



Rob Kindness
Director – South-East Asia Pacific
ABE Global



Est. 1973



“Policy goals are clear. Delivery is the hard part.....”

Policy



Decision No 1658/QD-TTg

Clear intent
Standards
Accountability

Proof



Evidence
Metrics
Assurance

People



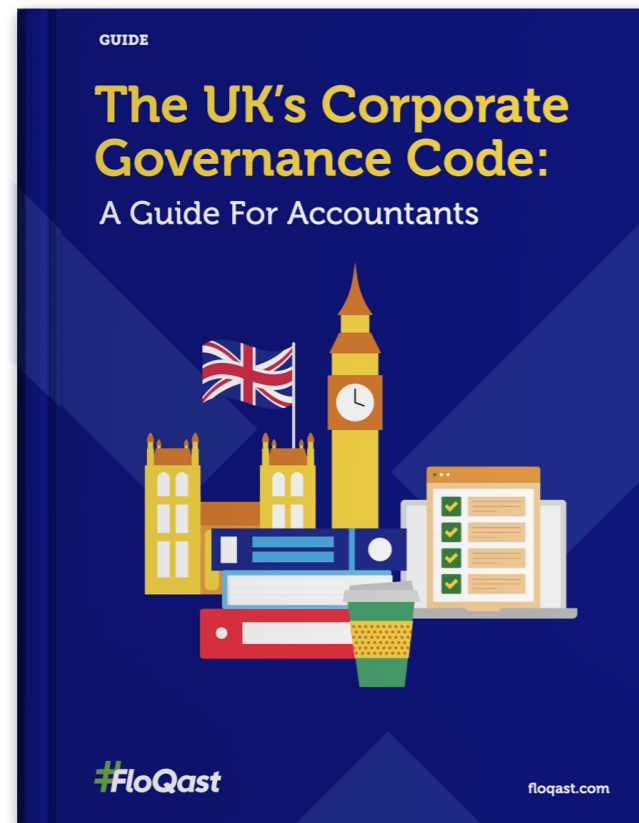
Skills
Leadership
Ownership

- ESG is shifting from narrative to evidence
- Evidence depends on capability, not slogans
- Green finance follows credible delivery

Why delivery is a skills issue!

Three ingredients of credible ESG delivery:

Governance



Accountability
Decision rights
Meeting cadence

Data



Baselines and KPIs
Carbon scopes
Assurance mindset

Operations



Procurement
Process change
Product lifecycle

The Leadership Skills Behind ESG Delivery

Leaders need sustainability competence to set direction with confidence



Skills bridge: ABE Level 4 Strategic Sustainability

Turning capability into a structured pathway

Unit 1: ESG Strategic Planning and Policy Writing

Tools:

- SWOT
- PESTLE
- Balanced Scorecard
- Value Chain, Porter

Output:

- Policies
- Roadmaps
- action plans

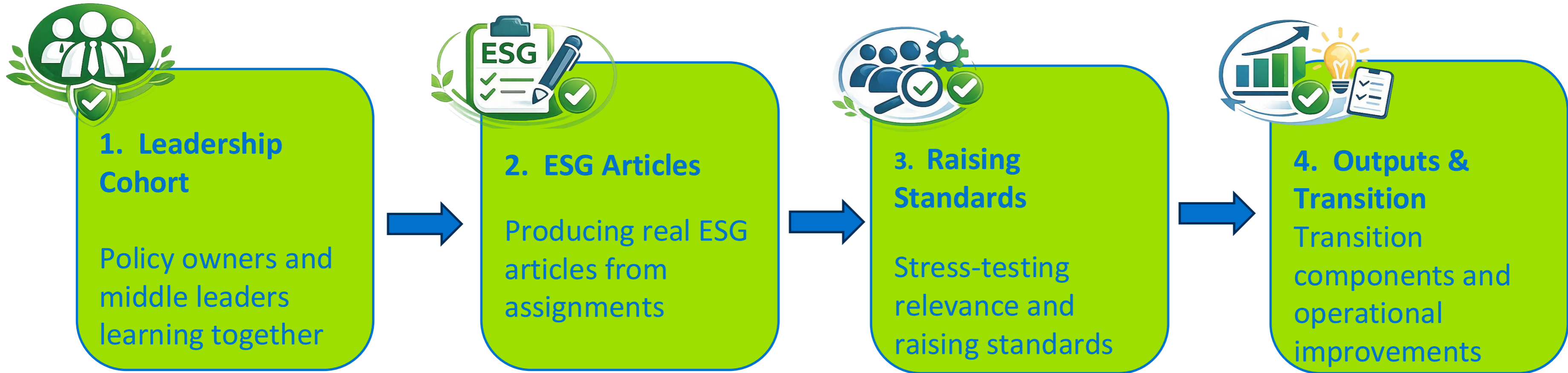
Unit 2: Sustainable Operations and improvement (LCA-led)

Focus:

- product and service lifecycle
- operational evidence
- continuous improvement



A delivery model that scales (90-day pilot ready)



Aligning 3 priorities



Where we can collaborate next?

Current collaboration



- ABE has submitted a proposal to VNU-UEB to integrate the ABE Level 4 sustainability qualification into the existing undergraduate programme.
- Focus: leadership capability, credible ESG delivery, applied outcomes.

Questions for the room

- Where is the biggest delivery gap: governance, data, or operations?
- Which sector is the priority: banking, manufacturing, logistics, energy?
- What does a 90-day pilot look like in your context?

Thank You
Cảm ơn



Rob Kindness

Director (South-East Asia Pacific)

Mobile (Asia) + 66 (0) 801 371 851 (WhatsApp)

RobKindness@abeuk.com



Rob Kindness

Director @ ABE | Business Development | Focused
on Affordable Access to University | Education &...

