



# MEMBER SPOTLIGHT

Organisational Member  
Hong Kong, China

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## PLEASE INTRODUCE YOURSELF AND YOUR WORK.

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My name is James. From my early days working as a journalist and writing about case studies of using business as a force for good, the turn of fate led me to co-found an impact-driven sustainability consultancy PIE Strategy, which became a Best For The World B Corp since 2018. Based in Hong Kong, our team, with diverse expertise from sustainability strategists and stakeholder engagement specialists to climate scientists and LCA professionals, specialises in providing corporations in Asia with independent strategy advisory and technical services for embedding sustainability considerations in their corporate and product strategies.

# WHY DOES SOCIAL VALUE MATTER TO YOU?

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When considering what the important things are in life when growing up or working as a journalist and a sustainability consultant, many individuals and business leaders that I respect pointed me to topics beyond financial value – however, these important “things” often get side-lined in decision-making because their value is not being accounted for. I hope that our work at PIE could make a small contribution to shaping better conditions of equality, inclusion, and sustainability by advocating and supporting institutions in Asia, big or small, to begin accounting for social and environmental impacts.

## WHY DID YOU DECIDE TO JOIN SVI?

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Being a member of the SVI network is a natural choice for us at PIE. I did the SROI course in 2018 and became an Accredited Trainer of the SDG Impact Standards with the support of SVI. SVI provides a platform to bring together practitioners and companies around the world that believe in the same cause to change the way how society accounts for value.

## HOW HAS SVI MEMBERSHIP BEEN OF VALUE TO YOU?

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Being part of the SVI community gives us the opportunity to continue learning, access leading thoughts and collaborate with other pioneers in the space of impact measurement and management. The exchanges of ideas and experiences have contributed new inspirations to us continue to push the envelope of our sustainability consulting work.



**DISCOVER  
THE BENEFITS OF  
SVI MEMBERSHIP  
NOW**

[www.socialvalueint.org/membership](http://www.socialvalueint.org/membership)

**SOCIAL VALUE**  

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**INTERNATIONAL**