

Commitment to sustainable development

Committing to sustainable development is critical for all, not least business

- 01. Talent
- 02. Consumers
- 03. Partners
- 04. Regulators
- 05. Investors

A commitment to sustainable development positively impacts all stakeholder perspectives – they are not just compatible, but interdependent

Digital Catalysts

- 06. Transparency
- 07. Engagement
- 08. Identity

The need to recognise this interdependency is accentuated by the digitisation of our economies and societies

Stakeholders

This interdependency cannot be incidental, it needs to be placed at the heart of the business, enshrined in the purpose of the organisation.

All organisations need to live their purpose, embedding it across the business.

2030 Purpose

Strategy & Operating Model

Brand & Stakeholder Engagement

Culture & Values

Enduring commercial success

A commitment to sustainable development is compatible with enduring commercial success