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ASEAN+SOCIALGOOD Pi² FORUM : ACHIEVING SUSTAINABLE DEVELOPMENT AND SOCIAL PROGRESS FOR ASEAN 2015 AND BEYOND

Kuala Lumpur—2015 is an important year for Malaysia as she takes Chairmanship of ASEAN during the formation of the ASEAN Community 2015. In conjunction with that, Scope Group together with their partners, The UN Foundation, the Social Progress Imperative and GBG(Women), is hosting a Partnerships & Innovation For Impact Forum, ASEAN+SocialGood: Achieving Sustainable Development and Social Progress for ASEAN 2015 and Beyond on 9th September 2014, from 9.00am to 1.00pm (MYT), live streamed from Google Malaysia’s Headquarters. The livestream is available at: http://socialgood.almubadarah.com/+ASEAN/ .

With the aim of creating connection platforms between the people who live and work in ASEAN, this event will bring together representatives from across sectors and communities to share what sustainable development and social progress means to them in the lead up to the ASEAN Community 2015. This event will see the participation of 3 ASEAN cities—Kuala Lumpur, Singapore and Jakarta—in simultaneous digital conversations on the roles of youth, women and businesses in creating social good in the region.

As Malaysia strives to be a developed nation in an increasingly performance-oriented society, how Malaysia’s performance is measured matters. Economic growth has traditionally been the preferred metric when it comes to measuring the performance of countries. However, there has been growing recognition that we need to move beyond measuring only the economic performance of countries and include other contributing factors as well, such as the social progress of a nation.

In line with that, ASEAN+SocialGood will also see the launch of #Social Progress Malaysia, the 1st social progress national network in Asia, an open invitation to the public, private and citizen sectors to be part of a growing global movement invested in social progress. This is done with the support of the Social Progress Imperative.

“We are excited that Malaysia will be the first country in Asia to form its own team of government, business, and civil society organizations to measure, and then collaborate to improve, social progress,” said Michael Green, executive director of the Social Progress Imperative, the nonprofit based in Washington, DC which created the Social Progress Index and which will support the new initiative in Malaysia. “This effort not only shows that Malaysia has the capacity to choose its own priorities for development and to improve the lives of its people, but it strongly suggests that other nations in Asia will be able to learn from its example.”
The Social Progress Imperative builds on efforts to broaden measurement of national performance through the introduction of the Social Progress Index. Its main principles are:

a) **Exclusively social and environmental indicators**: the aim is to measure social progress directly, rather than utilise economic proxies.

b) **Outcomes not inputs**: the aim is to measure the outcomes that matter to the lives of real people.

c) **Actionability**: the Index aims to be a practical tool that will help leaders and practitioners in government, business and civil society to implement policies and programs that will drive faster social progress.

d) **Relevance to all countries**: the aim is to create a holistic measure of social progress that encompasses the health of societies. Most previous efforts have focused on the poorest countries, for understandable reasons.

By establishing the Social Progress Network in the region, it enables partners in government, business and civil society to use the Social Progress Index tool as a starting point for action in achieving the country’s goals and targets to improve the lives of the people. It is important to go farther than just measurements alone, and equip leaders and change-makers in business, government and civil society with new tools to guide policies, programmes and investments.

This network also allows for representatives from different sectors to share their knowledge within their respective fields and engage in a global conversation to address pressing challenges and issues that matter to the achievement of social progress.

**Highlights of the event:**

1) Launch of the 1st social progress national network in Asia: #Social Progress Malaysia
2) Network Director, Social Progress Imperative: Mr. Antonio Aranibar in Malaysia for the event and available to speak with media
3) Simultaneous digital conversations in 3 ASEAN cities, and connection to global platform: plussocialgood.org
4) Participation of cross-sector network founding members from NGOs to government to the corporate sector, all connected by desire to see social progress in Malaysia.

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**Notes to Editor:**

**About Scope Group**
Scope Group is an international impact consultancy, specialising in shared value, systems innovation, corporate responsibility, and strategic advisory for the development and impact investing sectors. Scope Group draws on industry expertise in social enterprise and innovation, global health and development, and management consultancy to serve clients in the private, public (government), NGO and philanthropic sectors.

**About +SocialGood**
+SocialGood is a global community of innovators, social entrepreneurs, and thought leaders united around a shared vision: Leveraging the power of technology and new media to make the world a better place. +SocialGood engagement platform provides a space for a truly global conversation to take shape—a place where connectors can collaborate, share best practices, influence local and global agendas, and find new ways to translate their vision into action.

About GBG
Google Business Group (GBG) is a community of business professionals sharing knowledge about Google web technologies for business success. It is run by business professionals, passionate about bringing the benefits of the web to their local business communities, on a volunteer, unpaid basis. Collaborating and learning from each other helps everyone achieve more.

GBG is represented by local groups (GBG chapters) which organize social gatherings, workshops, online hangouts, larger events and other activities where like-minded business professionals can connect, learn and get inspired on how Google products and web technologies can improve efficiency, productivity and impact overall success of their business. This could be to better market their company online, successfully sell products or services on the internet or improve internal / external business processes for their organization.

Anyone is very welcome, if you are an owner of a company, business professional, or just interested in Google products. Each group is organized by a local volunteer (GBG Manager) and is entirely independent from Google, the corporation.

About the Social Progress Imperative
The Social Progress Imperative’s mission is to improve the lives of people around the world, particularly the least well off, by advancing global social progress by: providing a robust, holistic and innovative measurement tool—the Social Progress Index (SPI); fostering research and knowledge-sharing on social progress; and equipping leaders and change-makers in business, government and civil society with new tools to guide policies and programs. The Social Progress Imperative is registered as a nonprofit organization in the United States, and is grateful to the following organizations for their financial support: Cisco, Compartamos Banco, Deloitte Global, Fundación Avina, The Rockefeller Foundation, and the Skoll Foundation.

About the Social Progress Network
The Social Progress Network is an expanding global movement of national networks, e.g., #Social Progress Malaysia, that convene different sectors of society in their country around the shared objective of improving social progress. Country-level networks are composed of multiple organizations, including corporations, civil society and philanthropic organizations, branches of government, and academia, partnering to tackle challenges to social progress and human wellbeing.

To achieve this mission we need to go further than just measurement alone, and equip leaders and change-makers in business, government and civil society with new tools to guide policies and investments. This is being pursued by building a Social Progress Network of partners in government, business and civil society who want to use the Social Progress Index tool as a starting point for action in their countries.

In the last year, since the launch of the beta pilot version of the Social Progress Index, we have made especially strong progress in building the Social Progress Network in Latin America.

Online videos available for media to embed: