

## Your Toolkit to Help Grow the Purpose Economy

### Why and How Social Purpose Businesses Encourage Other Businesses to Adopt a Social Purpose

To grow the Purpose Economy, social purpose businesses promote the social purpose business model to their networks. Through this effort, more and more businesses will unlock their potential to build and innovate a resilient and equitable future. This is a toolkit on the why and how of purpose economy engagement.

**Why:** These are the benefits your business can gain by encouraging businesses in your network to consider adopting a social purpose:

- ✓ Develop values-aligned partners for cross-collaboration, cross-promotion and co-innovation
- ✓ Build community, find like-minded partners and grow opportunities to do business
- ✓ Generate a new source of referrals, clients, and customers
- ✓ Lower the risk profile and increase the durability and efficiency of business partnerships
- ✓ Deepen loyalty and brand advocacy with suppliers and business customers
- ✓ Increase the pool of social purpose suppliers to buy from
- ✓ Create opportunities to learn from other companies
- ✓ Build the social purpose brand and grow the purpose economy

**How:** These are some tactics you can use to raise awareness of social purpose in your business network:

- Make your social purpose visible in your premises, on your website and in your email signatures
- Share your social purpose with your business and non-profit partners to get the word out
- Hold webinars and seminars with business clients and customers about social purpose (contact us for resources to help with this)
- Host supplier workshops to educate them about social purpose (contact us for resources to help with this)
- Make your social purpose goals part of your quarterly and annual reviews with strategic suppliers
- Ask potential suppliers if they have a social purpose in RFPs or purchase orders
- Speak about social purpose at your industry events or invite the Canadian Purpose Economy Project to do so
- Refer interested companies to sign up for the [Canadian Purpose Economy Project](#) newsletter.
- Encourage purpose-driven CEOs in your network to sign the [Call to Purpose](#).

Check out this Supplier Resource for tips and case studies to engage your suppliers on social purpose: [Social Purpose Procurement Toolkit for Social Purpose Companies](#).

**Together, we can accelerate business for good!**

#### 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. Subscribe to our updates at [www.purposeeconomy.ca](http://www.purposeeconomy.ca)