

PURPOSE

**an organization's aspirational reason for being
beyond profits, grounded in humanity**



Purpose Has Evolved Over Time

What used to be...

SILOED
PHILANTHROPIC STRATEGY
LINKED TO REPUTATION AND RISK
SHORT-TERM, TACTICAL
AD-HOC LEADERSHIP
LIMITED, TRADITIONAL COMMUNICATIONS
WITHOUT COMMERCIAL BENEFITS
STATUS QUO

is now...

INTEGRATED ACROSS BUSINESS
BUSINESS AND BRAND STRATEGY
LINKED TO INNOVATION AND GROWTH
LONG-TERM STRATEGIC
CROSS-FUNCTIONAL TEAMS AND LEADERSHIP
CREATIVE 360° COMMUNICATIONS
BUSINESS AND SOCIAL BENEFITS
INNOVATING NEW RULES OF ENGAGEMENT

Leaders are Organizing Around Purpose



Unilever

Make sustainable living commonplace



To inspire and nurture the human spirit



BD

Advancing the world of health



Imagination at work

CVS
pharmacy®

Helping people on their path to better health

McKesson

We stand for better health

Proven Return on Investment



CAUSE BRANDING

Campaign for
Real Beauty
products saw 600%
sales lift and drove
**20% sales
growth**
across the brand



CORPORATE CITIZENSHIP

10x increase
in employee loyalty
and new market
growth



SHARED VALUE

**21% sales
growth**
for a total of
\$262B
since 2005



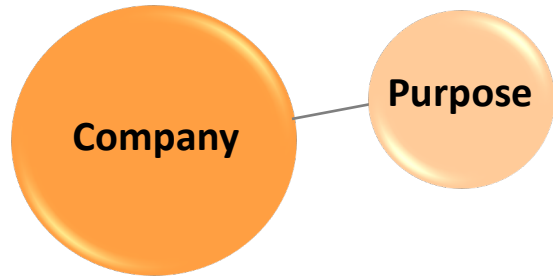
PURPOSE AS DNA

Purpose-led brands
are responsible for
**60% of total
company
growth**
since 2016

PURPOSEFUL STRATEGIES

Citizenship vs. Strategy

Corporate Citizenship



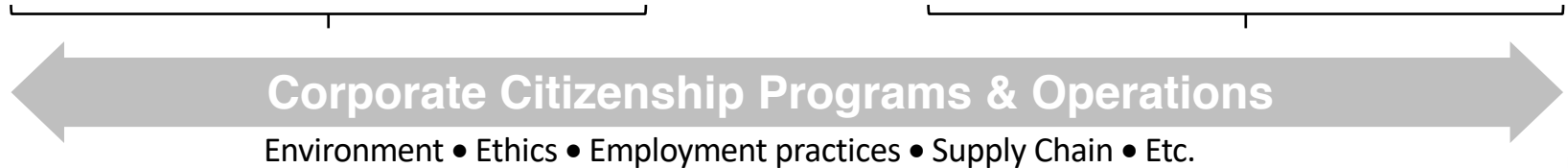
- Employee volunteering
- Foundation grants
- Issue advocacy
- Consumer communications

Purpose: Business Strategy



Corporate citizenship elements, plus:

- *Business strategy and innovation*
- Shared value products & services
- Integrated employee scorecards
- Creating an enabling environment



Purpose: An Essential Business Strategy

EMPLOYEES

87% buy based on values; **76%** boycott based on values

SHAREHOLDERS

Over 15-years, purpose **increased** average S&P 500 **shareholder value** by **\$1.28 billion**



CUSTOMERS

92% of people want to do business with brands that share their values

ABInBev and ZX Ventures

Brand With Purpose: Solving Wicked Problems



The **100+ Sustainability Accelerator** will aim to solve 100+ challenges by 2025. Powered by ZX VENTURES, the 100+ Sustainability Accelerator will run annual boot camps in 9 markets followed by a 10-week program for select entrepreneurs to test and scale solutions.

"Through the 100+ program, we will leverage our global reach and resources to accelerate progress toward the SDGs and our 2025 Sustainability Goals. And we are excited to work with all these innovating partners." **Carlos Brito**

spout

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