PWN Romania and Chair of the Global Nomination Committee Professional Women's Networks.



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INTERNATIONAL ASSOCIATION FOR SUSTAINABLE ECONOMY

IASE IS BORN, THE FIRST WORLDWIDE CERTIFYING ENTITY THAT ACCREDITS PROFESSIONALS IN THE FIELD OF ESG

IASE promotes the most recognized ESG certifications in the market, with a global character. It has the support of more than 25 countries like UK, Germany, France, Italy, Spain, China, South Korea, India, USA, Canada, Mexico, Colombia and South Africa among others, and will accredit professionals from different sectors in skills related to the ESG field.

IASE is chaired by Javier Manzanares Allen, Deputy Executive Director of the Green Climate Fund, the world's largest climate fund dedicated to helping developing countries meet the climate challenge.

London, 20th July 2020 - The COVID19 situation has raised a generalised reflection worldwide: companies have both a great responsibility and an opportunity in the management of the crisis and the scenario left by the pandemic. A framework in which the acronym "ESG" becomes more necessary than ever. The truth is that investment in ESG policies (environmental, social and governance) has become one of the fundamental pillars of sustainable corporate growth for companies and the creation of value for their shareholders and for society in general. A corporate social commitment that is increasingly evident.

In this regard, on 18th May 2020, 155 companies with a combined market capitalization of more than US 2.4 trillion and representing more than 5 million employees have signed a declaration urging governments worldwide to align their economic aid and COVID-19 recovery efforts with the latest climate science.

Governments worldwide have a critical role to play in aligning recovery policies and plans with the latest climate science, but they cannot drive systemic socio-economic transformation on their own.

To address the interconnected crises we face, we must work together as an international community to meet the UN Sustainable Development Goals and the Paris Agreement. Business is now leading the way in pushing for ambitious science-based action and advocacy to help reduce vulnerability to future crises and disasters.

The most prominent trends within the ESG focus on climate change, innovation, work-life balance, gender diversity and indigenous populations; areas as different as necessary that require



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increasingly flexible and adaptable professionals to achieve a positive impact on society, corporations and the environment.

In this context, online education has become the standard for training and has facilitated the birth of IASE (International Association for Sustainable Economy), the first Association in the world that will certify professionals in the field of ESG completely online, using cutting-edge technologies in order to reach all corners of the planet.

The International Association "IASE" aims to be the leading international certification institution for all professionals in the field of ESG and thus help build confidence of companies, customers, suppliers and other stakeholders in knowledge, skills, lifelong learning, behavior and ethics.

International and democratic. On these two great values IASE presents its commitment as a certification body. IASE will begin its activity with a presence in more than 25 countries, providing coverage and services to more than 2/3 of the world's population, and intends to continue growing, expanding the geographies in which it will be present.

Based in London, IASE is chaired by the Spanish Javier Manzanares Allen, a senior executive with great recognition in the sector worldwide and who currently holds the position of Deputy Executive Director of the Green Climate Fund, and two vice-presidents: the South African, Godfrey Nti, a professional with 22 years of experience in strategic consultancy to companies , Chief Executive of Financial Planning Institute (FPI) and who, at an international level, has held positions such as Chair of the Global Financial Planning Standards Board (FPSB)'s CEO Committee; and the representative of Romania and vice president, Carmen Micu, CEO of Envisia, a senior Romanian executive with over 25 years of experience in business and marketing and communication with great recognition to her profile as an entrepreneurship woman.

In the words of Javier Manzanares, "IASE seeks to be the reference in ESG at an international level that aspires to deepen the sustainable development of our society by certifying professionals in ESG matters and in an environment of continuous innovation".

"The Association will initially have two types of certification, the first (International Sustainable Finance) aimed at the financial sector, with specialisations in the banking, insurance, savings banks and microfinance sector, and the second (International Sustainable Business) aimed at the business sector. The IASE qualifications have been designed in collaboration with highly experienced ESG professionals from multiple geographies and industries around the world. "

The ISF/ISB certifications have a global focus and have the highest prestige and recognition for those who seek to demonstrate their commitment to a competent ESG practice and compliance with a code of ethics.

Access to these certifications is another aspect that reinforces their democratic value. People with multiple professional profiles are eligible for ESG certifications. IASE wants to transfer to a global level the model in which the certifications of professionalism in ESG knowledge and competences are a worldwide standard.



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The objective of IASE is to start the official online exams during the fourth quarter of 2020, to certify the knowledge and skills of professionals in the domain of ESG subjects.

What advantages does IASE offer?

Through the certifications promoted by IASE, corporations and institutions will strengthen and reinforce:

- Its reputation and branding
- Its relationships with their employees and providers
- A positive perception from their clients and other stakeholders
- An improvement of their efficiency, their added value, and their transformation process towards a more sustainable model, more respectful environmentally.
- A higher return regarding employees training plans, facilitating them access to knowledge in ESG, which is increasingly demanded by the market, allowing them to obtain those essential skills, and reinforcing the transparency of ESG Corporations.

IASE Chairman concludes that "Companies and institutions that dedicate resources in education, in robust ESG programs and certifying their professionals, capitalize on their investment with greater returns and impact not only on their bottom line but on the society as well".