

The Power of Purpose

Corporate Sustainability & Social Impact



OLAND PURPOSE WORKS

Social Purpose Strategy for
Companies that Want to Do More

Impact Frameworks

CSR
Corporate Social Responsibility

ESG
Environment Social Governance

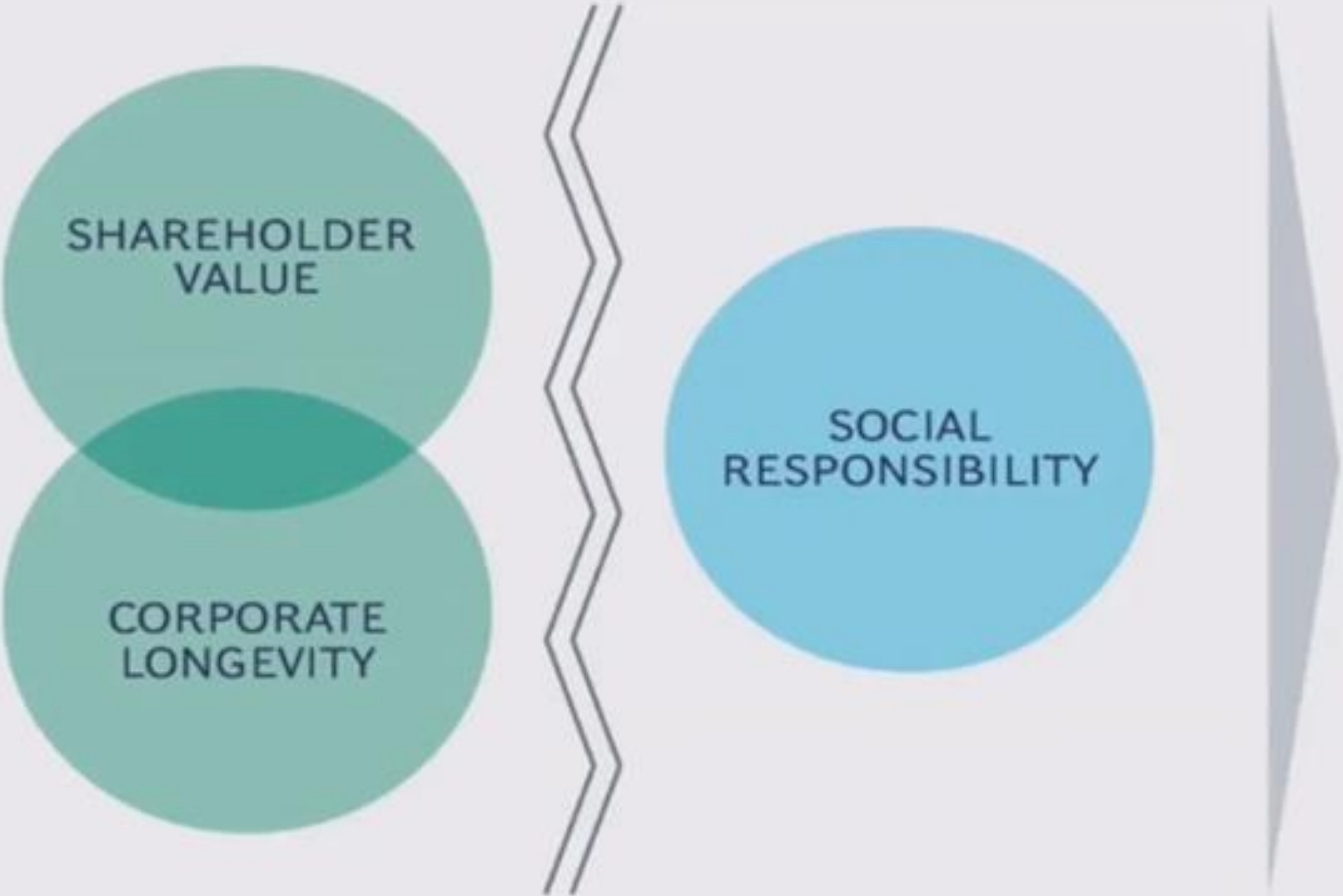
B Corp

Social Purpose

EXHIBIT 1 | Total Societal Impact Cannot Be Separated from the Business

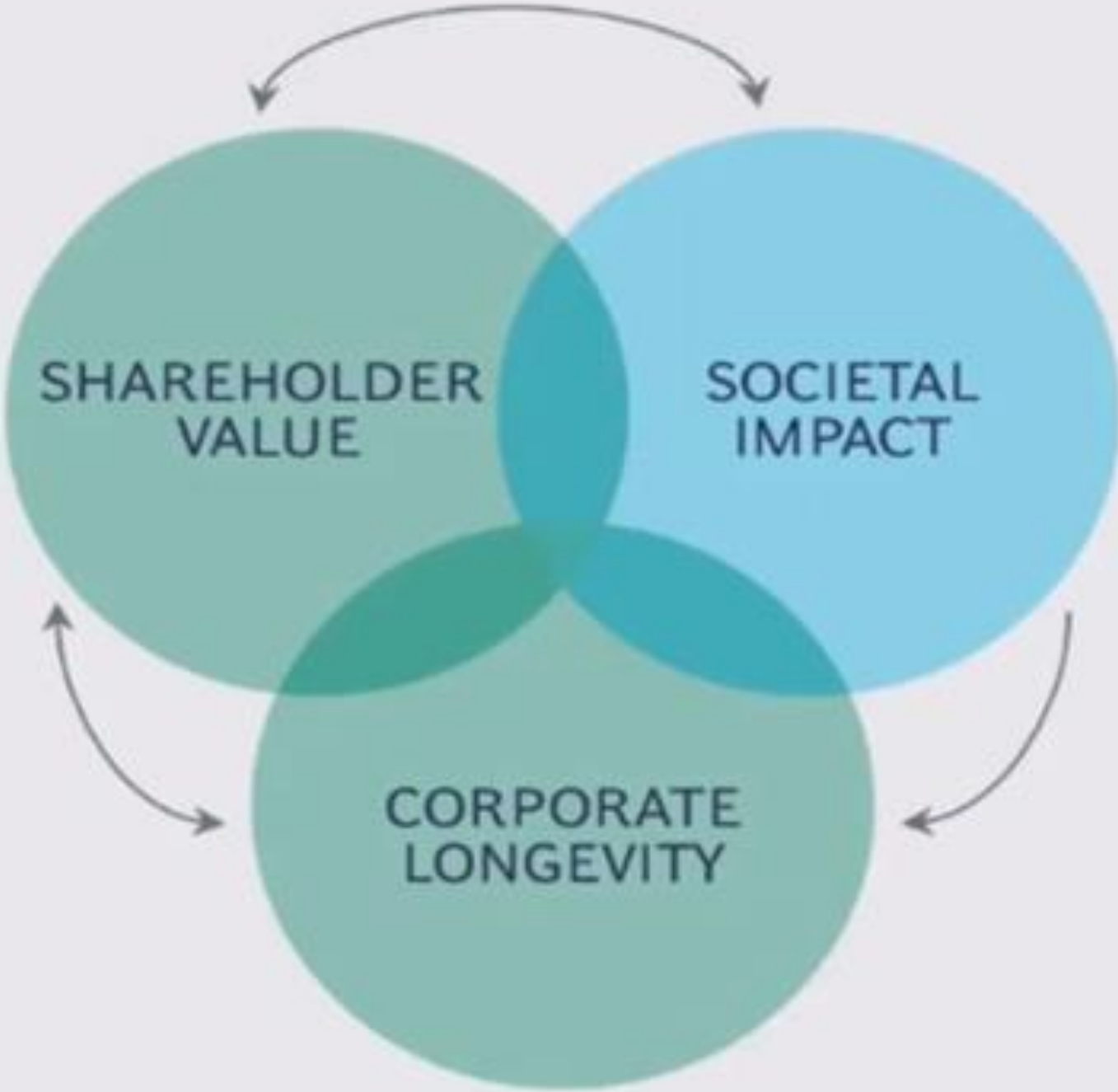
THE CORPORATE SOCIAL RESPONSIBILITY MODEL

Societal impact and shareholder returns are pursued separately



THE TOTAL SOCIETAL IMPACT LENS

The pursuit of societal impact is integral to strategy and value creation





"Purposeful business **outperformed** other companies by 206% in the stock market between 2006 and 2016."



Good ESG performance results in:

50%

Lower cost of capital

88%

Better operational performance

80%

Better stock price performance

7% Higher Return on Equity (ROE)

During COVID-19, companies with higher ESG scores performed 50% better than their peers (Bloomberg)

Companies' ESG performance is increasingly important to a range of stakeholders

Consumers

83%

of consumers think companies should be actively shaping ESG best practices

Employees

25%

of companies that are rated the most attractive to young talent have better ESG performance

Investors

88%

of investors believe companies that priorities ESG initiatives represent better opportunities for long-term returns that companies do not

PwC Consumer Intelligence Series June 2, 2021 | EY 2020 Climate and Institutional Investors Survey | 2020 study by Marsh & McLennan ESG as a Workplace Strategy

**Do more
good.**

**Do less
harm.**



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY




6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all.



**FORWARD
FASTER**

Gender Equality

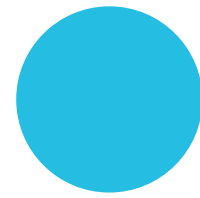
Climate Action

Living Wage

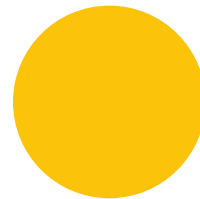
Water Resilience

Finance & Investment

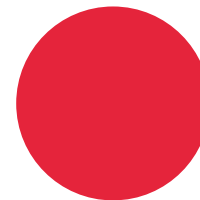
Find your fit



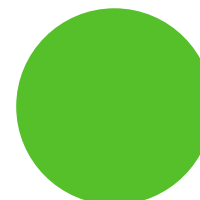
Business strengths



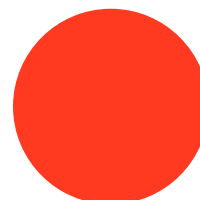
Geography



What you and stakeholders value



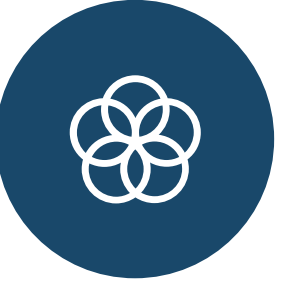
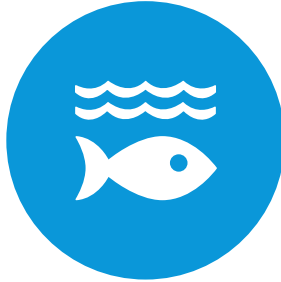
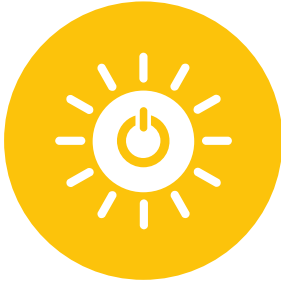
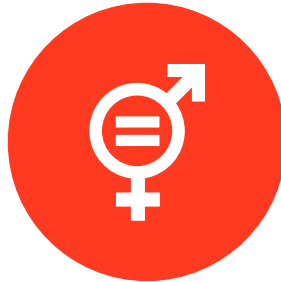
Current initiatives



Community* needs



Find your fit



Maturity stages of social impact programs

Transactional

Transitional

Transformational

1

Random acts of kindness
Grin & grip photos
Treasure, not time or talent
External focus

2

Time, talent & treasure
Focused acts of kindness
External focus

3

Treasure, time & talent
Core to the business
Internal & external



Use your strengths to support SDGs

Embed this thinking into how you do business

Reduce negative impacts





Because purpose and ESG are not about what you do with the money you make. They are about how you make your money.

Forbes.com

“social purpose thinking”

energy use
employee health & safety
cleaning supplies
corporate investment
supply chain
pro bono
marketing
donations
employee wellness
products & services
operations
diversity, equity, inclusion
& belonging
meetings & events...



Environmental

- Renewable fuels
- Greenhouse gas (GHG) emissions
- Energy efficiency
- Climate risk
- Water management
- Recycling processes



Social

- Health and safety
- Working conditions
- Employee benefits
- Diversity and inclusion
- Human rights
- Impact on local communities



Governance

- Ethical standards
- Board diversity and governance
- Stakeholder engagement
- Shareholder rights
- Pay for performance

Set Goals



| Commitment | 2024 Target | Actions |
|--------------|---------------|---|
| SMART | # OR % | <ul style="list-style-type: none">• How will you achieve your target? |
| SMART | # OR % | <ul style="list-style-type: none">• How will you achieve your target? |
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Track Results



| Commitment | 2024 Target | 2024 Actual |
|-------------------|--------------------|--------------------|
| SMART | # OR % | # OR % |
| SMART | # OR % | # OR % |
| SMART | # OR % | # OR % |

**Share your
vision**



Your story...

**commitment,
progress,
vision.**





High purpose companies
can tell an **honest** story about
the **meaningful** ways they're using
their business for greater **good**.

