



What can we learn from 15 purpose-driven companies?

THE CONFERENCE BOARD **SUSTAINABILITY WATCH**



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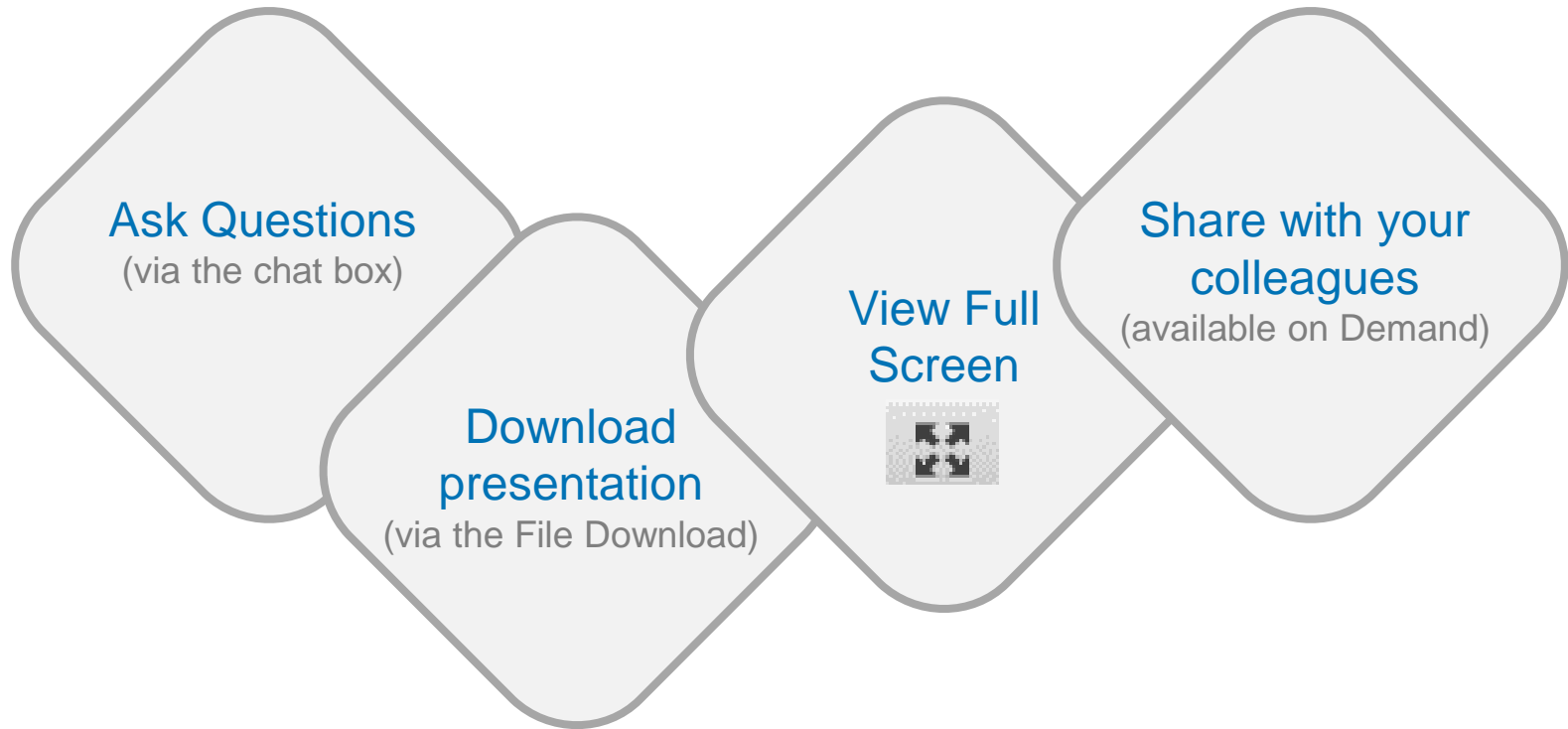


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Panelists



Vivek Bapat

Senior Vice President, Purpose and Brand Experience
SAP



Elizabeth Roscoe

Global Head of Corporate Brand & Purpose
Western Union



Thomas Singer

Principal Researcher
The Conference Board



Paul Washington (Moderator)

Executive Director, ESG Center
The Conference Board



Distinguishing *purpose, mission, vision, and values*

- ***Mission:*** What the company does and for whom
- ***Vision:*** What the company wishes to accomplish
- ***Purpose:*** Why the company does what it does
- ***Values:*** The desired culture of the company and how it does things

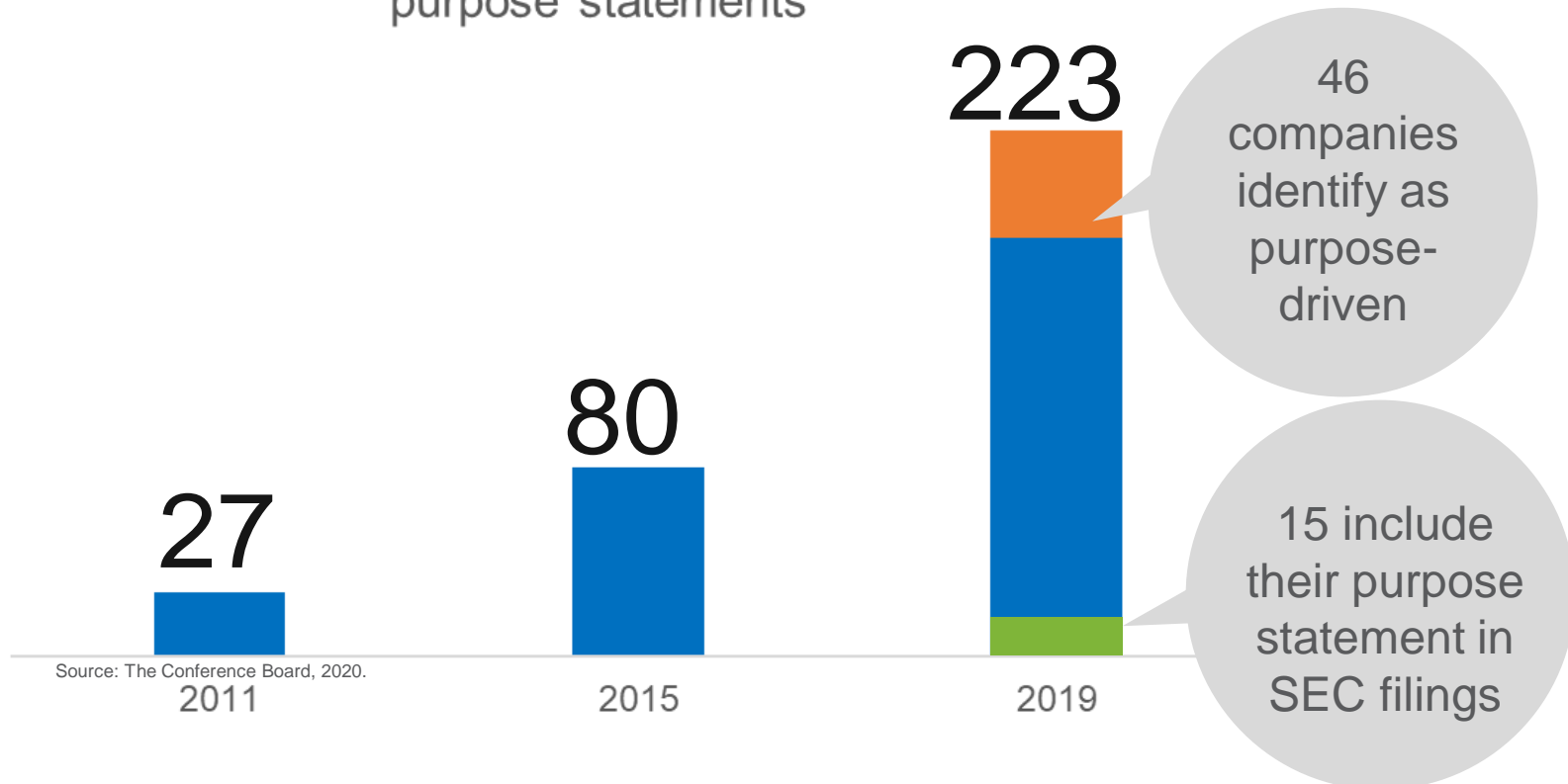


Audience Poll Question 1

Audience Poll Question 2

Purpose statements have almost tripled since 2015

Number of S&P Global 1200 companies with purpose statements



Source: The Conference Board, 2020.



Coming October 2020: *Purpose-Driven Companies – Lessons Learned from 15 Companies*





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your experience!*



Upcoming Conference Board Webcasts

[How to Talk to Your Finance Team about Sustainability \(September 24, 2:00 PM ET\)](#)

Join this webcast to learn the critical role finance has to play in advancing sustainability, as well as practical approaches to embedding sustainability consistently across the business.

[Optimizing Impact: Strengthening Corporate Philanthropy and Citizenship Programs Through Better Decision-Making \(September 29, 11:00 AM ET\)](#)

Faced with growing pressure to respond to today's social, environmental, and economic problems, corporate citizenship leaders can benefit from new strategies and online tools that will enable them to improve the impact and efficiency of their philanthropic programs. Join this webcast to receive the latest findings from the soon-to-be-released research report on the revolutionary impact that new data tools can have on the effectiveness of corporate philanthropy.

[Climate Change: From Commitment To Action in the Time of COVID-19 and Beyond \(December 03, 10:00 AM ET\)](#)

As organizations recognize the critical importance of their role in combating climate change, it is time to convert ambitions into fundamental actions to achieve net-zero emissions. Join our expert panel to learn how, in collaboration with both government and society, businesses can make this necessary systemic change.



Recent Conference Board Content on COVID-19 and Sustainability

[Refocusing Sustainability during COVID-19](#)

In June 2020, The Conference Board surveyed sustainability executives to gauge the implications of the COVID-19 crisis on the sustainability function, and how their companies are responding. This report summarizes the key findings from more than 40 sustainability executives who responded to the survey

[Corporate Governance Challenges in the COVID-19 Crisis](#)

US public companies have needed to adjust their governance practices to respond to the unprecedented challenges of the COVID-19 pandemic. This report discusses how they have responded and provides insights for what's ahead.

[Five Ways a Sustainability Strategy Provides Clarity in a Time of Crisis](#)

This essay highlights how companies with robust sustainability programs are more likely to perform well during a downturn and discusses why a fully developed sustainability program—a defined corporate purpose, a clear view of what is material (and what is not), an awareness of broader societal challenges, a robust level of engagement and transparency with stakeholders, and a collaborative culture—should improve a company's ability to prosper in the long run.

[Are Benefit Corporations Beneficial?](#)

In the U.S., the benefit corporation is now the most widely adopted innovation in state corporate law in nearly two decades. Yet relatively little is known about the firms that incorporate as benefit corporations. In this webcast, we discuss findings from a study of benefit corporations that provides the most comprehensive count of benefit corporations available and original, data-driven analysis of benefit corporations' national dynamics and organizational characteristics.

