

- **Core purpose:** vision or mission; the reason for the organization's existence and the impact it makes in the world.

Tony's vision is to produce 100% exploitation-free chocolate. Not just our chocolate, but all chocolate worldwide. Values — the way in which the organization commits to making its vision a reality.

- **Values:** the way an organization commits to working.

Tony's will achieve its vision by following a Sourcing Principles for exploitation-free cocoa, it's possible to make forced labor-free chocolate and be commercially successful.

- **Satellite sources of purpose** — how purpose is actualized by an individual day-to-day. Helps employees feel included and purposeful every day.

Tony's deliberately chooses to work in Ghana and Ivory Coast. That's where the worst problems are, so that's where we want to have a positive impact.

