

Partnering for Purpose – Doing Good is Good for Business

Partnering for Purpose is an initiative to engage with and collaborate alongside our partners and customers to positively impact people and the planet.

The approach centers around creating purpose-focused actions, sharing best practices, learning from each other, and scaling our individual endeavors to accelerate and amplify our collective impact.

Together, we can tackle some of the world's most critical issues, make an even greater impact supporting our communities and foster stronger employee engagement. All of which translates into tangible business benefits.



Our Themes

Through a framework of themes with underlying actions, inspirational content, toolkits and ready to use assets, Partnering for Purpose helps simplify collaboration, drives better scale, and enables best practice sharing to help partners and customers jump-start social and environmental projects.



Digital Inclusion

Connectivity and network access is more critical to our daily lives than ever before. It not only lets us browse, shop, and play but increasingly, enables us to socialize, work, learn, and access opportunity. The purpose-driven actions in this theme center around helping to bridge the digital divide – improving connectivity, skills development, and access to opportunity.



Environmental Sustainability

Protecting our planet has reached a tipping point. In this theme we share and consider ways to help ensure an environmentally sustainable and regenerative future for our planet.



Employee Experience & Economic Empowerment

Access to training and education leads to greater opportunities and life outcomes. The purpose-driven actions in this theme, focus on how we can help build access to education, equipping both individuals and communities with the resources they need to thrive.



Crisis Response & Critical Human Needs

Over 300 million people around the world are in need of humanitarian assistance, lacking access to clean water, shelter, food or health care. In this theme, the purpose-driven actions center on ways to help vulnerable and affected communities.

Our Stories

Through our shared commitment we can scale our efforts, share our stories of impact, and inspire more good. We invite Cisco customers to contact their partner, or account manager to get involved or contact us directly at partneringforpurpose@cisco.com.

Cisco partners can learn and share best practices within the partnering for Purpose SalesConnect hub <https://cs.co//partneringforpurpose>

[Read Our Stories](#)

