

One dentsu, One Day for Change: The Power of Purpose

"All we have to do is wake up and change." -Greta Thunberg

There's no doubt that dentsu's 2023 "One Day for Change" will be an even bigger success than last year, Anita Patil-Sayed, EVP, Commercial Operations, Americas says confidently. Anita knows. She helped lead America's planning efforts for last year's event. With the arrival of Gaurav Gupta, dentsu's SVP, Sustainability Director, Americas, Anita is focused on events in the New York area this year. She'll be part of a dentsu team volunteering at a school restoration in Queens.

With dentsu for thirteen years, Anita is a big believer in building culture through purposeful work. She observed that there's something magical about employees coming together and doing good. "It's very powerful when people come out collectively, focused on volunteering not only for the local community, but for the world. It's a great feeling. It's an important feeling."

Dentsu's global initiative coincides with World Earth Day this year on April 21st. The theme, Sustainable World, will focus on nature (restoring and preserving local environments) and the circular economy (using resources that minimize waste, pollution and negative environmental impact). More than 69,000 employees around the world are invited to participate by using their volunteer days (1-2 volunteer days offered per year) in their local cities or volunteering through virtual programs.

Anita thinks that it's important for employees to come together for meaningful events, not just for meetings.

"The expectations of going into the office five days a week are no longer there. Volunteering is a big part of the employee experience. Everyone loves the feeling of contributing to the greater good – what better reason to bring our people together?"

Learn more about dentsu's commitment to a sustainable world at [Sustainable World | Social Impact | dentsu](#).

#dentsu #8Ways #WeRAForce4Good #WeTeamWithoutLimits #nature #circulareconomy
#socialimpact #sustainableworld

