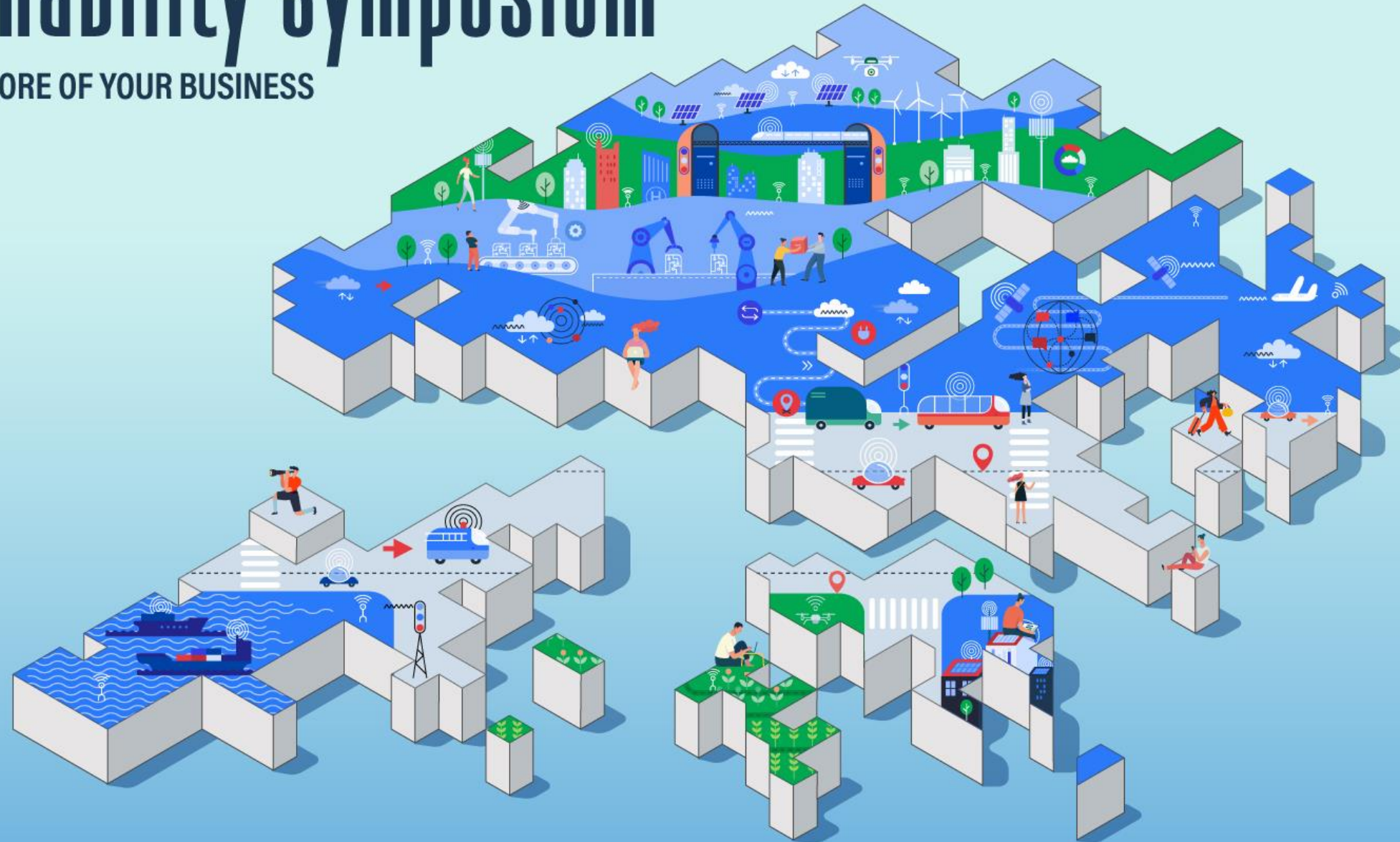


THE BRITCHAM

# Social Sustainability Symposium

PUTTING SOCIAL IMPACT AT THE CORE OF YOUR BUSINESS

23 February 2023



Thank you for joining us at the **BritCham Social Sustainability Symposium!** We are grateful for the generous support from the Social Sustainability Committee, all our sponsors, speakers and moderators, have given us to make this possible.

We have received a lot of complimentary feedback from the attendees in relation to the topics covered and the quality of the speakers. This Symposium explored how to put the community at the heart of a company's culture, strategy and operations, and build a better future for Hong Kong.

We believe that this Symposium has provided an excellent platform for us to host further events and will also support our ongoing dialogue on social sustainability. We hope that you will continue to be part of this conversation with us as registrants are receiving a complimentary 1-day Delegate Pass to ReThink HK 2023.

Included in this report are details on attendee numbers, social media impressions, average open rate of eDMs, and more. It's clear from the data that the Symposium reached a wide audience. We look forward to working with you all again in the future.

**David Graham**  
**Executive Director**  
**The British Chamber of Commerce in Hong Kong**

**23**  
FEBRUARY 2023

**120+**  
ATTENDEES

**4**  
SPONSORS

**15**  
SPEAKERS

# SOCIAL SUSTAINABILITY COMMITTEE

Thank you to the Chamber's Social Sustainability Committee for suggesting and organising this year's BritCham Social Sustainability Symposium.

The purpose of the Social Sustainability Committee is to educate and empower the Hong Kong business community to align social sustainability, purpose and profit with a specific Committee focus on poverty alleviation and reducing inequalities in Hong Kong.

This Committee will focus on helping Chamber members and the wider business community to understand better Corporate Social Responsibility (CSR), Corporate Shared Value (CSV), the UN's Sustainable Development Goals (SDGs) and the 'S' in Environment, Social, Governance (ESG) through collaborative partnerships and events.

The Committee will look to influence policy at all levels from government to business (big and small) on social sustainability best practices and support the Chamber and its members to engage proactively with the Hong Kong local community through NGO engagement and community outreach.

# SPONSORS

**Baker  
McKenzie.**



# COMMUNITY OUTREACH PARTNER

To support the Chamber's Community Outreach Partner **HandsOn Hong Kong**, we collected HK\$50 from each ticket sale of the BritCham Social Sustainability Symposium on behalf of HandsOn Hong Kong.

As a Chamber, we will help to bridge connections between for-profit and not-for-profit organisations. Our community outreach initiatives are to foster relationships, support local NGOs and provide our members with an opportunity to give back and support those most underserved. We aim to do this by helping to raise awareness, advocate, and build a community of Chamber members ready and willing to support via both online and in-person activities.

The Chamber's key focuses are Environment & Energy; Youth & Education; Poverty Alleviation; and Diversity & Inclusion.





# SPEAKERS



# SYMPOSIUM STATS

**130+**  
REGISTRATIONS

**4**  
SPONSORS

**3**  
SESSIONS

**15**  
SPEAKERS

**4**  
HOURS OF CONTENT



# EMAIL STATS

**53,967**  
EMAILS SENT

**28%**  
AVG OPEN RATE

**6%**  
AVG CLICK RATE

The British Chamber of Commerce in Hong Kong 香港英商會

**PLANNING TO MOVE, INVEST OR ESTABLISH A BUSINESS IN THE UK**

Wednesday 22 February, 8:00 am - 9:15 am  
Victoria Suite, The Hong Kong Club, 1 Jackson Road, Central

 Laurence Lancaster  
Tax Director  
Sovereign Group
  Stuart Stoble  
Director  
Sovereign Corporate and Trustee Services Limited

THE BRITCHAM Social Sustainability Symposium  
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23 February 2023

-- UPCOMING EVENTS --

 <p>(In-person Event) Rethinking Sustainable and Survivable Built Environments</p>	 <p>(Webinar) Build 21st Century Skills to Create Happy, Successful Adults</p>	 <p>(In-person Event) The Changing Face of Whisky Ownership MEMBERS ONLY</p>
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The British Chamber of Commerce in Hong Kong 香港英商會

THE BRITCHAM Social Sustainability Symposium  
PUTTING SOCIAL IMPACT AT THE CORE OF YOUR BUSINESS  
23 February 2023

Introducing Our Speakers

 Benita Chick Founder & CEO Encompass HK	 Catherine Tong Executive Director HandsOn Hong Kong
 Chris Brown Founder & Director ReThink HK	 Helen Amos Sustainability Consulting Lead, Asia Pacific & Head of Sustainability, Hong Kong, JLL
 Mark Saunders Retired Group Executive	

**Date:** Thursday 23 February 2023  
**Time:** 2:00pm - 6:00pm (registration opens at 1:30pm)  
**Networking Drinks:** 6:00pm - 7:00pm  
**Format:** In-person  
**Location:** Baker McKenzie, 13/F, One Taikoo Place, 979 King's Road, Quarry Bay

Dear Karrie,

**How can organisations link the 'S' in ESG to profits and purpose?**

While environmental and economic sustainability still dominate the conversation around ESG, businesses cannot afford to ignore the social aspects of sustainability, especially the impact of daily operations on their bottom line and the communities they serve.

In order to discuss this oft-neglected aspect of ESG, the Chamber will be holding the panel **Putting social impact at the core** at the BritCham Social Sustainability Symposium. Our team brought together advocates of sustainable and community development to share social-impact efforts that have created real, tangible business value and long-term profitability opportunities.

Joining us on this panel are:

- Benita Chick - Founder & CEO, Encompass HK
- Catherine Tong Dannaoui - Executive Director, HandsOn Hong Kong
- Chris Brown (moderator) - Founder & Director, EnviroEvents (Rethink) Limited
- Helen Amos - Sustainability Consulting Lead, Asia Pacific & Head of Sustainability, Hong Kong, JLL
- Mark Saunders - Retired Group Executive

With only two weeks before the Symposium, register now for **insightful panel discussions, networking drinks, and a complimentary 1 day Delegate Pass to ReThink HK 2023.**

For more details about the BritCham Social Sustainability Symposium, please find our agenda [here](#).

We look forward to welcoming you to the Symposium!

Thank you,  
The British Chamber of Commerce in Hong Kong

[Register](#)

**SPONSORS**






More sponsors to be announced soon.

CONTACT US  
RM1201, Emperor Group Centre, 288 Hennessy Road, Wan Chai  
Email: [info@britcham.com](mailto:info@britcham.com) | Phone: +852 2824 2211

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Dear Karrie,

**How do business leaders build a purpose-driven workplace for the future?**

The Chamber is delighted to announce the first panel for the BritCham Social Sustainability Symposium - **Leading with purpose for future generations**. Our panel of speakers, who are well-versed in SDGs, diversity and inclusion, will discuss the importance of purpose-driven leadership in the new world of work.

Please welcome our speakers:

- Andrew Lau - Director, ESG Advisory - Asia, Valuation & Advisory Services, Colliers
- Benita Chick - CEO & Founder, Encompass HK
- Dawn Isaac (moderator) - Head of Collaboration & Sustainability Lead, Black Dog Consultants
- Nikki Davies - Group Diversity & Inclusion Director, Prudential plc
- Pat Dvver - Founder & Director, The Purpose Business

This panel will explore how purpose-driven leaders and organisations build a thriving and resilient workforce by putting people first and prioritising the employee experience. With more and more employees seeking deeper meaning in their work, wanting to feel valued, respected, and recognised, purpose-driven leadership is key to attracting, retaining, and developing top talent.

For more programme details, please find our agenda [here](#).





Registrants are each entitled to a **complimentary 1 day Delegate Pass** for ReThink HK 2023 on 14 - 15 September 2023 at HKCEC.

We look forward to welcoming you to the BritCham Social Sustainability Symposium 2023.

Thank you,  
The British Chamber of Commerce in Hong Kong

[Register](#)

**SPONSORS**

More sponsors to be announced soon.

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# SOCIAL MEDIA STATS

**20,427**  
SOCIAL IMPRESSIONS

**8.35%**  
AVG CTR

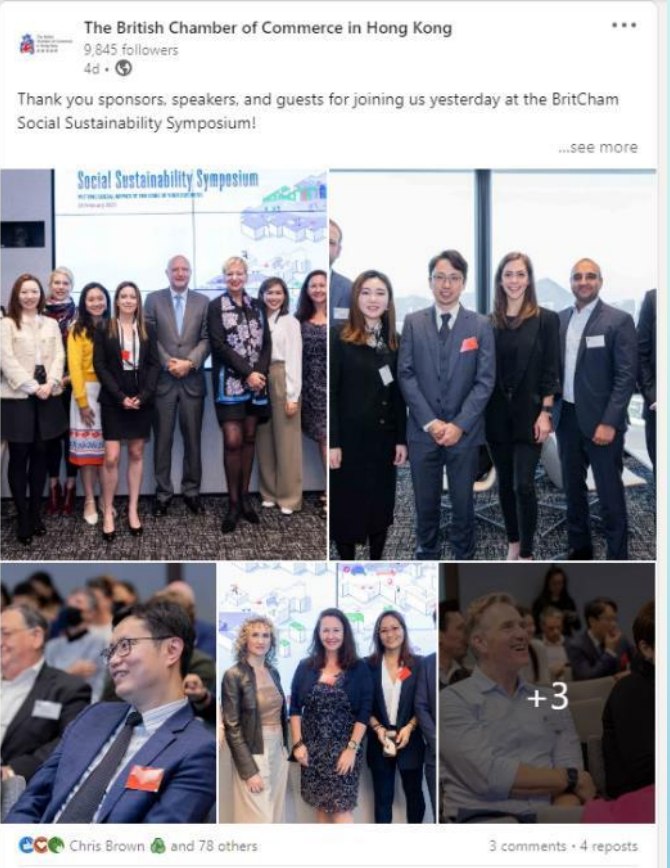
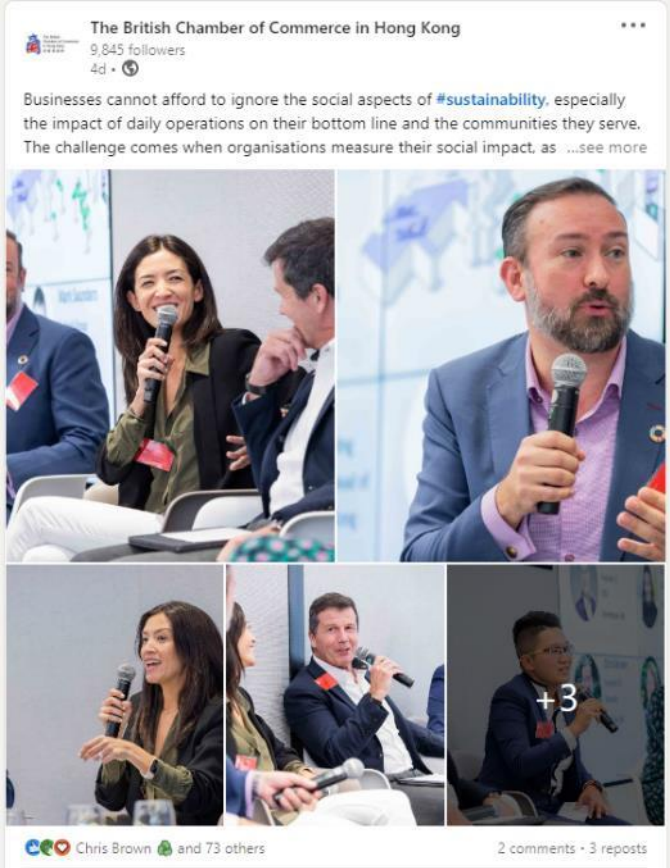
**435**  
LIKES

**9.22%**  
AVG ENGAGEMENT

**25**  
COMMENTS

**47**  
SHARES

**22**  
MENTIONS



# KEY TAKEAWAYS

## KEYNOTE SPEAKERS

**Patrick Lau**, Deputy Executive Director at the Hong Kong Trade Development Council (HKTDC), joined us as our first keynote speaker for the BritCham Social Sustainability Symposium. Key highlights included:

- The importance of sustainable social impact and the 'S' in ESG in uplifting economies and communities.
- HKTDC's current and upcoming ESG initiatives, including the ESG stream for their successful T-box programme.
- Social sustainability is a collective effort. As economies recover and adapt to the New Normal, we see a great opportunity for the global community to reaffirm its collective resolve to work towards a sustainable future.

# KEY TAKEAWAYS

## SESSION #1

The first panel of the BritCham Social Sustainability Symposium '**Leading with purpose for future generations**', explored the role of purposeful and intentional leadership in driving social impact and the people-first mentality in organisations. Our panel of speakers shared what a purpose-led organisation meant to MNCs operating in Hong Kong, and their efforts in cultivating a culture that retains #talent and fosters sustainable practices for generations ahead. Key highlights below:

- Purpose cannot be found; it must be built.
- The challenge in being purpose-led arises from the fact that purpose ultimately sits at the heart of governance - it requires strategic focus and discipline to implement across all aspects of the organisation.
- There is a slow yet steady shift towards long-term thinking in the business world, whether about creating shared value or becoming a purpose-led organisation.
- Listen to your employees – they play a critical role in informing your business's present and future direction, particularly in addressing the purpose gap, ESG, and talent.
- In the context of Hong Kong, where there is a shrinking pool of young talent, businesses must engage the next generation of talent and invest in attracting, retaining and inspiring them to join their organisation. Quiet quitting will come at a colossal cost.

# KEY TAKEAWAYS

## SESSION #2

In the second panel '**Putting social impact at the core**', our expert speakers discussed how organisations could put social impact at the core, addressing the business case for adopting a future-forward mindset and a purposeful business approach to offset social impact expenses and improve overall profitability. Key highlights below:

- There has been a shift towards #collaboration and long-term, strategic partnerships with NGOs among corporates during COVID-19 and into the New Normal.
- The necessary challenge in rolling out social impact projects and initiatives is demonstrating that they have a financial or in-kind financial payoff that could be treated as a return on investment.
- Leadership must ensure their social impact strategy is cohesive, clearly communicated and understood by their internal stakeholders. For instance, it is recommended that organisations should make sure employees are familiar with their volunteering leave policies.
- Partnerships between corporates and NGOs doesn't have to fit the traditional service-type mold – organisations should stay open-minded about engagement.
- NGOs can help facilitate social impact assessment and provide metrics as well as transparency to organisations.

# KEY TAKEAWAYS

## SESSION #3

**Matthew Friedman**, Founder and CEO of The Mekong Club, joined us as our second keynote speaker and set the scene for our final panel for the BritCham Social Sustainability Symposium. Key highlights included:

- The reality of modern slavery and the prominence of forced labour in product supply chains.
- Businesses face greater reputational, operational and economic risk if they do not address social issues in their supply chains.
- Businesses could increase their resilience through relationship building and effective communication within their supply chains.

The final panel '**Collaboration and Transparency - Tackling the social issues in supply chains**' addressed how organisations can drive social impact in their supply chains. Our panel of speakers shared different mechanisms to address transparency challenges and mitigate the risk of social issues in supply chains. Key highlights below:

- More sectors are concerned with transparency in their supply chains, demonstrating an increasing ESG awareness. However, there needs to be more awareness building on the consumer side in terms of the scope and scale of social issues in supply chains.
- Strong labour governance is critical to addressing social issues in supply chains; otherwise, people working in the lower tiers of supply chains will fall through the cracks.
- Effective supply chain management and supply chain governance are both crucial in achieving greater #transparency, mitigating risk, and increasing bottom line profit in supply chains.
- It is important for organisations to develop and maintain #relationships with their downstream and upstream partners within their supply chain, as it will nurture a sense of ownership and in turn incentivise them to hold themselves accountable.



**Thank you**

**Karrie Lam**

Marketing, Communications &  
Corporate Relations Manager

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[www.britcham.com](http://www.britcham.com)