

Social Purpose: A Strategy for Business Resilience in Uncertain Times

Why Social Purpose Matters Now More Than Ever

Businesses today face rising costs, economic uncertainty, and shifting consumer expectations. A social purpose business is a company whose purpose is to create a better world—and those that embed this purpose into their core operations gain a strategic advantage. They stand out in the market, attracting customers and investors, engaging employees, and building long-term resilience in a volatile economy.

Research and leading business voices confirm that social purpose drives long-term success. A Globe and Mail article, [Why Doubling Down on Purpose is the Smartest Move Companies Can Make in 2025](#), highlights how purpose-led businesses outperform competitors by strengthening relationships with customers, employees, and communities. Read the full article [here](#).

A Practical Way to Support Your Business Community

The BC Chamber of Commerce introduced social purpose during Small Business Week in 2023. Strong interest led to securing funding for a five-part webinar series: [Building Your Social Purpose Business](#). Nearly 300 businesses have participated, with about 100 signing up for the full series.

Interest continues to grow, and we encourage other associations—including chambers, industry groups, and professional organizations—to help their members access this valuable opportunity.

How Your Association Can Get Involved

- ✓ Share this [webinar series](#) with your members—a \$1,500 value—to provide them with actionable insights.
- ✓ Contact our partner, the [Canadian Purpose Economy Project](#), for tailored education and resources.

Join Us in Strengthening Canada's Business Community

Associations play a critical role in equipping businesses for success. By sharing this webinar series or offering your own social purpose education, you can help members build stronger, more resilient businesses.

For more information on the program, visit our [Social Purpose Business Page](#).