

BUSINESS FIGHTS POVERTY: REBUILD BETTER

THREE INSIGHTS EMBEDDING PURPOSE INTO BRANDS TO DELIVER THE SDGS

DATE: **MONDAY 20/09**

THEME: **LEADERSHIP**

FORMAT: **MASTERCLASS**

SPEAKERS

- **John Blood**, Chief Legal and Corporate Affairs Officer & Corporate Secretary, AB InBev
- **Mark Breitbard**, President & CEO Global Gap Brand, Franchise, Strategic Alliances & Licensing, Gap Inc
- **Emily Dalton Smith**, VP of Social Impact, Facebook

■ **Myriam Sidibe**, Founder, Brands on a Mission

Moderator:

Leslie Crutchfield, Executive Director, Business for Impact, McDonough School of Business, Georgetown University

IN THIS MASTERCLASS HOSTED WITH AB INBEV, LEADING PRACTITIONERS SHARED THEIR ADVICE ON WHY BUSINESSES SHOULD EMBED PURPOSE IN BRANDS AND HOW TO DO SO.

THEY ALSO EXPLAINED HOW BUSINESSES CAN LEVERAGE THE REACH AND TRUST OF THEIR CORPORATE AND CONSUMER-FACING BRANDS TO DRIVE POSITIVE CHANGE IN SUPPORT OF THE SUSTAINABLE DEVELOPMENT GOALS (SDGS).

MYRIAM SIDIBE, BRANDS ON A MISSION

Myriam Sidibe has spent the past 20 years of her career helping companies create business models that are aligned with the SDGs, foster economic inclusion, and take the most vulnerable into account. For Myriam, businesses can design and implement innovative ways to promote social justice by embedding purpose into their marketing strategies. Brands with purpose can be powerful tools for changing people's behaviour for the better. Also, the lobbying capacity of large corporations can be directed towards advocacy for systemic change and building societies that are more equitable and sustainable. Finally, a company's mission must be integrated with its purpose and corporate culture so that consumers, employees, and other stakeholders are encouraged to become ambassadors and champions for the change we want to see in the world.

JOHN BLOOD, AB INBEV

From John Blood's viewpoint, the business case for embedding purpose into brands is about recognising what consumers really want. According to John, consumers will favour brands that share positive social and environmental values and that put words into practice.

A COMPANY'S MISSION MUST BE INTEGRATED WITH ITS PURPOSE AND CORPORATE CULTURE SO THAT CONSUMERS, EMPLOYEES, AND OTHER STAKEHOLDERS ARE ENCOURAGED TO BECOME AMBASSADORS AND CHAMPIONS FOR THE CHANGE WE WANT TO SEE IN THE WORLD.

Consumers will also identify with a brand that is working towards improving the well-being of people and communities. As an example, AB InBev has developed different projects to help consumers mitigate harmful alcohol consumption by giving them practical, actionable advice on eating while drinking or taking a ride home. Through AB InBev brands, consumers have easy access to information about and discounts for food delivery and ride services. Likewise, as water is a core component of beer and a vital natural resource, AB InBev's initiatives around making water sources sustainable resonate with consumers and communities as well.

of public interest. For example, people could use the platform to learn how to volunteer for charities in their local communities and to inform themselves on where to vote or where to get the COVID-19 vaccine.

MARK BREITBARD, GAP INC

As the vast majority of Gap's employees and consumers are women, Mark Breitbard explained that his company's first purpose is women empowerment. Through Gap's brands, supply chains, and global operations, the company has developed several initiatives to address gender inequality, violence, and discrimination. With the PACE programme, Gap teaches management skills to thousands of women so they can become better equipped to climb the corporate ladder of the apparel industry. In addition, Mark highlighted Gap's promotion of youth employment and upskilling as well as the company's commitment to sustainability and renewable energy throughout its supply chains. Finally, Mark emphasised the importance of cross-sector partnerships and learning from best practices to improve companies' social and environmental impacts.

CONSUMERS WILL FAVOUR BRANDS THAT SHARE POSITIVE SOCIAL AND ENVIRONMENTAL VALUES AND THAT PUT WORDS INTO PRACTICE—THEY WILL ALSO IDENTIFY WITH A BRAND THAT IS WORKING TOWARDS IMPROVING THE WELL-BEING OF PEOPLE AND COMMUNITIES.

EMILY DALTON SMITH, FACEBOOK

Emily Dalton Smith focused on important environmental and social challenges companies need to tackle. At Facebook, Emily's team helps individuals raise funds for charitable causes by developing new types of initiatives for people who want to lead movements aiming at giving back to their communities. Facebook also connects people who are involved with similar donation projects and offers useful tools to facilitate the creation of campaigns for good causes, such as tools that help with volunteer efforts and spreading information

RESOURCES

- [Brands on a Mission](#)
- [PACE: Empowering Women](#)
- [Our Smart Drinking Beliefs](#)
- [Raise Money and Awareness for Your Cause on Facebook](#)
- [Build Powerful Tools that Improve People's Lives](#)
- [Climate Science Information Centre](#)
- [Sustainability at Facebook](#)