

PROPELLING PURPOSE ON THE PATH TO NET ZERO

GLOBE 2022 10 X 10 ROADMAP

Brought to you by:
GLOBE Series, United Way BC Social Purpose Institute and Junxion Strategy

Introduction

About 60 people met at GLOBE 2022 Propelling Purpose Session to discuss ten top levers to propel purpose by 2030 with the following vision:

Aim: By 2030, 25% of Canadian businesses are adopting, disclosing, and authentically embedding a social purpose across their operations and relationships and collaborating with others to achieve it (25% will create a tipping point).

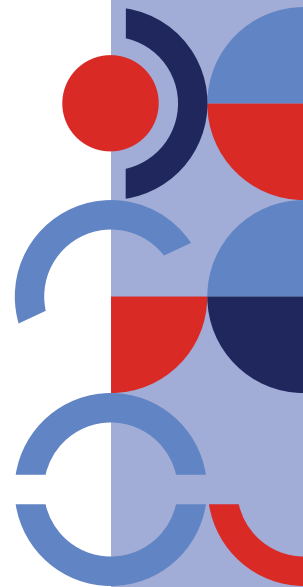
Many of them were at GLOBE 2020 and the Propelling Purpose Summit. The most popular table by far was “Purpose Metrics and Reporting”. One of the tables (Business Schools) continued to meet for over an hour after the session and set up a LinkedIn group to keep in touch.

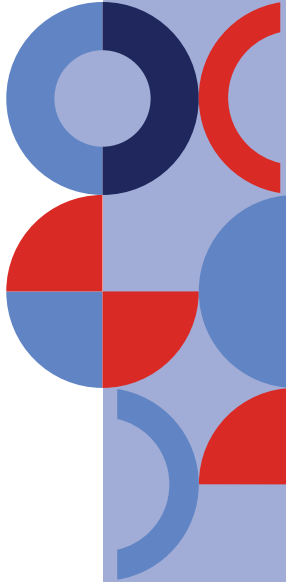
Each table had a summary of actions to date and proposed actions for consideration. The following are the top actions identified by participants on each of the ten levers.

Facilitators met afterwards to identify a top action to submit to GLOBE for its 10 x 10 roadmap. This action is highlighted and was chosen for its potential to accelerate and scale business adoption of social purpose across Canada.

Top Ten Levers and Actions

- 1) **Associations: How can we engage trade and professional associations to serve society in addition to serving members and encourage associations to educate their business members about social purpose?**
Top action: Provide support to industry, business, professional, and occupational associations to help them engage their members to adopt and implement a social purpose as the reason they or their organizations exist.
- 2) **Business Schools: How might business school research and education be reformed to accelerate uptake of social purpose?**
Top action: Encourage business schools to have a stated social purpose and integrate social purpose teaching across the curriculum (not in specialized courses), using accessible language. The approach should be pan-Canadian and collaborative and attract students to help the business school live their purpose.
- 3) **Purpose Champions: How can we grow, engage, and connect the network of social purpose leaders and champions across the country?**
Top Action: Develop an inclusive network of purpose champions including youth, middle management, varying sectors.
- 4) **Civil Society Engagement: How can civil society and business best collaborate on shared social purpose goals? [Note: Participants didn't know what civil society meant.]**
Top Action: Encourage social purpose businesses to understand and map stakeholders across different levels before defining and collaborating on shared social purpose goals.



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- 5) **Corporate Leadership: How can boards, investors, and accountants be engaged and mobilized on the purpose agendas?**

Top action: Promote the purpose governance framework to boards, with a focus on integrating purpose into the corporate strategy and building internal capacity on purpose.
 - 6) **Diverse Communities: How can we ensure the transition to a purpose economy is just, equitable and inclusive and reflects Indigenous ways of knowing?**

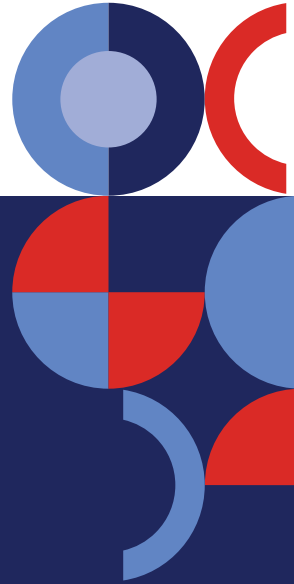
Top action: Build capacity (time, space, skills, and funding) for all parties to collaborate effectively on their own terms and in a spirit of reciprocity, appreciating one another's knowledge, wisdom, and lived experiences.
 - 7) **Net Zero: How can purpose-driven companies accelerate on the path to net zero?**

Top action: Encourage leading social purpose companies to mentor small and medium-sized enterprises in their value chain, spotting opportunities to work across companies, creating a marketplace where companies drive down the emissions within their shared value chain.
 - 8) **Public Policy: How can we engage governments at all levels to create an enabling ecosystem for social purpose business?**

Top action: Encourage governments to adopt a social purpose as the reason they exist and centralize purpose across all portfolios and consider purpose in decisions.
 - 9) **Purpose Metrics and Reporting: How should companies be encouraged to measure and disclose progress on their purpose?**

Top action: Create case studies of social purpose companies measuring and disclosing progress on their purpose and share learnings via communities of practice.
 - 10) **Social Purpose Procurement: How can we engage corporate and public buyers to encourage their suppliers to adopt a social purpose?**

Top action: Encourage buyers to ask for it (social purpose), measure it, and reward it.



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. It convenes, connects, curates, and collaborates to drive the social purpose business movement in Canada toward an economy where social purpose business is the norm, attracting capital, talent, and partners. In this economy businesses unlock all their assets, influence, reach and scale in collaboration with others to help Canada address its societal challenges and realize a flourishing future. Register for updates here www.purposeeconomy.ca