



WHAT IS THE DIFFERENCE?

Corporate Purpose

Corporate Purpose refers to why a company exists — its reason for being. It can be perceived as the North Star which guides the ethos, strategy and all functions of the company.

Sustainable Development

Sustainable development meets present needs without hindering future generations.

Environmental, Social, and Governance (ESG)

Non-financial metrics measuring a business's environmental, social, and governance impact, used in investment or business decisions.

Corporate Social Responsibility (CSR)

Voluntary contributions a company makes to society that is not necessarily linked to company strategy.

