

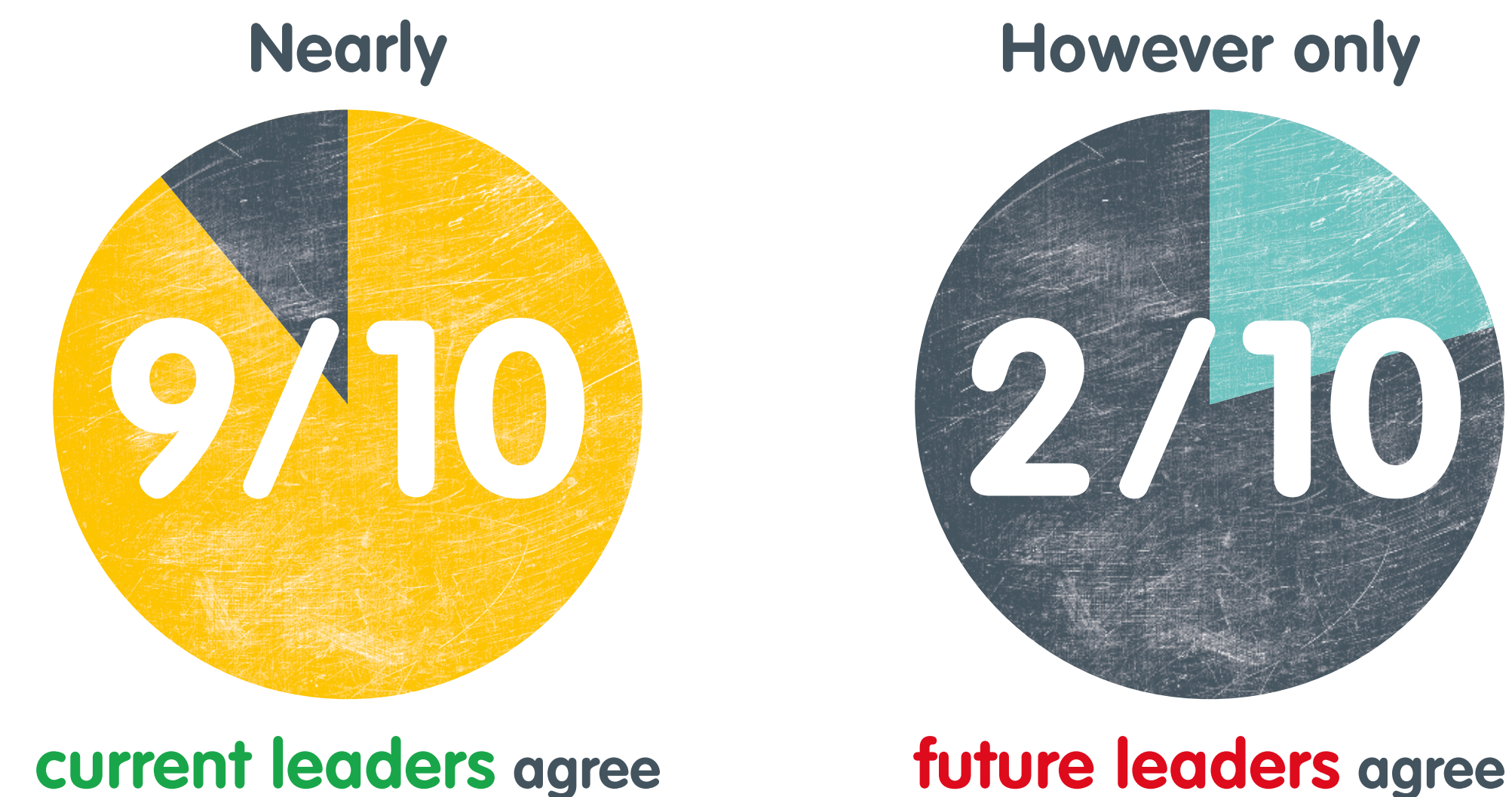
# How do we combine profit and purpose?

In partnership with Cranfield University's Doughty Centre for Corporate Responsibility and The Financial Times' FT Remark, Coca-Cola Enterprises commissioned research into current and future business leaders' opinions about the combination of profit and purpose – now and in the future. Here are some of the highlights, but let us know what you think on Twitter at #FTFutureSus.

**1** Businesses should have social purpose



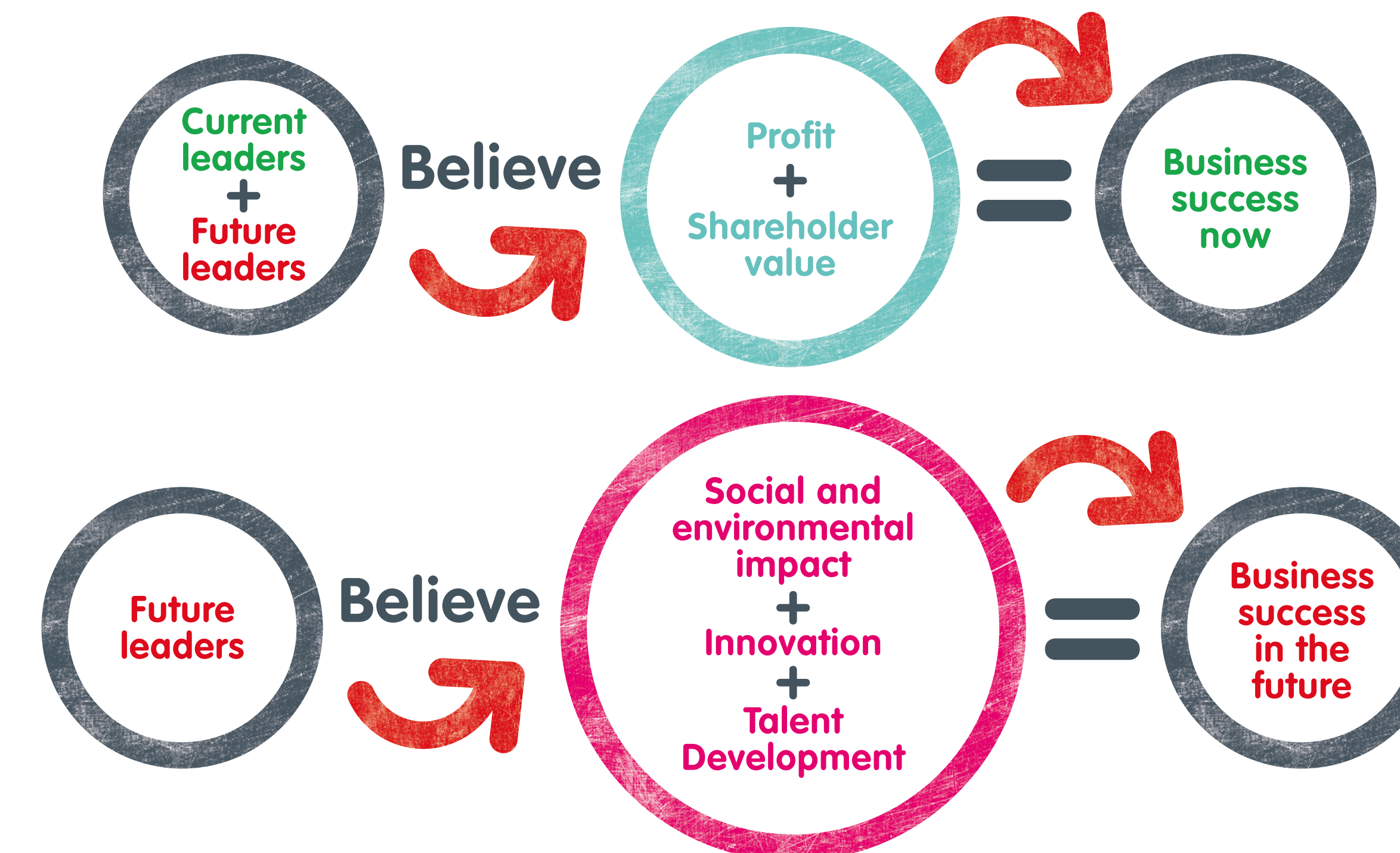
**2** Businesses have a clear social purpose



**3** Nearly half of future leaders feel that businesses focused solely on economic value...

**WILL NOT** have competitive advantage in the future

**4** What will deliver business success?



**5** The biggest barriers to combining profit and purpose are:



**6** Half of future leaders believe the rewards for prioritising a societal and environmental purpose and economic value are deemed as:



**7** Both future and current leaders advise each other to:

