

Social Value economist recruited to support global expansion

2 years ago



Social Value Portal has announced the appointment of Daniel Fujiwara as a consultant to the business. His overarching brief is to further incorporate impact and wellbeing into the widely recognised TOM System and to develop a global measurement, evaluation and reporting framework of the same name.

A well-known figure in the industry, he joins the firm from global social value measurement, wellbeing research and impact evaluation company Simetrica Jacobs, which he founded in 2014.

Mr Fujiwara has also been tasked with; further developing the firm's impact measurement framework for the real estate sector, sharing his extensive knowledge with the team through training, ensuring the TOM system is compliant and advising the firm as it enters the global market.

With more than 20 years experience of policy evaluation and social value measurement, he is known for his key role in developing the UK government and the OECD's approach to impact measurement, having co-authored a number of guidance manuals on social value and policy analysis – including for HM Treasury's [Green Book](#).

Social Value Portal, which recently secured £8.5m in [Series B funding](#) and celebrated achieving B Corp status last year, has been helping organisations from all sectors and industries to measure, evaluate and report their social value contributions for almost a decade. Working closely with the independent [National Social Value Taskforce](#), the company has been responsible for establishing social value good practice for the UK's public sector and business community..

Chief executive officer Guy Battle said: "We are absolutely thrilled that Daniel is joining the business to share his wealth of knowledge and expertise. We are presently leading the way across the UK in Social

Value measurement and reporting with the social value TOM System but we know we cannot stand still.

“The global corporate wellness market has been valued at \$53bn in 2022 and is expected to expand annually by 4.47% from 2023 to 2030. which poses a significant opportunity for Social Value Portal.

“With Daniel’s experience – particularly in the wellness sector – there is no one better placed to take us to the next level; supporting all users of the TOM System not only here in the UK, but across the world.”

Mr Fujiwara added: “I am very pleased to be joining SVP at this exciting time for Social Value measurement. Interest in – and demand for – Social Value measurement continues to grow globally and I am excited to be able to work on developing the Social Value TOM System across the world, helping organisations to improve how they measure their social impact and value.”