

Purpose in business practice

Company	Purpose statement
AXA	Empower our 105 million customers to live a better life.
Banco Santander	Our purpose is to help people and businesses prosper.
Caterpillar	Our customers use our products to build the basic infrastructure that enables higher standards of living so that people have access to water, electricity, roads, bridges, hospitals, schools and so much more.
Coca Cola	Refresh the world. Make a difference.
Mercedes Benz	First move the world.
Dell	At Dell Technologies, our purpose is to drive human progress, through greater access to better technology, for people with big ideas around the world.
Disney	Creating happiness for others.
Ford	To drive human progress through freedom of movement.
HPE	At HPE, we believe that technology's greatest promise lies in its potential for positive change. We can use this change to overcome challenges and make a greater impact for the global good— together.
Nestlé	Driven by our purpose we want to help shape a better world and inspire people to live healthier lives.
Nike	Our purpose is to unite the world through sport to create a healthy planet, active communities and an equal playing field for all.
Royal Dutch Shell	Shell's purpose is to power progress together with more and cleaner energy solutions.
SAP	Help the world run better and improve people's lives.
Siemens	We serve society. We create value for our stakeholders. We make real what matters.
Sony	Fill the world with emotion, through the power of creativity and technology.