



**LINKING THE CEO AGENDA WITH THE GLOBAL  
AGENDA FOR THE PURPOSE-FIRST ECONOMY IN 2030**

**4<sup>th</sup> LEADERS ON PURPOSE CEO SUMMIT  
SEPTEMBER 23, 2021**

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**PRESS RELEASE\_2**

**Leaders on Purpose 4<sup>th</sup> Annual CEO Summit  
reveals new highlights**

***London: 20 September 2021***

Today, Leaders on Purpose revealed event highlights for its 4th Annual CEO Summit, taking place on September 23rd in New York City during the UN General Assembly week. The event will be an action-packed day featuring a wide range of innovative topics for discussion, from 'Future Fit Economics', 'Earthshot Partnerships', 'Capital Markets & Sustainable Financing' alongside new concepts such as 'One Earth Model for One Space'.

**Leaders on stage**

In addition to keynote speakers promoted in the [press announcement on 13 September](#), newly confirmed high-level speakers will be taking to the stage to discuss the events core theme of '**Advancing Systemic Leadership & Shaping a Better Future for All - Together**'.

Leaders on Purpose is excited to welcome leaders representing a wide range from both private and public sector, future-focused executives pushing the boundaries of business-as-usual who are uniquely positioned to address some of the world's most pressing challenges.

- Alan Jope, CEO Unilever
- Christian Klein, CEO & Member of the Executive Board, SAP SE
- Mark Read, CEO, WPP
- Andy Bird, CEO, Pearson
- Hakan Bulgurlu, CEO, Arcelik
- Hiro Mizuno, Board of Directors, Tesla
- Feike Sijbesma, Chairman Board, Philips
- Steve MacMillan, Chairman, President and Chief Executive Officer, Hologic
- James Mwangi, CEO Equity Bank, winner of Oslo Business for Peace Award
- Paul Polman, Influencer & Business Leader, Co-Author of Net Positive
- Henrietta Fore, Executive Director, UNICEF
- Nigel Topping, High Level Champion for Climate Action, COP 26
- Tony Cho, Founder & CEO, Future of Cities
- Epsy Campbell Barr, Primera Vice Presidencia de la Republica de Costa Rica
- Ralph Simon, Chairman & CEO, Mobilium
- Rosemary Banks, Ambassador of New Zealand
- Karan Bhatia, Vice President - Global Public Policy & Government Relations, Google
- Scott Russell, Member of the Executive Board of SAP SE

[Meet the leaders](#) who are driving a better future for all, with 'building it better' strategies, creating roadmaps towards the purpose-first economy, and leveraging purpose centred business transformation for systems change.



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### **Created by leaders, for leaders: Why Leaders on Purpose CEO Summit is different**

The summit is designed as a global strategy meeting to help organizations achieve their commitments, scale efforts, elevate purpose-led transformation, and introduce participants to an ecosystem of productive systems change. Leaders On Purpose as a platform is tracking the milestones of this community year by year and derives recommendations for constructive action.

*"Standing still is no longer an option. As we emerge from the Covid-19 crisis, we have the opportunity to build it better. Businesses that put purpose at their core outperform competitors as recent research has shown. They are more agile, more resilient and more viable in turbulent times. However, transitioning from a traditional business model to a purpose-first approach isn't easy. Our approach is grounded in rigorous research and years of experience with the leading purpose-first businesses of our time. This year, our CEO Summit once again convenes leaders at the very forefront of transformational business strategies. It provides a unique platform created by leaders for leaders, focused on action and impact, and driving real change – a better future for all."*

### **Dr Tatiana Kazakova, Co-Founder and Chief Strategy Officer, Leaders on Purpose**

*"We're proud to support the 4<sup>th</sup> Annual CEO Summit and help prioritize women's health around the world. In line with critical United Nations Sustainable Development Goals and the General Assembly's theme of 'building resilience through hope,' we urge global healthcare and government leaders to use upcoming data from the Hologic Global Women's Health Index to help guide the development of actionable and measurable plans and investments that prioritize women's health. Women are the backbone of societies around the world. This is why women's health should matter to all of us."*

### **Steve MacMillan, Chairman, President and Chief Executive Officer, Hologic**

### **Leaders on Purpose CEO Summit press access**

- Accredited press are invited to attend with a complimentary press pass and can sign up [here](#)
- Opportunity to engage directly with CEO speakers with press room briefings and exclusive interviews

For access codes, exclusive interview requests and all queries, please contact our press office:

[press@leadersonpurpose.com](mailto:press@leadersonpurpose.com)

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### **About Leaders on Purpose**

Leaders on Purpose is a community of purpose-driven corporate leaders promoting an inclusive and sustainable economy that puts purpose at the core and leaves no one behind. What began as a research collaboration between business leaders and experts from Harvard University, Unilever, The World Bank, and The London School of Economics has evolved into a platform that connects the CEO plan with the global agenda.

Today Leaders on Purpose operates as an independent, for-benefit organization supporting businesses transitioning from business-as-usual to a purpose-based approach. This involves putting purpose at the core of the business strategy to benefit the organization, the employees, the planet and society. Our approach is grounded in rigorous research and years of experience. We do this through corporate strategy, peer learning, advisory on systemic innovations, and advocacy for policies that support purpose and performance. [www.leadersonpurpose.com](http://www.leadersonpurpose.com)