

Unlocking Social Impact: The Best Metrics for Success



Speakers:

Virginia Wilson, Senior Executive Advisor, Shared Value Initiative Hong Kong

Virginie Ostrowski, Chief Executive Officer, Shared Value Initiative Hong Kong

Samuel Kwong, Senior Associate Director ESG, Chinachem Group

Pia Wong, Chief Impact Officer, B-Purpose Bureau

Catherine Cole, Sustainable Growth Catalyst, B-Purpose

Bureau

Marianna Lemus Boskovitch, Associate Consultant, BOP Consulting

Moderator:

Katherine Rumble, Director, Partnerships & Development, Habitat for Humanity Hong Kong

Unlocking Social Impact: Choosing the Best Metrics for Success

Understanding and measuring social impact is vital for modern businesses. Is your company effectively addressing the 'S' in ESG, and do you have the right metrics for local and global community needs? A robust framework is essential for setting targets and tracking progress.

Join our event to explore frameworks, metrics, and impact indicators. Learn to integrate social impact into your strategy, addressing community needs and creating business opportunities. Participate in interactive workshops to gain practical tools for measuring and enhancing social impact.

Workshop 1 with Pia Wong, Catherine Cole, and Marianna Lemus Boskovitch

Join experienced impact consultants, Pia Wong, Catherine Cole and Marianna Lemus Boskovitch as they demonstrate how companies can turn social responsibility intentions into real, impactful actions. Whether your company's CSR is just starting its foray into civic engagement, ethical practices in supply chain management, or already has a sophisticated social impact strategy, participants will learn how to identify where the gaps are on your company's sustainability journey, and will be introduced to the most effective frameworks to empower your business to achieve continuous, measurable improvement.

Workshop 2 with Virginia Wilson, Virginie Ostrowski and Samuel Kwong

Uncover the intersection of social issues and business, transforming societal needs into profitable ventures. Using the Purpose Playbook tools, you'll identify challenges that create risks, costs, and opportunities, and learn to use company assets to address them. Case studies like Chinachem illustrate how corporate strategies can benefit both society and business.

Why Attend?

- **Gain Insight:** Learn how to translate social responsibility goals into impactful actions with the B Corp framework and B Impact Assessment.
- **Innovative Strategies:** Discover how to transform societal needs into profitable ventures using Purpose Playbook tools.
- **Real-World Case Studies:** Get inspired by success stories like Chinachem, showcasing the synergy between social impact and corporate strategy.
- **Network and Collaborate:** Connect with like-minded professionals and industry experts during interactive workshops and networking drinks.

This event is for middle and senior management, CSR and sustainability professionals who are interested in exploring frameworks, metrics, and impact indicators and to learn how to integrate social impact into your strategy, addressing community needs and creating business opportunities.

About the speakers



Leading private and social enterprises for over 25 years in multilateral, culturally diverse environments, **Virginia** is passionate about bringing to life measurable impact and creating new value in our society.

Virginia has a demonstrated track record of securing strategic partnerships between corporations, governments, and non-profits to deliver on social impact projects. She started her career in telecommunications, building satellites, and the distribution of free-to-air television across 60 countries in Asia.

Virginia focuses on education, believing that investing in people is the key driver for impactful change. Bringing together diversity and crossing cultural divides is a pathway to create Shared Value in our world, aligning purpose with profit.

After serving on the board of several educational institutions including ESF and the VTC, Virginia is now a member of the Board of Directors of the Adecco Group Foundation in Switzerland a social innovation lab, incubating and accelerating new solutions in the world of work.



Virginie has dedicated her career to purpose-driven organisations, fostering collaboration between corporations, government, and civil society to achieve Sustainable Development Goals.

Originally a journalist, Virginie turned to communications to leverage her professional skills in addressing society's needs. From e-health to sustainable development, she helped raise awareness and drive change on critical issues as a Communications and Marketing professional. Before joining SVIHK, she played a pivotal role in fostering

a shared value cluster that brings together academics, public bodies, and private companies to spearhead sustainability initiatives in transport and energy infrastructure.

Passionate about impact and innovation, Virginie brings her strategic and operational expertise to Shared Value Initiative HK.



Samuel Kwong is the General Manager - ESG of

Chinachem Group with over 25 years of experience in sustainability with multinational conglomerates covering businesses including sports & entertainment, food & beverages, aviation, hospitality, real estate, retail, shipping & infrastructure developments. He is a director of HKIQEP, past Chairman of CIWEM HK & former director of HKGBC & HKBEC. Prior to joining Chinachem, he was with Hong Kong Jockey Club, Swire Pacific, KCRC and ERM on key sustainability roles.

Samuel is an engineer by training with bachelor and master degrees from The University of Hong Kong and a master degree of environmental engineering from ENTPE, France, MBA degree from the Chinese University Hong Kong and a degree of laws from the University of London.



Pia Wong, a social impact leader with 25+ years of experience, specializes in stakeholder engagement and measuring, improving, and communicating organizational impact. Pia's passion in impact measurement stems from her 12-year tenure as Executive Director at Bring Me A Book Hong Kong, and her corporate communications experience at Weber Shandwick Worldwide and Synovate.

As the Founder of Purpose Impact Action Ltd. and Chief Impact Officer of B Purpose Bureau, Pia helps businesses

and NGOs develop effective social impact strategies, mitigating greenwashing, and evaluates the impact of an organisation's programs, governance and operations using globally recognised evaluation criteria and frameworks.



Catherine Cole is a versatile operational executive with over 25+ years working across Asia in management consulting, new business development and global

marketing roles, all through a sustainable impact lens. Her industry experience spans multiple industry sectors with both start-ups and multinationals (airline, online education, fashion, consumer electronics, NGO).

Catherine is currently a consultant with Purpose Impact Action Ltd and Chief Sustainable Growth Catalyst with B Purpose Bureau Ltd. Catherine's focus is on supply chain engagement and decarbonisation. She works with executive teams helping build strategic roadmaps and implementation plans, while incorporating sustainable business models and purpose.



Marianna Lemus Boskovitch is a professional evaluator with 10+ year experience in impact measurement developed across the UK not-for-profit, private and government sectors. Marianna's expertise include the development of impact measurement frameworks using theory-based approaches.

Prior to joining Purpose Impact Action, Marianna worked at BOP Consulting and Ipsos MORI where she was responsible for developing impact measurement approaches for UK/EU government projects. Before

working in the private sector, Marianna was the Evaluation Manager at Young Enterprise – the UK leading financial & enterprise education provider.

Marianna is a member of the European Evaluation Society and a Return on Investment Practitioner.

About the moderator



Katherine is Director of Partnerships & Development at Habitat for Humanity Hong Kong, a leading global housing

NGO serving the Hong Kong community.

Katherine brings over 25 years of professional experience in finance, project management, community engagement, strategy and business development. Her multi-sector career spans private banking, offshore wealth management, UK Government and international nonprofit. Katherine is passionate about real estate, sustainable development and poverty alleviation. She joined Habitat as a volunteer in 2017 and now provides visionary leadership across established and developing areas of revenue generation, partnerships, events, advocacy, marketing and communications, governance, risk and compliance, as well as deputizing for the CEO. Her extensive experience in the private sector enables her to develop strategic partnerships with multi-national corporations, private family foundations and high net worth individuals to address housing issues in Hong Kong and fund international development projects, as well as work with bilateral donors to provide humanitarian aid in the Asia Pacific region.

Born in the UK, Katherine has lived in Hong Kong with her two teenage daughters since 2016. She has been actively involved in the British Chamber of Commerce in Hong Kong since 2019, serves on the Real Estate Committee, General Committee and is Chair of the Social Sustainability Committee.

Pricing

- Member: HK\$350
- Non-Member: HK\$450

**The Chamber will be collecting HK\$50 from each ticket sale on behalf of HandsOn Hong Kong*

**Registrants will receive a complimentary 1-day pass to the ReThink HK - Sustainable Business Conference & Expo, where you will be invited to participate in a follow-up workshop event.*

Charity Partner



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Terms & Conditions

- Reservations in advance are required. Please consider your booking confirmed unless notified otherwise.
- Cancellations must be made in writing 24 hours prior to the event. No shows will be charged.

- This event is closed to the media.
- The event will be cancelled if the No.8 Typhoon signal or the Black Rain Storm warning is in force.
- By attending this event, you agree to be photographed, recorded, and/or filmed and give permission to use your likeness in promotional and/or marketing materials.
- For further information please email catherine@britcham.com
- All payments for this event need to be settled by credit card through PayPal. Please note you do not need a PayPal account to complete payment.