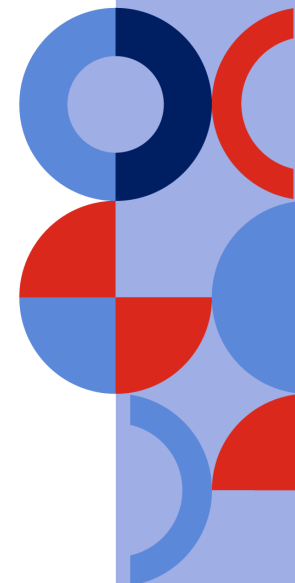


SOCIAL PURPOSE IN CANADA STATUS REPORT 2023



Introduction

This is the second annual Social Purpose in Canada Status Report issued by the Canadian Purpose Economy Project, after we published our inaugural report in [November 2022](#). It is a summary of the initiatives, projects, consultation, and resources pursued in 2023 and provides an overview of the state of play of social purpose in Canada.

Purpose of the Canadian 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.

OUR DEFINITION OF SOCIAL PURPOSE BUSINESS

A social purpose business is a company whose enduring reason for being is to create a better world. It is an engine for good, creating social benefits by the very act of doing business. Its growth is a positive force in society.

Canadian Purpose Economy Project Vision

CPEP's vision is that by 2030, 25% of Canadian businesses are adopting, disclosing and authentically embedding a societal purpose across their operations and relationships, and collaborating with others to achieve it. (25% is the tipping point)

- Disclosing: Progress on societal purpose disclosed in corporate communications.
- Authentically embedding: 3rd party validation that the purpose is governed and executed.
- Collaborating: Stakeholder engagement to address shared societal goals to further purpose.

OUR DEFINITION OF THE PURPOSE ECONOMY

An economy powered by the pursuit of long-term well-being for all in which business and regulatory and financial systems foster an equitable, flourishing, resilient future.

Purpose Economy Levers of Change

After three years of consultation through our partners at the United Way BC Social Purpose Institute, MaRS Discovery District and GLOBE Series, the following levers for change were identified by 2022. These ten leverage points are agreed to be the top opportunities in Canada to create an enabling environment in which social purpose businesses will start, transition, thrive and grow. Together, they form the mandate of the Canadian Purpose Economy Project.



2023 Highlights to Build the Canadian Purpose Economy

These are some of the key achievements over the last year.

Mobilizing the Canadian Social Purpose Ecosystem

- Action Groups
 - Co-created a Theory of Change to activate these eleven leverage points in collaboration with MaRS found on pages 8 – 9 in the report [Mobilizing the Canadian Social Purpose Ecosystem](#)
 - Used this framework to create draft terms of reference for “social purpose action groups” to mobilize the ecosystem
- CEO Call to Purpose
 - Engaged leading Canadian purpose-driven CEOs to author and sign a CEO Call to Purpose
 - Translated the Call to Purpose into French to engage francophone CEOs
- National Expansion
 - Held three Purpose Receptions, two in Toronto and one in Montreal, to broaden participation in the Canadian social purpose community
- Globe and Mail Webcast
 - Partnered with the Globe and Mail and Coast Capital on a Purpose Economy Webcast

Social Purpose Education

- Published the following tools to help companies design and implement their social purpose
 - [The Social Purpose Professional](#)
 - [Purpose Perception Survey Questions](#)
 - [Social Purpose Statement Criteria](#)

Social Purpose Action Group activity

1. Boards

Conducted the first national state of purpose governance in Canada report to be published in 2024 in collaboration with the following organizations:

- Governance Professionals of Canada
- The Directors College
- Chartered Governance Institute of Canada
- Competent Boards
- Canadian Corporate Counsel Association

Created a set of board governance guidelines that four governance organizations have endorsed in principle to be published in 2024.

2. Accountants

Commissioned a report on “[Accounting for Purpose: A Discussion Paper on Social Purpose Accounting, Reporting and Assurance](#)” to identify the role of accountants in social purpose disclosures.

Created a “first movers” group of companies who will trial a set of purpose disclosure guidelines in 2024 towards the development of a national model.

3. Investors

Convened a group of investors to provide input into the strategy to raise investor awareness of purpose investing.

Developed Investor Purpose Due Diligence Guidelines for investors to engage their portfolio companies and funds to improve their purpose governance and integration. Also created a “Social Purpose Grid” of different approaches to purpose investing to help investment analysts better understand the differences.

Created a “first movers” group of investors who will trail these guidelines in 2024 towards the development of a national model.

4. Associations

Convened a group of associations to provide input into a strategy to engage their members on social purpose.

Created a [Social Purpose Case Study of Family Enterprises Canada](#) as an example of an association accelerating social purpose business through its membership.

Developed a Social Purpose Association Primer as a tool to introduce social purpose to associations to be published in 2024.

Collaborated with the United Way BC Social Purpose Institute (SPI) to host a workshop for social purpose businesses on engaging their associations on social purpose.

Collaborated with BC Chamber of Commerce to host two social purpose events for their members (chambers and boards of trade across BC) and BC small businesses, the latter during Small Business Week in Canada.

5. Business Schools

Collaborated with Corporate Knights to:

- [Design a rubric](#) to assess business school social purpose education
- [Rate global business schools](#) on the degree to which they have a social purpose for their school and are teaching social purpose business model in the MBA core curriculum.

6. Procurement

Collaborated with the United Way BC Social Purpose Institute to host a workshop for social purpose businesses on engaging their suppliers on social purpose.

7. Federal Government

Drafted a briefing paper to engage the federal government to create an enabling environment for social purpose business, based on the SPI's [Social Purpose Business Policy Options paper](#).

Appendix

Audience

Toronto Purpose Reception October 2023: 45

Montreal Purpose Reception October 2023: 25

GLOBE Webcast November 2023: 891 registered; 491 attended

Social Purpose Association and Social Purpose Procurement Workshop: 15

BC Chamber of Commerce Engagement

- Number of businesses attending social purpose webinar: 42 (120 registered)
- Number of BC Chamber members attending social purpose information session: 30

Number of newsletter subscribers: 295

LinkedIn followers: 208

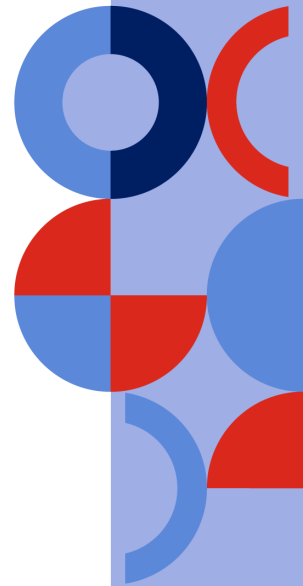
Number of website visits: 9,759

Number of Social Purpose Action Group contacts: approximately 100

Number of CEO signatories: 191

CEO Call to Purpose Press Release pick-up:

- 165 publications with a total potential audience of 51,286,406
- Notable publications that picked up the release include:
[Yahoo Finance Canada](#), [Canadian Business Journal](#), and more.





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

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