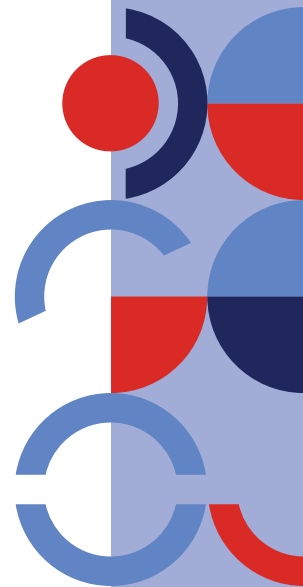


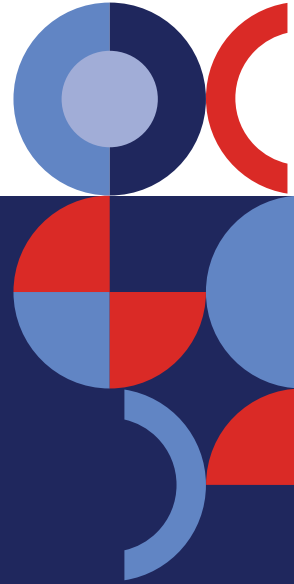
Social Purpose Statement Criteria

Introduction

These are sixteen criteria you can use when drafting or refining your company's social purpose.

1. Relevance	Reflect your business, not ANY business, and avoid self-interest.
2. Society	Address a societal issue that is relevant to your business, do not focus solely on your products or customers; do not include your ESG or CSR priorities.
3. Legacy	Tie to the legacy or origin story of the company, i.e., why the business was founded.
4. Bold	Make sure the company is addressing something important and sizable with audaciousness.
5. Clarity	Choose words with focus, ensure they are clear and unambiguous and don't need explanation.
6. Succinct	Get to the point and avoid short marketing slogans.
7. Compelling	Don't be generic or broad, and don't use buzzwords or motherhood statements; be compelling.
8. Flexible	It should drive your business forward and be a flexible platform as your business goes through changes.
9. Inspirational	Accelerate positive change that benefits people and inspires action.
10. Creative	Apply out-of-the box thinking to differentiate from your competitors; be distinctive.
11. Industry	Reflect the big issues in your industry and tackle them.
12. Authenticity	Be authentic and aligned with your values.
13. Positivity	Use positive words unless you want to highlight a clear nemesis or battle to fight.
14. Movement	Create a rallying cry that shows how your stakeholders can join the movement reflected in your purpose.
15. Credibility	It should leverage your unique abilities and assets, make business sense and be actionable.
16. Memorable	Use alliteration, rhymes, or other distinctive language, e.g., Raise the Good in Food (Maple Leaf Foods).





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Prepared by Coro Strandberg, Chair, Canadian Purpose Economy Project & President, Strandberg Consulting with advice from Peter ter Weeme, Steering Committee Member, Canadian Purpose Economy Project.

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