

Technology for Good:

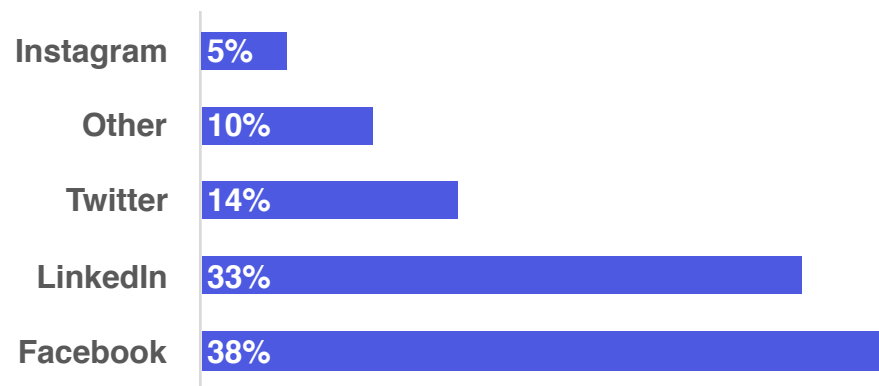
Activate your Purpose with Measurable Impact

18 October, 2020

**DIGITAL
EMPOWERS**

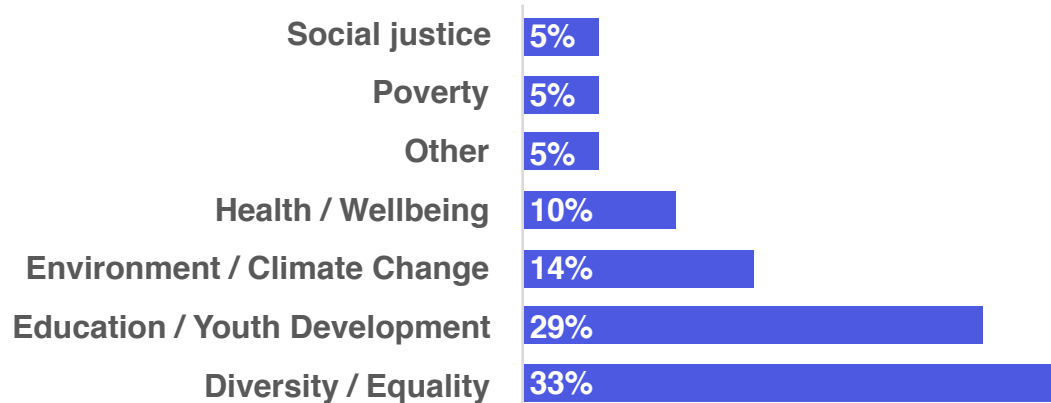


What is the primary digital solution that your organization currently uses to engage target audiences?



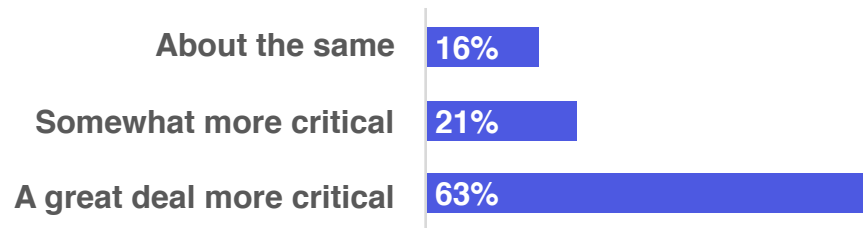
- Facebook
- Instagram
- Google
- Twitter
- LinkedIn
- Quora
- Other

What is the primary social responsibility and impact cause that is core to your organizational purpose?



- Environment / Climate Change
- Diversity / Equality
- Social justice
- Poverty
- Health / Wellbeing
- Education / Youth Development
- Other

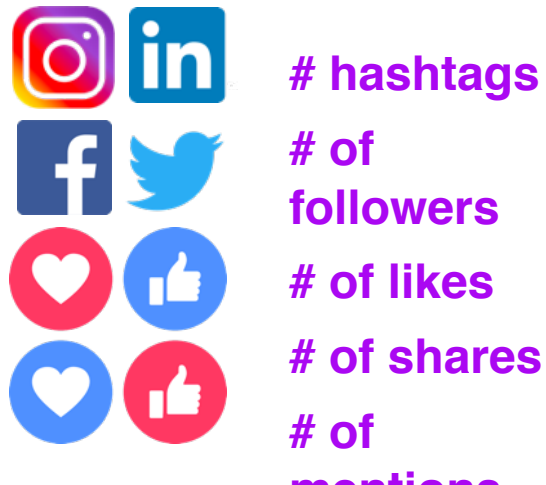
Does your organization view investment in social responsibility and impact becoming more or less critical to your business?



- A great deal more critical
- Somewhat more critical
- About the same as now
- Somewhat less critical
- A great deal less critical

Trend 1: Engagement Limitations

About 244 million people in the US are using social media platforms: the opportunity to reach a large pool of people for impact exists, but...



Impact level

Low to medium

Impact duration

Immediate to short-term

Engagement measurement

Number of clicks

Long lasting impact

Hard to measure

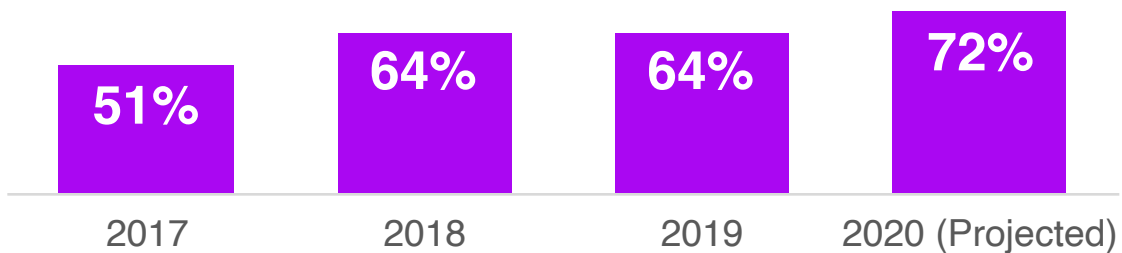
Required intervention

Continuous engagement

Trend 2: The rise of a belief-driven population

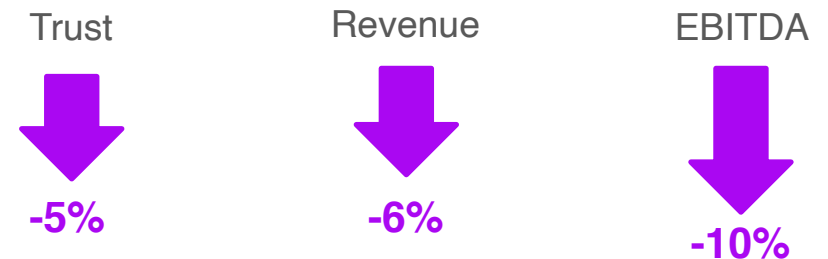
People increasingly expect businesses to take action on issues they care about. They increasingly switch, avoid or boycott companies they do not trust

Belief-driven population trends 2017-2020:



Source: 2020 Edelman Trust Barometer Global Report (28 markets, 34,000+ respondents) [LINK](#)

Nearly 50% switch due to loss of trust:



Source: 2018 Accenture Strategy: "Bottom Line on Trust" Global Analysis [LINK](#)

Trend 3: Employee (dis)engagement

The workforce of the future wants to empathize with an employer's values and purpose to be truly engaged. More than 33% of workers ranked reputation as a top 3 motivation to work for a company

28% of US office based managers and 14% of administrative and sales employees are actively engaged. Companies with top quartile engagement see significant performance improvement

Source: 2019 Gallup State of the Global Workforce Report [LINK](#)

Businesses with top-quartile employee engagement:

Productivity



+17%

Profitability



+21%

Absenteeism



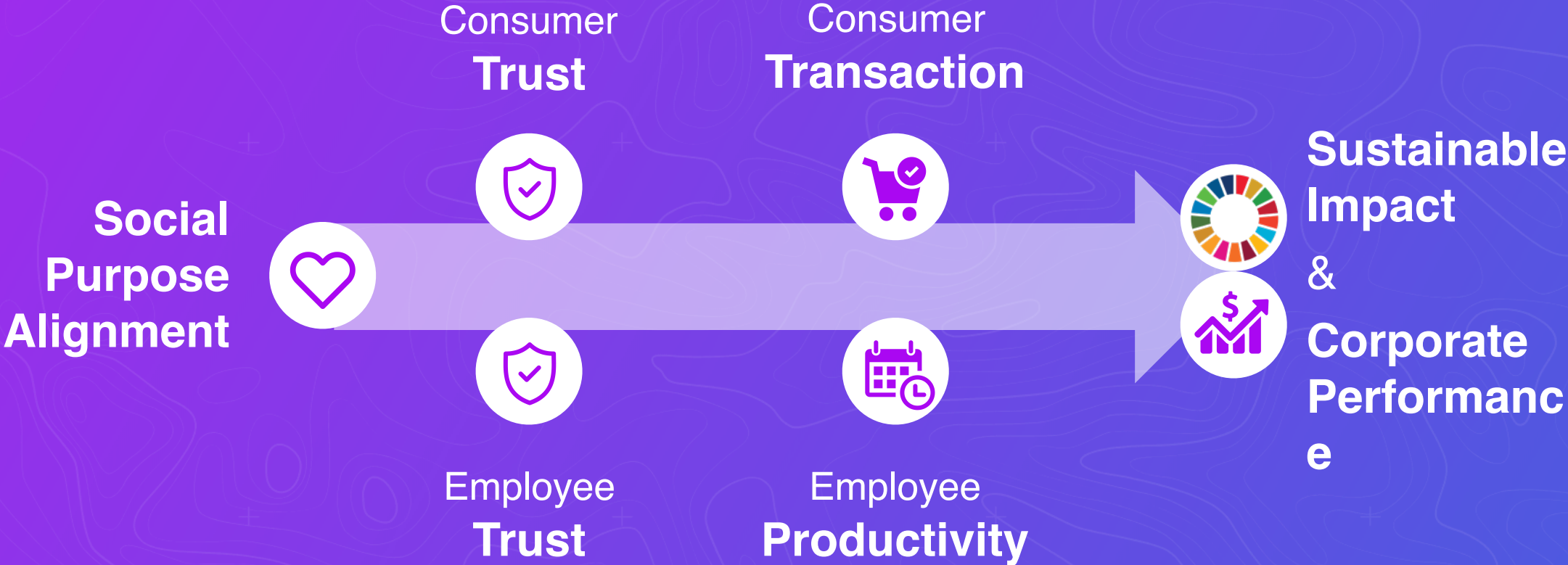
-41%

Staff turnover

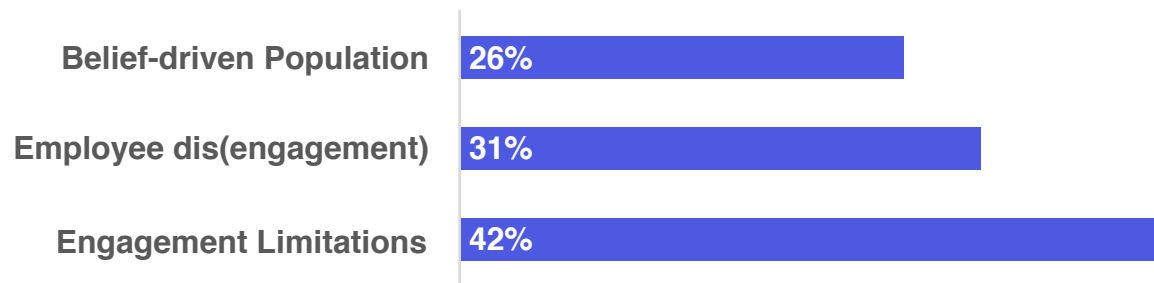


-59%

Takeaway: Social Purpose Alignment drives corporate performance and impact



Which of these three trends presents the greatest risk to your organization over the next 5 years?

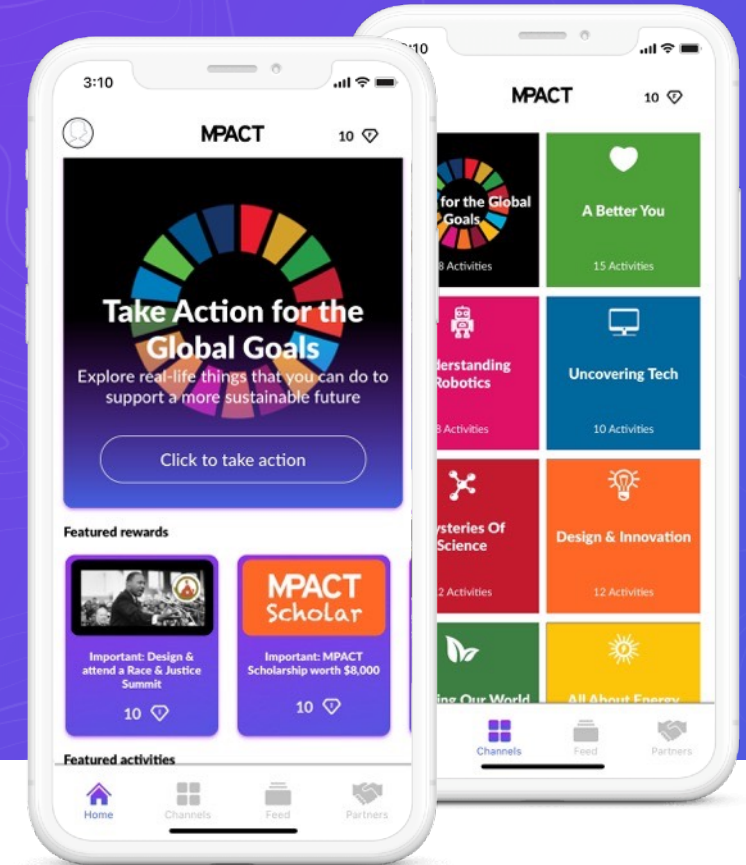


- Engagement Limitations
- Belief-driven population
- Employee dis(engagement)

How Tribal Planet is addressing the trends

A mobile-first platform that connects consumers and employees with corporations and non-profits...

...through authentic social impact experiences that are important to them, to build trust



1 Digitally-powered

Platform applies game theory, gamification and behavioral economics. Users take actions and earn short, medium and long term behavior rewards

2 Ecosystem

An ecosystem that 'powers' the platform, including corporations, non-profits and academic partners

3 Impact insights

Experiences map to the Global Goals and measure impact on the individual, communities and trust in the brand

Tribal Planet Case Study 1: Corteva

Purpose: Sustainable agriculture and supporting the next-gen consumer

Priority: Drive brand awareness to attract future talent and customers

Initial phase: Farming communities in the US and Argentina

Connecting: Employees, schools, young people and their families

Solution: Corteva's own branded version of Tribal Planet's MPACT platform



97%

user enjoyability rating

96%

had positive perception of the brand, compared with 56% before

46%

interested in a career with Corteva, compared with 19% before

52%

more likely to pursue science as a career path

Tribal Planet Case Study 2: EY

Purpose: Gender equality, environmental sustainability, developing future talent

Priority: Support underserved girls and attract future female tech talent

Initial phase: Communities in the US and India

Connecting: Employees, schools, young people and their families

Solution: EY's own branded version of Tribal Planet's MPACT platform



98%

user
enjoyability
rating

**250,000 minutes
per month**

of measured real-life
actions to positively
impact the SDGs

**Above target
positive impact**

on user skills across all
21st Century Skills
categories

**Above target
positive impact**

on awareness of the EY
brand as a future
employer

Tribal Planet Case Study 3: US tech company

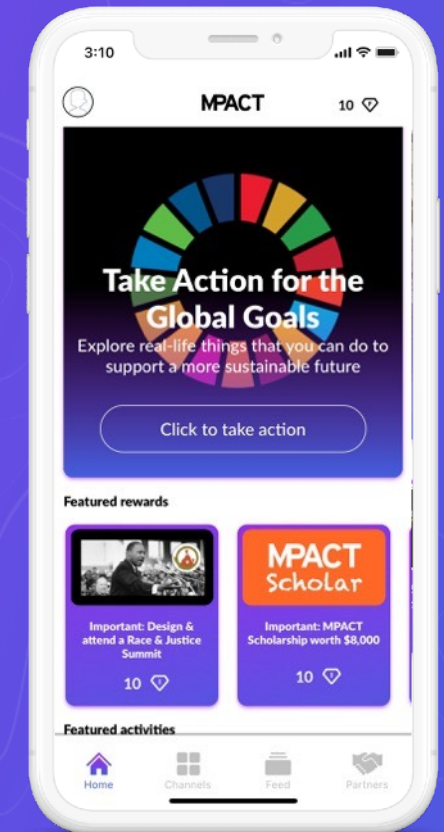
Purpose: Clean environment, diversity in tech, mental health and wellbeing

Priority: Employee-led social impact to drive engagement and culture for this rapidly growing small business

Initial phase: Digital wrapper for their non-digital employee CSR programs

Connecting: Employees with local community action programs

Solution: Leveraging Tribal Planet's existing MPACT platform, with a private area for the companies employees



Tribal Planet Case Study 4: Growing Leaders

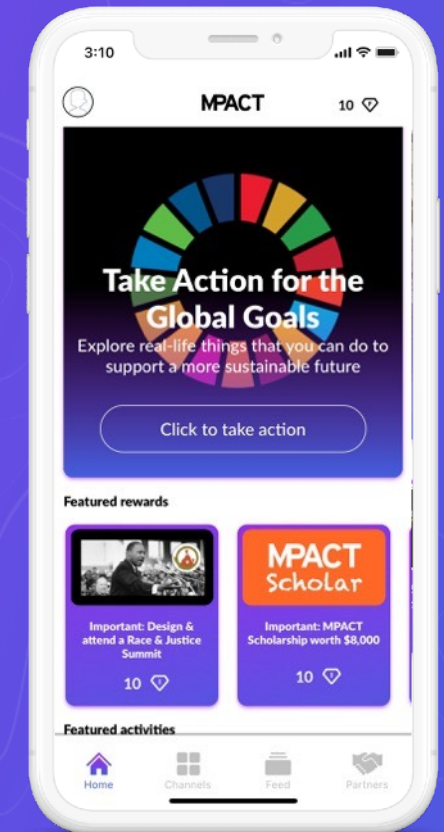
Purpose: Social and Emotional Learning for young people, to develop the leaders of tomorrow

Priority: Extend their existing traditional teacher-led curriculum beyond the classroom, through digital

Initial phase: Gamification of their curriculum, available to up to 100,000 middle and high schoolers across the US

Connecting: Growing Leaders with school districts, schools, students and their families

Solution: Leveraging Tribal Planet's existing MPACT platform, with a private area for students





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Citizen MPACT is available

