

# Bryan de Lottinville

Founder & Executive Chairperson, Benevity





Goodness  
*Virtual*  
Matters  
by Benevity





# The Big *Trends*



BATTERY PARK, NEW YORK CITY, NEW YORK, UNITED STATES - 2017/01/29: Protester holding a placard during the protest. Over 10 thousand people descended into New York City's Battery Park, near the Statue of Liberty viewpoint, vowing to fight President Tr

## Passion and Purpose Trump Populism

Published on February 8, 2017



**Bryan de Lottinville**

Founder and Chief Executive Officer at Benevity

21 articles

✓ Following

**Corporate Goodness: Modelling the Behavior We Want to See in the World**

It goes without saying that it has been quite the past few weeks! Enough has been written by



If the populist “more for me”  
mantra begins to take hold, who  
will loosen the grip?



A photograph of a couple kissing at a protest. The man has a rainbow painted on his forehead, and the woman is wearing a black face mask. In the background, other protesters are visible, including one holding a water bottle and another holding a sign. The scene is outdoors with buildings in the distance.

Thank You

A photograph of a couple kissing at a protest. The woman is on the left, wearing a black face mask and has her hair in a ponytail. The man is on the right, wearing a dark t-shirt, and has a rainbow painted on his forehead. He is holding a cardboard sign. In the background, other protesters are visible, including one with blonde hair and a black face mask holding a water bottle. The scene is outdoors with buildings in the background.

*We > Me*

# Celebration

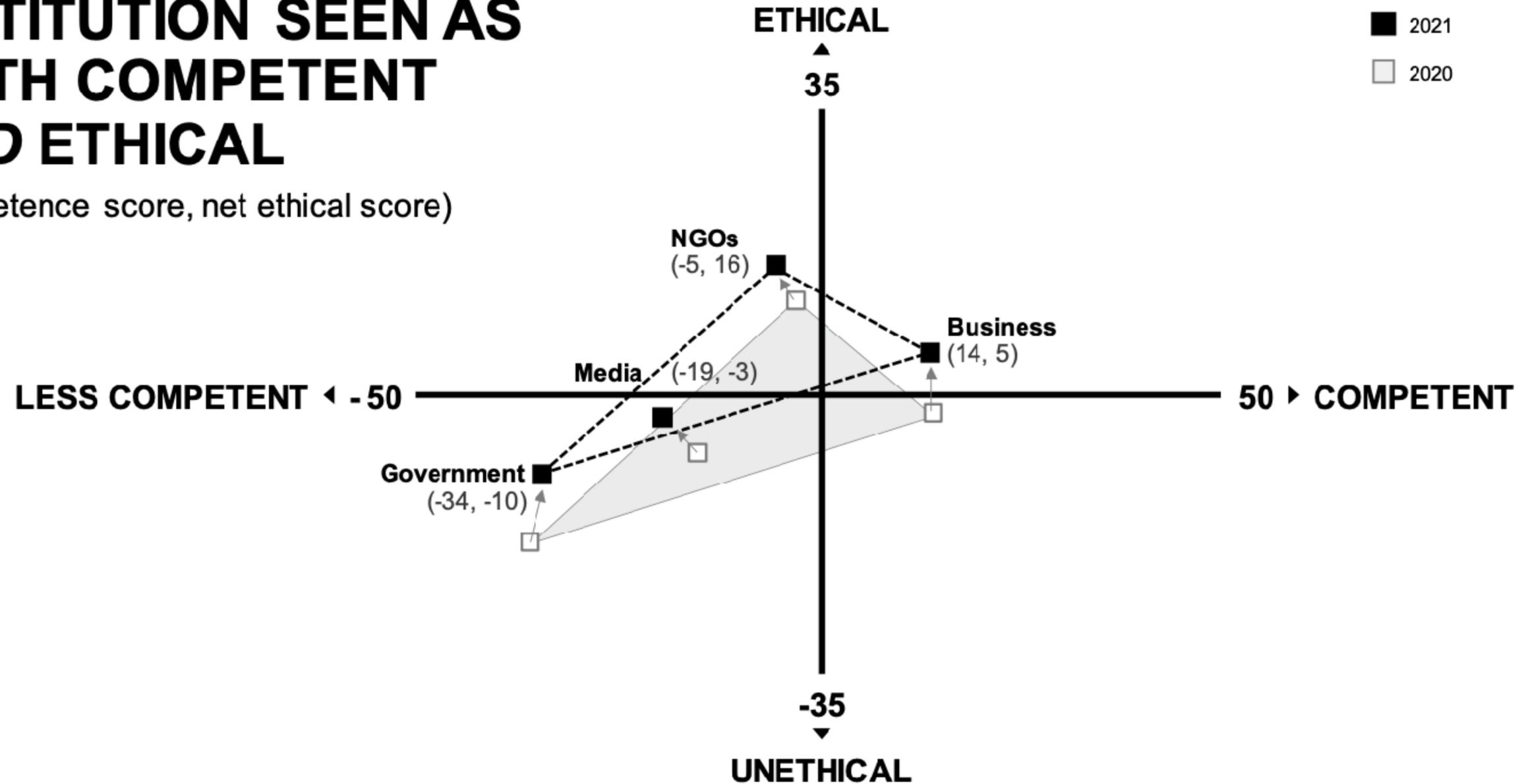




Business is  
the *only*  
trusted institution

# BUSINESS NOW ONLY INSTITUTION SEEN AS BOTH COMPETENT AND ETHICAL

(Competence score, net ethical score)



2021 Edelman Trust Barometer. The ethical scores are averages of nets based on INS\_PER\_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU\_3D\_INS/1. Depending on the question it was either asked of the full or half the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.



68%

say CEOs should step in when  
the government does not fix  
societal problems.

86%

of people agree that CEO's must speak  
out on societal challenges.

53%

believe that when the news media is  
absent, corporations have a  
responsibility to fill the information void.

# You are a trusted source

of Information, awareness, learning and action



## Helping Healthcare Workers

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## Begin By Protecting Yourself and Others

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11 Activities



## Ordering Essentials Online

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Demand Action

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6 Activities



Read, Watch and Listen to Black Experiences

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4 Activities



Talk To Kids About Race and Racism

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3 Activities

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## Casting the Ballot

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## State by State Voting Guide

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3 Activities



## Maintain a Healthy Mindset

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11 Activities

*Oh yeah,*  
the big trends



# Oh yeah, the big trends

# Today's Macro-Context

## The 4 Pillars of Purpose



The Rise of the Power  
of the Individual



An Expanded  
Definition of Impact



The Most Admired  
Brands are Authentic



Purpose Paves  
the Way to Profits

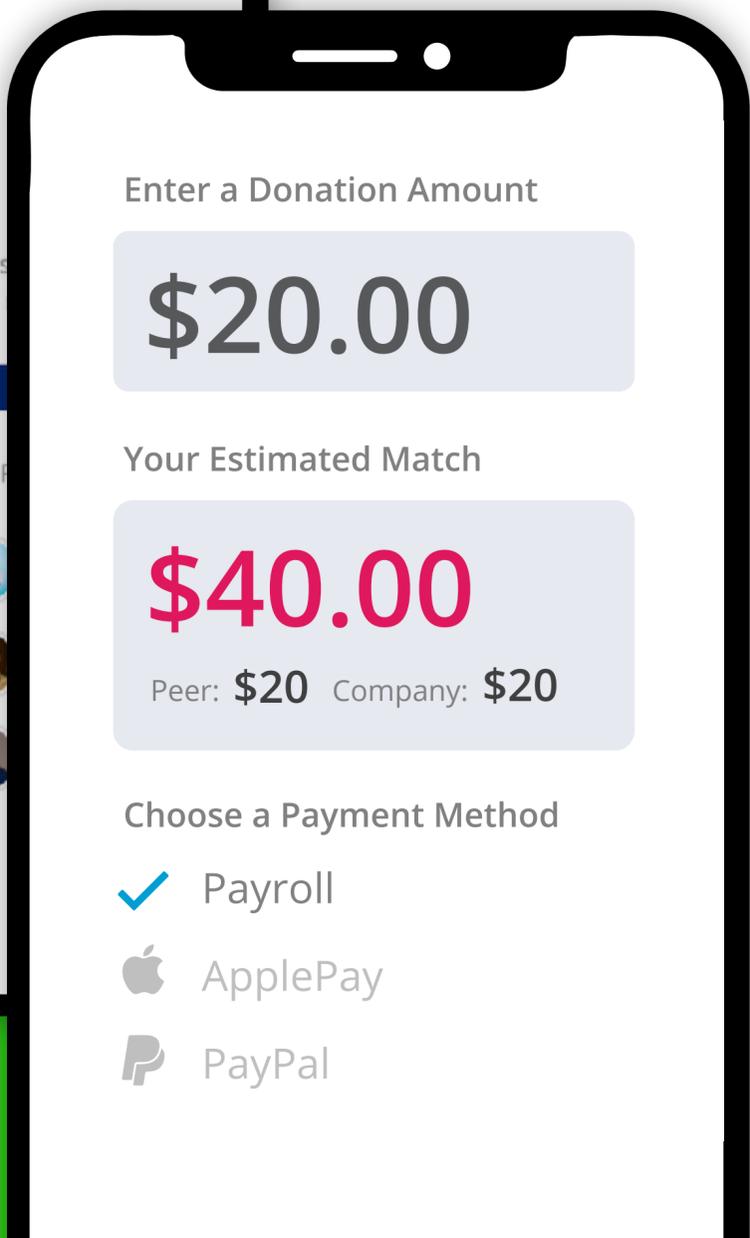
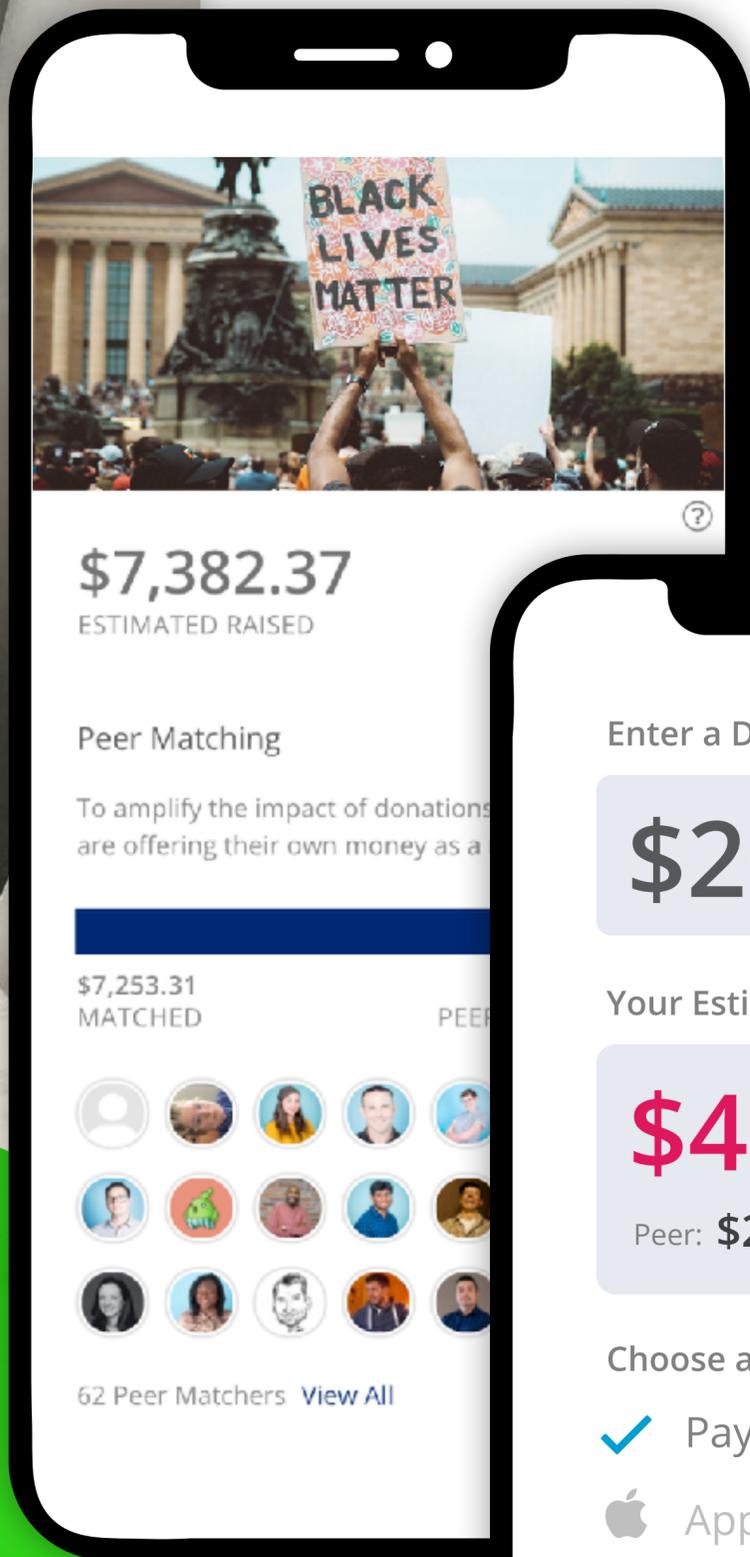
The rise of the  
power of the

*individual*



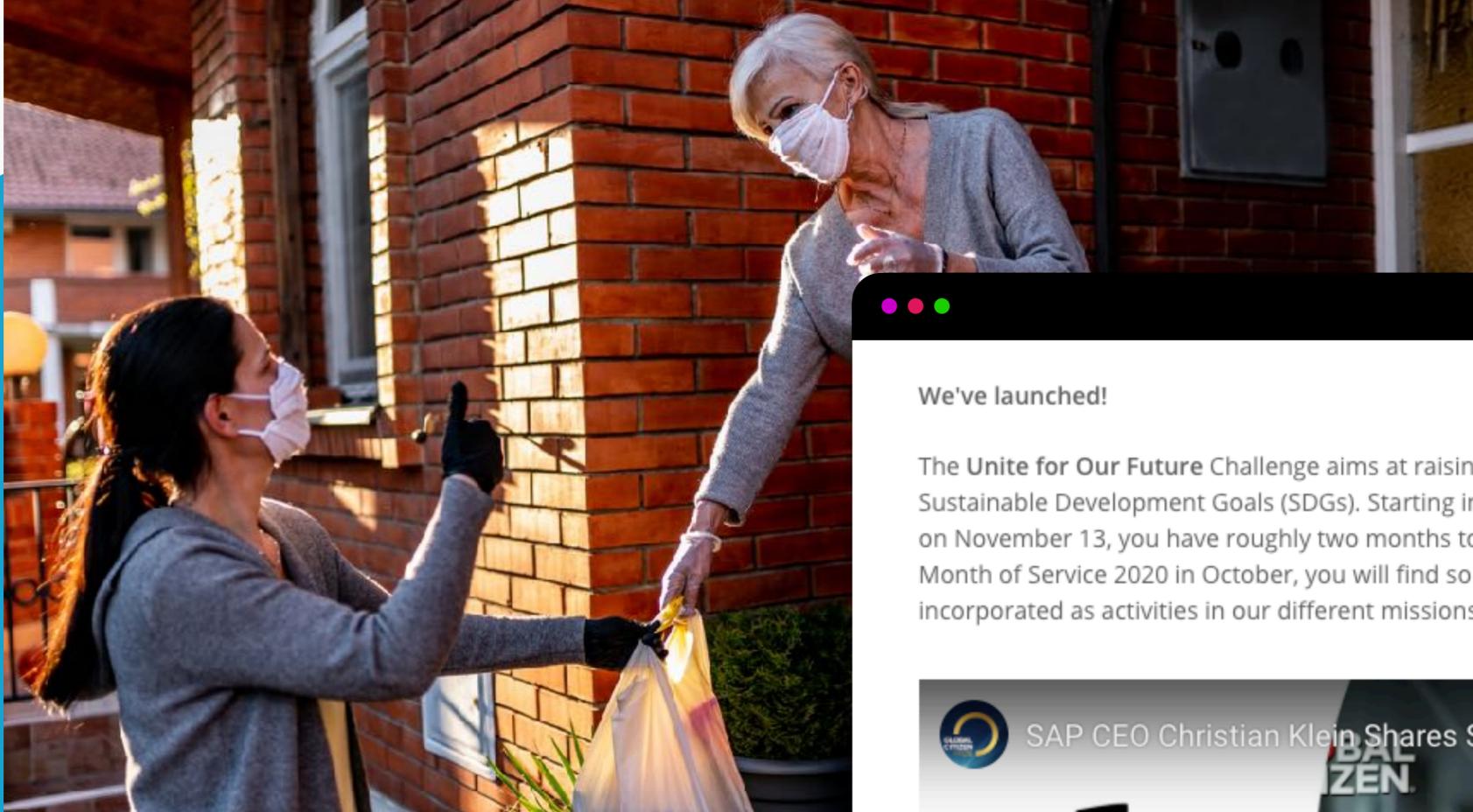


# From moments to *movements*



An expanded  
definition of  
*impact*





We've launched!

The **Unite for Our Future Challenge** aims at raising awareness for and creating more engagement with the Sustainable Development Goals (SDGs). Starting in the UN Global Goals Week on September 21 and finishing on November 13, you have roughly two months to collect enough points to gain a Digital Badge. Kicking off Month of Service 2020 in October, you will find some of the events taking place in this context incorporated as activities in our different missions. In addition, to several other exciting activities.

SAP CEO Christian Klein Shares Support for Social Justice ...

Watch later Share

**GLOBAL GOAL**  
Unite for Our Future  
GLOBAL CITIZEN

**CHRISTIAN KLEIN  
CEO OF SAP  
SHARES SUPPORT  
FOR SOCIAL JUSTICE  
REFORM**

The activities are grouped in missions guided by different focus SDGs. They range from Diversity and Inclusion (SDG 10), over education, and decent work (SDG 4 / SDG 8) to sustainability (SDG 12 / SDG 13). In addition to these four missions, we included a mission on all 17 SDGs in general to provide you some context and introduction as well as a mission to stay engaged beyond the Unite for Our Future Challenge. Regarding the scope of the activities, we encourage you to keep them as work-related as possible. By including activities around different SDGs, we

**UNITE FOR  
OUR FUTURE**

Unite for Our Future Challenge

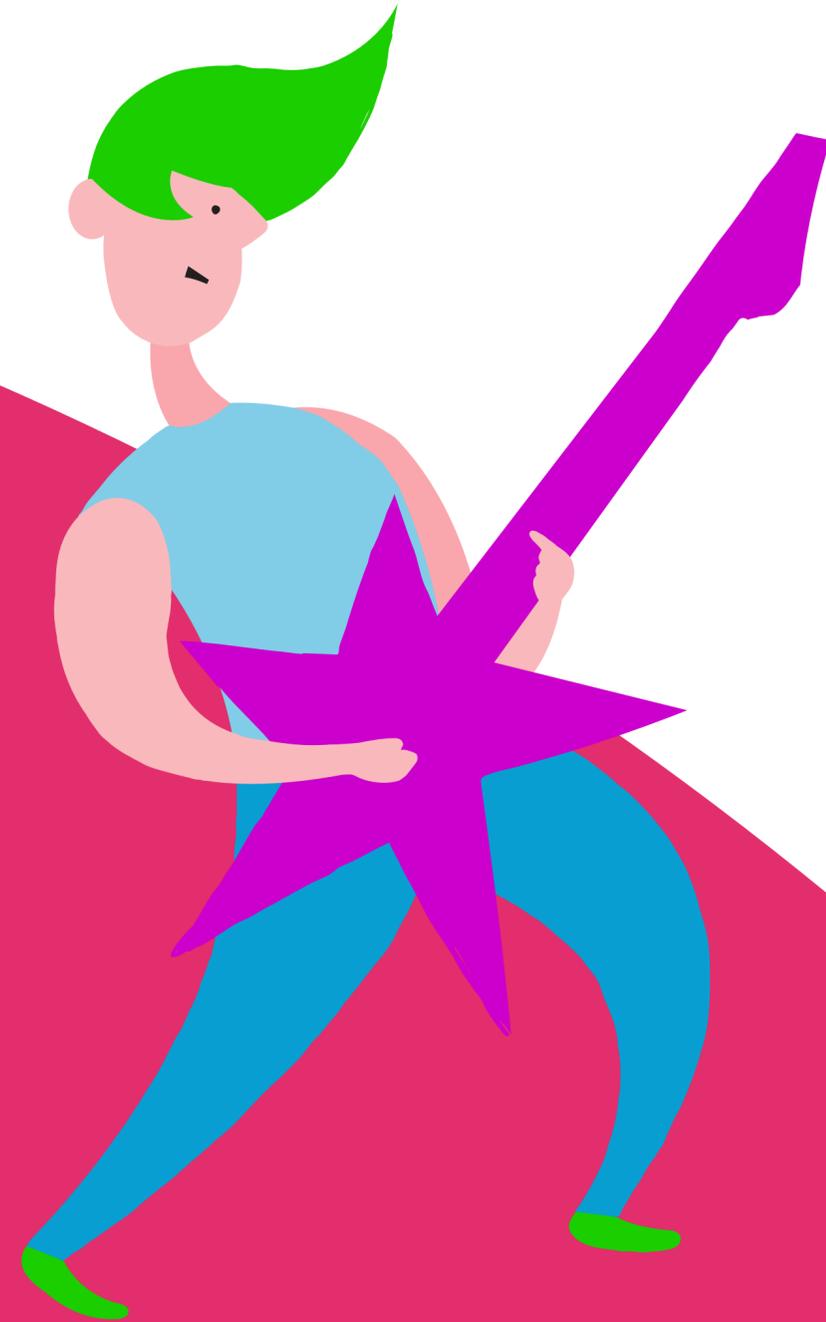
We've launched!

6 MISSIONS	266 PARTICIPANTS
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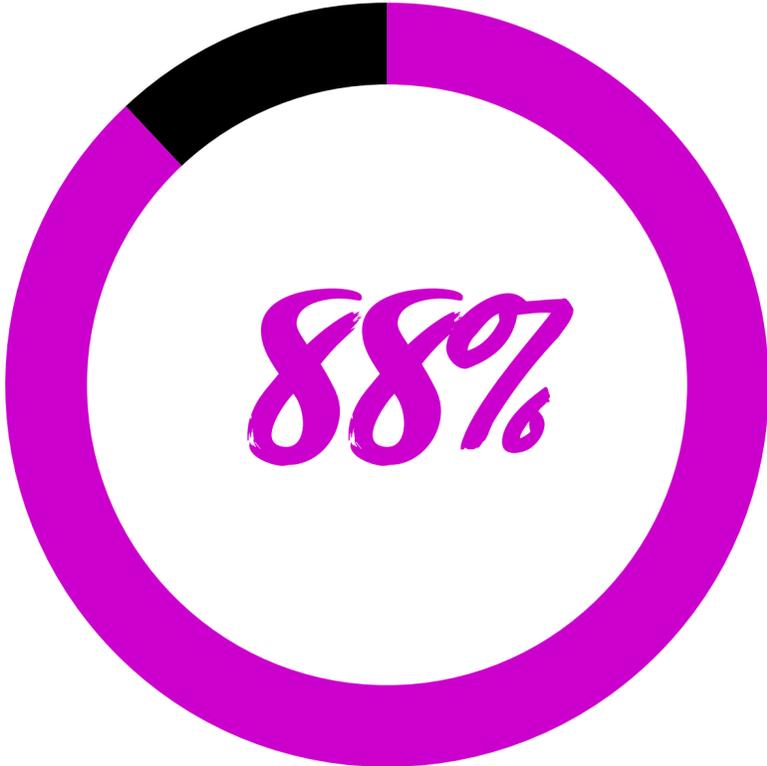
[VIEW DETAILS](#)

Admired  
brands are

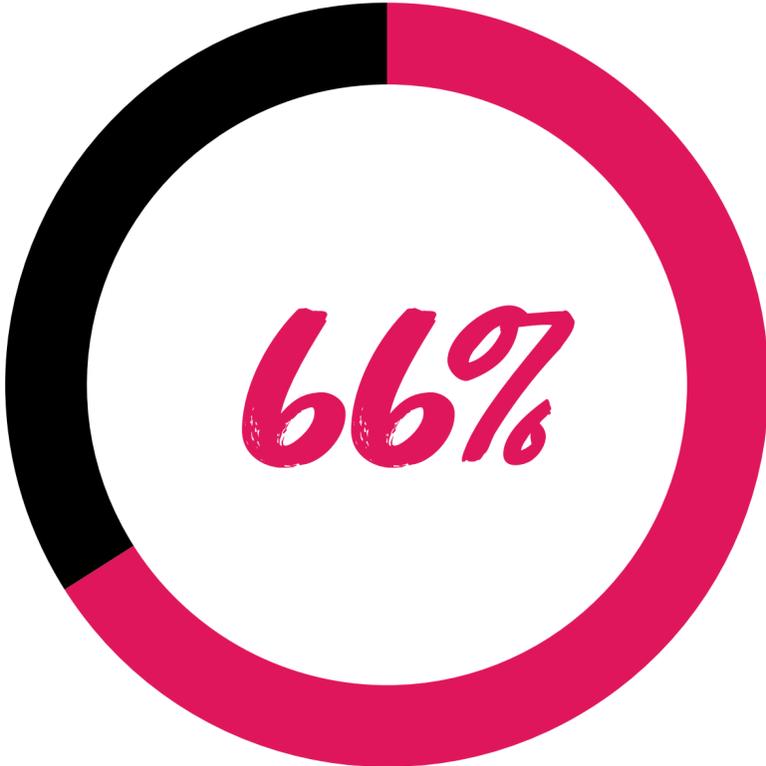
*authentic*



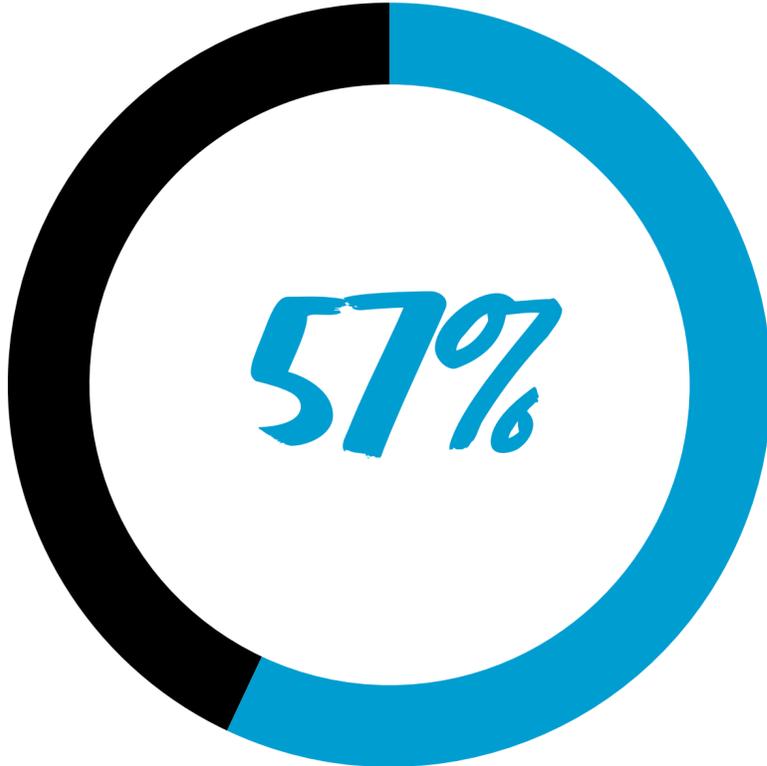
# Consumers prefer purpose, too



would buy a product from a purpose-driven company



would switch from a product they typically buy to a new product from that company



would pay more for a product from that company

# A Few Inspiring Examples

Engaging Customers in Choice-Driven Goodness

The screenshot shows a website interface with a navigation bar at the top containing links: "Join us in supporting those impacted by COVID-19", "Make a Donation", "Redeem a Gift Card", and "Search". Below the navigation bar is a header with the logo "Partners IN GIVING". The main content area features a large heading: "Join us in supporting those impacted by COVID-19" and a sub-heading "Make a Donation". A paragraph of text reads: "Our hearts go out to everyone who's been impacted by COVID-19. We want to do our part to help, and we're starting with an initiative that can create an immediate and positive change in the lives of people in our communities." Below this is another paragraph: "The ongoing public health challenge has made it increasingly difficult for some people in America to gain access to food, including children who rely on free or reduced-price meals in schools and seniors who are unable to leave their homes. So, Qurate Retail Group (a select group of brands, comprised of QVC®, HSN®, Zulily®, Ballard Designs®, Frontgate®, Garnet Hill®, Grandin Road®, and Ryllace) is supporting Meals on Wheels America and No Kid Hungry by matching customer". To the right of the text is a graphic with the "qurate RETAIL GROUP™" logo and the text "INVITES YOU TO SUPPORT". Below this are the logos for "MEALS ON WHEELS" and "NO KID HUNGRY™" with an ampersand between them. At the bottom of the graphic is the text "Scroll down to donate. Thank you!".

# A Few Inspiring Examples

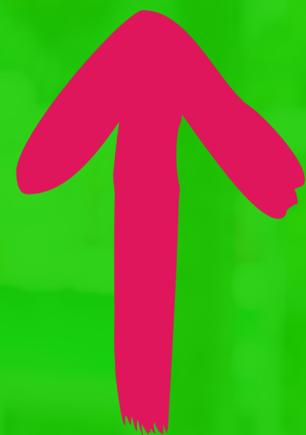
Engaging Customers in Choice-Driven Goodness

The screenshot shows the 'Give with Bing' interface. At the top left, it says 'Give with Bing'. On the top right, the user's name 'Daisy' is shown next to a profile icon, with '2,430' points and a heart icon. Below this is a dark teal banner with the text: 'Your lifetime giving \$2.43' (with '2,430 Microsoft Rewards points · Donation history' below it) and 'You're part of something big. So far, Microsoft Rewards for Good has donated \$2,202,210.' Below the banner, there is a section with a toggle switch for 'Give Mode is ON'. Underneath, it says 'Your Bing searches make a difference for: The Nature Conservancy' with a 'Change nonprofit' button. To the right, it shows 'Your giving this month \$0.97' (with 'Donations are distributed at the end of each month' below it) and 'Donations to date for this cause 52,990 points' (with 'By Microsoft Rewards for Good' below it). At the bottom left, there are social sharing icons for Facebook, LinkedIn, Twitter, and a link icon.

*Purpose*  
paves  
the way to  
*profits*







Revenue Growth



Profit



Valuation

# The Year of the “S”



DO THE  
RIGHT THING



 benevity









Hope

as a state  
of mind



*Thank you!*