

Building a Purpose Economy in Canada and Beyond

Imagine 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. That's the economy Canadians want. The Canadian Purpose Economy Project exists to accelerate the transition.

About us

The Canadian Purpose Economy Project 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 vision

The Project vision is that by 2030, 25% of Canadian businesses are adopting, disclosing, and authentically embedding a social purpose across their operations and relationships, and collaborating with others to achieve it.

What we do

A Call to Purpose is a letter penned by six of Canada's most prominent CEOs, inviting their peers to take up a social purpose in their companies. It has been endorsed by hundreds of business leaders and Canadians.

Events: We host virtual and physical events across the country to raise awareness and drive action. Subscribe to our [email newsletter](#) so you can join our next event!

Ambassador Network: A network of national Purpose Ambassadors is available to speak with you and your colleagues about social purpose—as are the founders of the Project. Please contact info@purposeeconomy.ca to connect.

Field and Capacity Building: We produce valuable [resources](#) and educational experiences to establish the foundations of social purpose business, addressing knowledge gaps, and supporting organizations in avoiding purpose-washing and building trusted collaborations.

Collaboration and Partnerships: We develop deep national and global partnerships with like-minded organisations to amplify impact and accelerate the legitimacy and uptake of social purpose standards and practices.



What is social purpose?

A social purpose business is a business whose reason for being is to create a better world. Its purpose is to profitably solve the problems of people and planet and not profit from causing problems. It is the company's optimal, strategic contribution to long-term well-being for all.

Why is a purpose economy so critical?

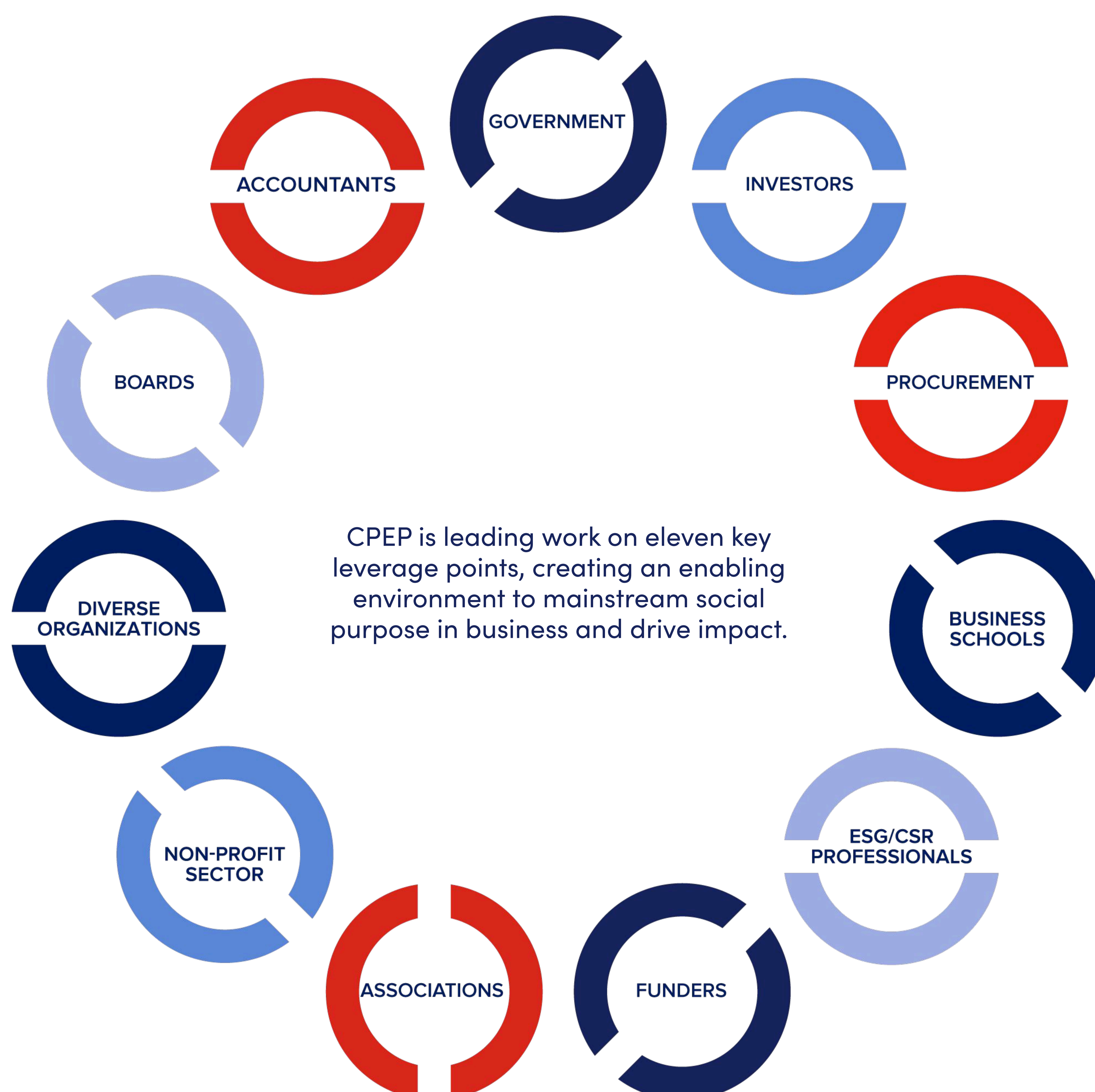
A purpose economy is an economy powered by the pursuit of long-term well-being for all in which business and regulatory and financial systems foster an equitable, flourishing, resilient future. In this economy, social purpose businesses have become mainstream—leveraging their full capabilities, relationships, influence, reach and scale to realize their social purpose and put society on a sustainable path.

By shifting the focus of business from being solely “for-profit” to being “for-purpose”, we rebuild trust in business, mobilize new resources to address society’s challenges, and bring new partners to the table to collaborate with civil society and government—an essential alliance to solve the pressing issues of our time.

Social purpose businesses create meaningful work that uplifts employees and fuels a virtuous circle of employee vitality and business success. At scale, this strengthens businesses, enhances lives, and builds stronger communities. This new business paradigm delivers long-term value for business and stakeholders by improving productivity, encouraging innovation, and driving resilience and societal progress.

At its core, the economy must serve people and the planet, not just the wealthy or powerful. Markets should prioritize solving societal problems and improving lives. Our economic institutions must reflect and reinforce human values, ensuring that the economy serves people and the common good.

Purpose economy levers of change



Partners

FOUNDING PURPOSE CHAMPION

coastcapital

PURPOSE SUPPORTERS



PURPOSE ALLIES



PURPOSE PARTNERS



Social media hashtags & handles

www.purposeeconomy.ca #PurposeEconomy info@purposeeconomy.ca

Join the action

SIGN A CALL TO PURPOSE AND SHARE WITH OTHERS

SUBSCRIBE TO THE NEWSLETTER

FOLLOW US ON LINKEDIN

Key resources

- [Social Purpose in Canada Status Report 2024](#)
- [Social Purpose Business Case Statistics](#)
- [Building Your Social Purpose Business](#)
- [Purpose Due Diligence for Investors](#)
- [Disclosing With Purpose: Guidance for Preparers and Users of Purpose Disclosures](#)
- [Purpose Governance Guidelines for Boards](#)
- [Social Purpose Business Curricula Framework for Business Schools](#)
- [From Profit to Purpose: Architecting the Purpose Economy](#)