

DIGITAL WITH PURPOSE MOVEMENT

The world is in a race to meet the urgent targets set by all the nations of the world through the UN Sustainable Development Goals (SDGs). None of the 17 goals are more important than turning back the devastating potential of a temperature rise above 1.5 degrees C, identified by the Paris Climate Agreement.

Landmark research from the Global Enabling Sustainability Initiative (GeSI) shows the vital importance that digital technology can perform in holding back a rise in global temperatures and meeting the transformative objectives of the SDGs. And just recently, the global pandemic makes clear the outstanding role digital technology and innovation plays in keeping society moving. Yet, to fully activate the world-changing potential of digital technology, the information and communications technology sector (ICT) must lead the way by managing the responsible development, deployment, and use of its products and services.

GeSI, along with a network of leading partners from the private, public, and civil sectors, invite you to join us in a movement to apply digital technology's full potential in advancing the transformation to a more sustainable world. Join us, along with many top companies at the forefront of a strategic agenda to utilise digital technology to respond to the climate crisis and achieve the SDGs.

MISSION

The mission of the Digital with Purpose Movement is to catalyse collective action. It is not about repackaging existing efforts or restating previously declared intentions - it is a race to the top. Members share an ambition to create business value through radically accelerating the enabling power of digital technology for the SDGs whilst minimising negative externalities that may arise.

Members will sign a 'pledge' and be given 12 months to complete an Assessment Framework that will diagnose their progress on the journey to achieving Digital with Purpose. The Framework comprises a set of metrics designed with the ambition of achieving transformative change and at the same time increase business value. The objective is to encourage, not critique, companies to deepen their commitments. Those that do will unlock opportunities to access what GeSI's research identifies as a USD \$2.1 trillion market for low carbon digital solutions alone, and what the Business Sustainability Commission finds is a potential USD \$36 trillion market for the SDGs overall.

ACTIONS

To join, companies are required to sign a pledge that makes the following commitments:

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

Digital with Purpose companies will be assessed and awarded a formal certification which will be measured annually to track performance against the framework. Different accreditation levels can be achieved in recognition that companies will implement different roadmaps to success.

CALL TO ARMS

We call on all ICT businesses and relevant stakeholders to accelerate their impact and join us in transforming society for the better. The time for action is now!

To join the Digital with Purpose Movement email Luis Neves, CEO at luis.neves@gesi.org.



DIGITAL
WITH
PURPOSE



GeSI ENABLING
DIGITAL
SUSTAINABILITY