

Social Purpose Product Transition Plan Tool

Introduction

This tool is designed to help your organization align its products, services, and brands with its social purpose. A Social Purpose Product Transition Plan is a strategic framework for assessing and adjusting your offerings to ensure they advance your organization’s purpose while meeting market and societal needs. Aligning all offerings with your social purpose drives innovation, minimizes risks, attracts customers, engages stakeholders, boosts revenue, and amplifies impact. Adopting a Social Purpose Product Transition Plan empowers your organization to lead with integrity, inspire trust among stakeholders, and deliver meaningful value to society while achieving business success.

Why Adopt This Practice?

- **Innovation and Impact:** Develop products that drive societal change and open up new markets or customer segments.
- **Risk Management:** Mitigate reputational, legal, and market risks by addressing products that conflict with your social purpose.

Instructions

1. Convene your product team for an initial review and alignment session.
2. Use the steps below to evaluate your current and planned offerings and explore opportunities for improvement.
3. Complete the evaluation chart to guide decision-making and track progress.
4. Develop a detailed transition plan based on identified priorities and timelines.

Evaluation Chart

| Product/Service | Social Purpose Alignment | Enhancement Opportunities | Transition Needs | Next Steps | Timeline |
|---------------------|--------------------------|---------------------------|------------------|----------------|------------|
| [Product/Service A] | [Aligned/Not Aligned] | [Describe] | [Describe] | [Action Items] | [Deadline] |
| [Product/Service B] | [Aligned/Not Aligned] | [Describe] | [Describe] | [Action Items] | [Deadline] |
| [Product/Service C] | [Aligned/Not Aligned] | [Describe] | [Describe] | [Action Items] | [Deadline] |



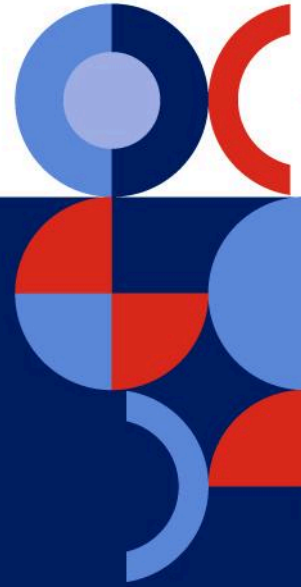
Implementation Steps

1. **Hold a meeting with your product team**
 - Set goals for aligning products with your social purpose.
2. **Evaluate existing and planned products, services, and brands**
 - Assess alignment with your social purpose.
3. **Identify opportunities to enhance social purpose impact**
 - Explore new features, products, or innovations that support your purpose.
4. **Identify products that undermine social purpose**
 - Develop and execute plans to transition or phase out misaligned products.
5. **Review examples for inspiration**
 - Analyze case studies for guidance and ideas: [Social Purpose Product Transition Case Studies](#).
6. **Create a Social Purpose Product Transition Plan**
 - Document strategies, timelines, and roles for implementation.

Next Steps

Use this tool to guide discussions and decisions as you transition your product portfolio to advance your social purpose. Revisit and update the plan regularly to ensure continued progress and impact.





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. We are grateful to Coast Capital, our Founding Purpose Champion, for their support.

Visit our website to register for updates and be part of the Social Purpose Business Movement:

www.purposeeconomy.ca