



SYNERGY TAS

Speaker Profile

Dr Chong Pey Chinn



Prepared By :
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Submission



Dr. Catherine Chong Pey Chinn is a climate economist and seasoned ESG advisor with over 15 years of hands-on experience in corporate ecological, social, and governance (ESG) practices.

Renowned for her contributions to UK Policy-Making and her exceptional ability to foresee changes in sustainability landscapes, Dr. Catherine combines expertise with practical, actionable strategies tailored for businesses in Malaysia.

Key Areas of Expertise

- Policy-Making Leadership:

Dr. Catherine has a proven track record in shaping ESG regulations, with a rare ability to anticipate emerging trends and guide businesses toward future-focused strategies.

- Malaysia-Centric Insights:

Her in-depth knowledge of local challenges—including food security and resource dependency—ensures solutions that promote resilience and growth in the Malaysian context.

- Real-World Strategies:

Unlike those with solely academic perspectives, her methods are firmly rooted in Operational Realities and Market Needs, transforming compliance burdens into competitive advantages.





Professional Experience

Dr. Catherine has held significant Advisory and Management Roles across the financial and consumer goods sectors, including serving as Head of Sustainability at Maybank. Her achievements include managing Global Responsible and Impact Funds and contributing to the development of Sustainability Standards across major industries such as food, fashion, and finance.

She has been actively involved in developing frameworks like the British Standards Institution's Agriculture and Food Data Systems Standards, the Global Farm Metric (GFM), and the Sustainability Accounting Standards Board (SASB) standards. Notably, she has worked closely with C.L.E.A.R., a consortium of over 50 NGOs dedicated to agricultural transitions, food sovereignty, and ESG advocacy.

Thought Leadership

An engaging speaker and writer, Dr. Catherine frequently addresses critical environmental issues at both corporate and grassroots events. She has been featured in numerous high-profile publications, including The Grocer, Organic Farming Magazine, Foodservice Footprint, and even cultural platforms like British Vogue and Country Living. She is also a judge for the YES global sustainability competition, inspiring the next generation of changemakers in sustainable agriculture.

Dr. Catherine has spearheaded transnational projects with some of the world's most valuable brands, spanning initiatives in rainforest and wildlife conservation, sustainable crop certification, payment-for-ecosystem services, and the development of sustainable product strategies in industries like food and fashion.





Recently Appointment to advice UK Parliament on ESG Food Matters

The Working Group main roles in assisting the government to achieve the following objectives:

1. Ensure GHG impact reporting for food and drink companies is consistent, accurate and fair, to enable the industry to reliably monitor progress and focus efforts towards net zero.
2. Consider impact reporting for other environmental metrics beyond GHG emissions to support other positive efforts towards nature and the environment.
3. Ensure consumer information including corporate claims and disclosures on the environmental impacts of food and drink is consistent, clear and accurate, including by building a process for product level comparison which enables consumers to make informed choices and avoids greenwashing.
4. Enable government, civil society, investors, and the food industry to compare performance on environmental impacts consistently, fairly, and with clarity and to ensure good practice in determining and communicating outputs is adopted and recognised.
5. To effectively collaborate across government, the food and drink industry and wider experts, generating shared solutions to measuring and communicating environmental impacts

Approach and Impact

Dr. Catherine's approachable style, paired with her data-driven insights, empowers organizations to create impactful ESG solutions. Her strategies go beyond theory, offering practical, results-oriented pathways that lead to lasting change.

Learn more about Dr. Catherine Chong's work at linkesg.com.