

THE BUSINESS CASE FOR SOCIAL PURPOSE

AUGUST 2023

Customers

Buying on belief goes mainstream.

2022 Edelman Trust Barometer Special Report (global study, 13,700+ adults)

64% of customers buy brands based on their beliefs and values. (2018)

Percent who say I am more concerned about my country is higher than those who are worried about their future, 5 points globally and 5 points in Canada. (2022)

Customers are more attracted to brands that make the world a better place over brands that make them a better person globally. (64% versus 36%) (2022)

Buying on belief becomes the new normal in Canada.

Edelman Trust Barometer 2020 Canada Findings

Buying on belief becomes the new normal: "I believe brands can be a powerful force for change. I expect them to represent me and solve societal problems. My wallet is my voice". 51% in 2017 and 64% in 2019 in Canada.

76% of Canadians expect brands to solve society's problems (be a visionary, be a problem solver, be a force in shaping our culture, be a safety net, be a collaborator).

Canadians want to buy brands that put as much priority on values as profit.

Maru Group study conducted for Salesforce Canada 2022 (1,522 Canadian adults)

83% of Canadian consumers want to buy brands that put as much priority on values as profit and 50% actively search for a brand's values before making a purchase.

Employees

6 in 10 employees choose their employer based on beliefs.

Edelman Trust Barometer Special Report: The Belief-Driven Employee 2021 (7,000 employees in seven countries, including US and UK, but not Canada)

61% choose, leave, avoid, or consider employers based on their values and beliefs. 20% of employees have left their jobs or are planning to do so within the next six months, and 59% of those are looking for a better value fit, over double that of career advancement at 31%.

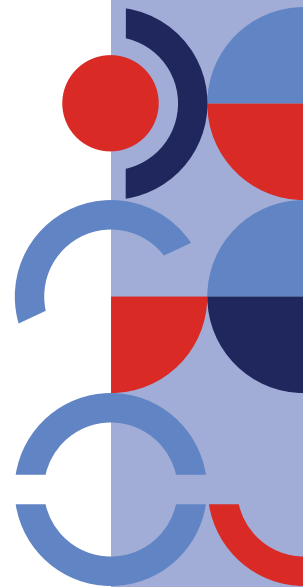
The majority of employees believe companies must lead with purpose.

PN Purpose Tracker 2020 Study (1,003 US adults who work full-time at companies with 500+ employees)

The majority (93%) of employees today believe now, more than ever before, companies must lead with Purpose. And this means employees understand business isn't about just making profits. In fact, nearly nine-in-10 (88%) employees believe it is no longer acceptable for companies just to make money; companies must positively impact society as well.

When employees work for a company with a strong purpose they report they would be:

- More likely to recommend their employer (92%)
- More loyal (89%)
- More motivated (89%)
- More productive (85%)
- More likely to share their company's purpose story with clients or customers (90%)



Further, they report that:

- They won't work for a company that doesn't have a strong purpose (69%)
- They will take a pay cut to work at a purpose-driven company (60%)
- Working for a company with a strong Purpose is more important to them now than ever before (88%)
- They are more likely today than in the past to research what their company is doing to be responsible (61%)

Financial Performance

Purposeful Brands Grow Twice as Fast as Their Competition

Forbes article cites Kantar Purpose 2020 Study

Over a 12-year period, brands recognized for high commitment to purpose experienced brand value growth of 175%, versus 86% for medium positive impact and 70% for low positive impact.

Societal Impact: Purpose Begins to Pay Off

Wall Street Journal sponsored article by Deloitte 2019 (2,000 C-suite executives)

73% of c-suite executives report having changed or developed products or services in the past year in order to be more socially conscious. 53% say they have successfully generated new revenue streams from these new offerings.

Purpose can be a Foundation for Growth

Harvard Business Review report on The Business Case for Purpose sponsored by EY 2016 (474 HBR subscribers around the world, 42% from North America, 57% senior management and above)

58% of respondents that prioritized purpose experienced growth of 10% or more over the past three years. 51% of companies developing purpose experienced the same amount of growth, compared with only 42% that were without a clear purpose.

Purpose can Reveal a Path Through Disruption

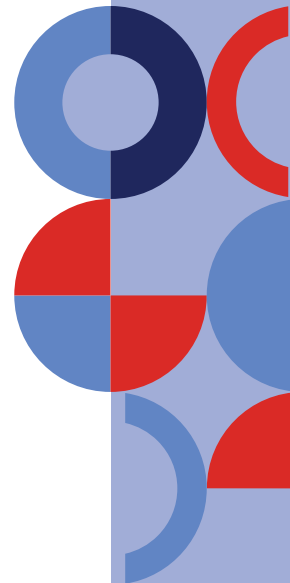
EY 2020 survey of 1,470 business leaders from around the world

A strong majority of executives of Purposeful companies — 75% — said that the integration of Purpose creates value in the short term, as well as over the long run.

- 68% of executives of Purposeful companies believe it provides the agility to innovate in times of disruption
- 59% believe it creates the ability to drive transformational change
- 58% believe it creates strong links to values, vision, strategy and decision-making
- 53% believe it provides clarity and understanding of the organization's long-term goals

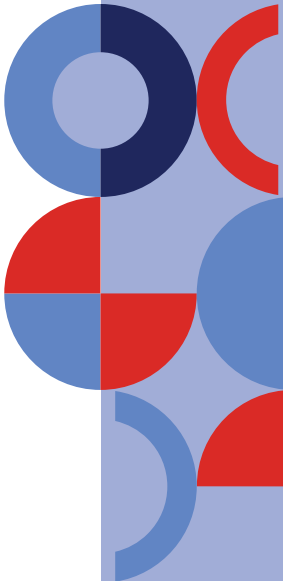
They also believe a Purpose creates value by:

- Building greater customer loyalty
- Preserving brand value and reputation
- Attracting and retaining top talent
- Developing innovative new products and services



United Way Social Purpose Institute

Research on the business case for social purpose reveals the following benefits:



About the Canadian Purpose Economy Project

The Canadian Purpose Economy Project exists to accelerate the transition to the purpose economy. It engages national ecosystem actors to create an enabling environment for social purpose businesses to start, transition, thrive and grow. This paper is one in a series of reports exploring the roles of key actors to advance social purpose in business including accountants, boards, investors, associations, business schools and others. Subscribe to our updates at www.purposeeconomy.ca