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World's Leading CEOs Convene to Explore "Winning on Purpose", Viewing Societal Investment as Driver of Growth

*10th Annual CECP Board of Boards Focuses on the Evolution of Business
as a Force for Good and Recognizes PepsiCo and PwC for Excellence*

February 23, 2015, New York, NY-- Fifty CEOs representing a growing movement of leaders committed to infusing purpose throughout their business strategy gathered today for [CECP's 10th annual Board of Boards: Winning on Purpose](#). CEOs of the world's largest companies, including **Mitsubishi, PepsiCo, PwC US, and Western Union**, attended this matchless CEO gathering designed to set the corporate societal engagement agenda, through a discussion on the trends impacting society and business now and in the future, and the role of CEOs in supporting solutions to community challenges by being a force for good.

The esteemed list of CEO discussion leaders, who were also recognized with CECP honors, includes:

- **Indra Nooyi**, Chairman and CEO, PepsiCo; accepting the **Chairman's Excellence Award** on behalf of the **Safe Water Access** program
- **Bob Moritz**, US Chairman and Senior Partner, PwC; accepting the **President's Excellence Award** on behalf of its **Earn Your Future** commitment
- **Ken Frazier**, Chairman and CEO, Merck and **Founders Force for Good Award** honoree
- **Tom Wilson**, Chairman and CEO, Allstate Corporation and **Collaboration Force for Good Award** honoree
- **Hamdi Ulukaya**, Founder and CEO, Chobani and **Pacesetter Force for Good Award** honoree
- **Bill George**, Former CEO, Medtronic and **Lawrence A. Wein Legacy Force for Good Award** honoree

A full list of [attendees](#) and more information on the [Excellence Awards](#) and the [Force for Good Awards](#) can be found on the CECP website.

"The CECP Board of Boards is a unique opportunity for global business leaders to have frank conversations about community investment and the evolving expectations of the role of business in creating societal solutions," stated **Daryl Brewster**, CEO, CECP. "CEOs recognize that this is a time of great opportunity to infuse 'purpose' in everything they do, and want a seat at the table to determine what part their companies will play in making the world a better place."

The **CECP Board of Boards'** agenda included panel discussions, live polling, an interactive Harvard Business School-style case study review, recognition of the CECP [Excellence Awards](#) and [Force for Good](#) winners, and a presentation from CECP on trends in corporate societal investment.



Main takeaways from the CEOs at the Board of Boards included:

- Given more conscious consumer behavior and global trends, successful companies **create business value by solving societal problems**; only purpose-driven companies will be able to capitalize on this **competitive advantage**.
- CEO leadership on societal issues and commitment to a purpose-driven brand empowers companies to **act in the best interest of the community and uphold the values of the company**.
- CEOs need to **lead in the creation of a unique company-wide language** that expresses corporate purpose in a **transparent** way, resonating with all stakeholders.
- **61%** of CEOs report that their **companies operate with a larger purpose**, with 26% reporting that they are making progress on this (CECP, Board of Boards 2015 live event polling).

CECP, a coalition of CEOs who believe that societal improvement is an essential measure of business performance, was founded by actor and philanthropist **Paul Newman** and recognized by [Forbes](#) as a leading convener of “power players” in business. The conference was held at the Time Warner Headquarters in New York City, and event attendance was limited to [CECP CEOs](#). CECP thanks the event supporters, **Newman’s Own Foundation** and **PwC US**, and the **Empire State Building** for lighting in CECP blue the evening of the Board of Boards in honor of the convening.

For a full list of speakers, attendees, and other details, please visit: <http://cecp.co/BoB>

Note to Editors: Select CEO attendees, including award winners and speakers, and CECP executives are available for comment following the event.

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About CECP: The CEO Force for Good

CECP is a coalition of CEOs who believe societal improvement is an essential measure of business performance. Through convenings and thought leadership, CECP fosters collaboration among Fortune 500 companies striving to solve some of the world’s most pressing problems through the skills and resources of their companies. CECP, a global nonprofit organization, counts more than 150 affiliated at the CEO level and 50 at the company level. Companies affiliated with CECP together have more than \$7 trillion in annual revenue and more than 14.5 million employees, and invest more than \$18 billion annually in cash and non-cash in the communities around them. For more information visit cecp.co.