

# Living our Purpose by making a positive impact for people and society

What people expect of business is fundamentally changing, as is the definition of what it means to act in the public interest. In a world of uncertainty, businesses must help address society's most pressing problems. We are building specialised expertise to contribute towards broader solutions that have wider impact on society and the environment.

The pandemic increased our individual and collective stress while reducing mobility and restricting social gatherings. Socio-economic inequalities in Africa were exposed as disparities in access to quality healthcare were painfully conspicuous. The pandemic has placed strain on already struggling communities and economies making our commitment to building a better normal, and supporting our people through the disruption, even more determined.

Deloitte is a purpose-driven firm that is deliberate in the choices we make, the organisational culture we foster, the solutions we create, the initiatives we support, and importantly, the company we keep, as well as the partnerships we forge. We strive to deepen our social impact through strategic partnerships with organisations that share our commitment to making a positive contribution to society.

We are proud of the impact that we have made through a number of initiatives during this difficult period. However, we realise there is much work to be done to create more opportunity for more people, support recovery, build resilience, and spur economic growth. We remain steadfast in our commitment to being a positive force, and living our Purpose to drive broader and more meaningful impact on business, people and communities in Africa.

To read about the positive contribution we have made to society, how we have helped our clients to realise their ambitions, and how we have capacitated our people to achieve success. **Please read our detailed 2021 Deloitte Africa Impact Report here.**