

Our Pledge to Support Digital with Purpose Movement

We, CEOs and leaders of the undersigned organisations, firmly believe that today no business can be successful without societal and environmental purpose, and no purpose can be achieved without action by business.

We strongly support a global transformative agenda that leverages the full power of digital technologies to reform today's economic model of growth and production, so that it purposefully contributes to society and the health of the planet.

We share an ambition to create business value through radically accelerating the enabling power of digital technology to help achieve the 2030 UN Sustainable Development Goals (SDGs) and the Paris Climate Agreement, whilst minimising any negative externalities that may arise.

To meet these ambitions, we pledge to catalyse collective action through GeSI and to leverage the power of our organisations in support of the **"Digital With Purpose Movement."**

Enthusiastic, deep and inclusive adoption of key digital technologies will help deliver tomorrow's purpose-driven economies. Our commitments can be better understood through tangible examples: improved access to healthcare with inclusive digital high-performing networks; climate neutral countries with smart transport systems and remote working standards supported by digital solutions; by lifting billions from poverty with widespread digital education; and wide-spread deployment of connectivity, ensuring digital access to all.

Our **Digital With Purpose Pledge** is articulated as follows:

- 1. We commit to supporting the United Nations Sustainable Development Goals and to establish practical and incremental steps to become a purpose-led business;**
- 2. We take and report concrete action on climate change, in line with the Paris Agreement;**
- 3. We embrace the principles of impact transparency and report accordingly every year;**
- 4. We develop and deploy digital technology with positive societal impact.**

The Movement is a tool to seek to accelerate the positive impact of digital technologies through thought-leadership, collaboration and partnership projects. Its purpose is to drive positive, measurable impact through collaboration and collective action, while showcasing the "best in class" and thus driving a competitive race to the top.

Our progress against the **Digital With Purpose Pledge** will be measured and made transparent through the adoption of an impact measurement framework. We call on all business and relevant stakeholders to join our effort in transforming society for the better. The time for action is now. Failure is not an option. We bear the responsibility of playing our part in the definition of a new, intergenerational pact for a sustainable socio-economic model based on values and high ethical standards.

Our Pledge to Support Digital with Purpose Movement

I, CEO/Executive Director of Organisation/Company, firmly believe that today no business can be successful without societal and environmental purpose, and no purpose can be achieved without action by business. I strongly support a global transformative agenda that leverages the full power of digital technologies to reform today's economic model of growth and production, so that it purposefully contributes to society and the health of the planet.

At Organisation/Company, we have an ambition to create business value through radically accelerating the enabling power of digital technology to help achieve the 2030 UNSustainable Development Goals (SDGs) and the Paris Climate Agreement, whilst minimising any negative externalities that may arise.

To meet these ambitions, we pledge to catalyse collective action through GeSI and to leverage the power of our organisations in support of the **“Digital With Purpose Movement.”**

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