

Dear Colleagues,

This year marks the 20th anniversary of the founding of Chief Executives for Corporate Purpose (CECP). CECP's unique, two-decade-long perspective on changes in the corporate social investment space has strengthened its position as a trusted partner to the business sector. In a year when 181 CEOs signed the Business Roundtable's Statement on the Purpose of a Corporation, which emphasizes the importance of *all* stakeholders in society, CECP is better equipped than ever to assess the "state of the field" on Corporate Purpose at a global scale.

[*Investing in Society*](#) is the must-read source for trends on the corporate sector's shift to be increasingly purpose-driven. Developed from CECP's premier research on, thought leadership for, and strategic engagements with more than 200 of the world's largest companies, this digital release brings to light the state of corporate purpose in an evidence-based way and assesses corporate purpose-driven actions under the categories of Priorities, Performance, People, Planet and Policies. Bolstered by CECP's insights on the actions that the world's leading companies take on environmental, social, and governance (ESG) issues, identifying and effectively meeting stakeholder needs, and building a better world through business, corporate leaders turn to *Investing in Society* as the authoritative source on what is happening in corporate purpose. In keeping with year's past, CECP has tracked examples and best practices of companies leading in Corporate Purpose in five areas:

- **PRIORITIES:** Companies are creating and committing to statements of purpose that address more stakeholders.
- **PERFORMANCE:** Although large companies realize the importance of creating Long-Term Plans in addition to disclosing short-term milestones, there is room for growth in terms of consensus of measurable metrics.
- **PEOPLE:** Companies have taken big steps to do more social investing, engage their employees, and improve equitable and inclusive practices, simultaneously creating stronger connections with their customers.
- **PLANET:** Environmental performance has been mixed. Some metrics show big gains whereas others demonstrate significant setbacks.
- **POLICIES:** Although corporate governance traditions have experienced significant upheaval, resulting in slower progress towards change, there have been some improvements in representation of historically underserved communities in leadership positions in the last couple of years.

As a data-driven organization, CECP considers the state of Corporate Purpose as a scorecard might, rating each area from bright green to shades of yellow to red as reflected in the visual below. The convergence of these areas demonstrates that action on Corporate Purpose is growing among companies and stakeholders, and is in a better position than it was many years ago.

As you compare your company's Corporate Purpose performance to the trends illustrated in this collection, we hope you'll find inspiration for the year ahead. As always, we welcome your feedback for how to make [*Investing in Society*](#) better every year. CECP is proud to work alongside many of the companies highlighted within; we can't wait to see what you do next.

Sincerely,

A handwritten signature in black ink that reads "Daryl Brewster".

Daryl Brewster
CEO, CECP

INVESTING IN SOCIETY 2019

CURRENT STATE OF CORPORATE PURPOSE

