



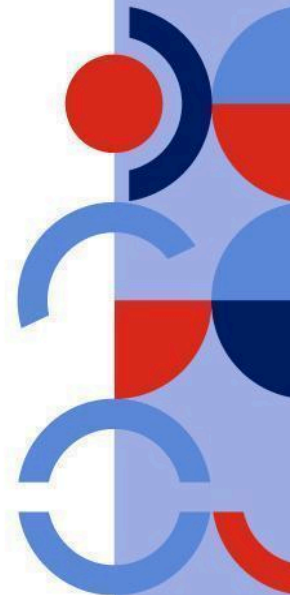







Social Purpose Statements

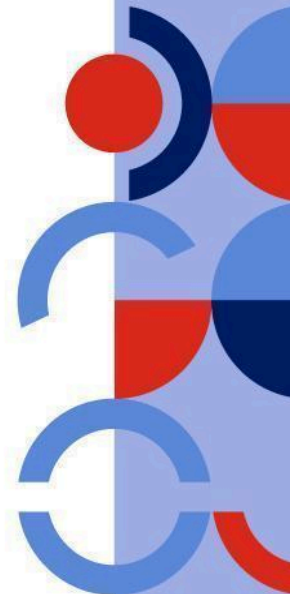
The following is a selection of social purpose statements from companies across sectors and geographies.

Note: Statements may evolve over time.

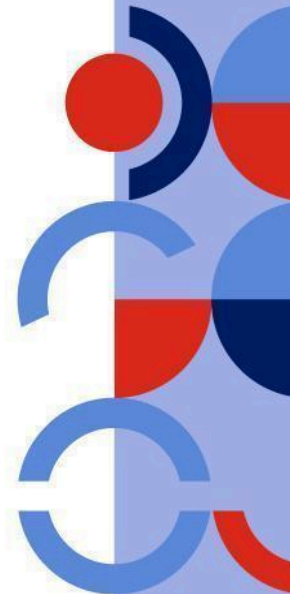
Company	Social Purpose Statement
 airbnb <u>Airbnb</u>	<p>To create a world where anyone can belong everywhere. <i>(Mission)</i></p>
 ALGOMA — STEEL INC. — <u>Algoma Steel Inc</u>	<p>To build better lives and a greener future.</p>
 ALDO <u>Aldo</u>	<p>To create a world of love, confidence and belonging.</p>
 ARMOUR VALVE <u>Armour Valve</u>	<p>To transform infrastructure for a healthy, thriving planet.</p>



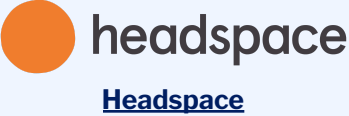





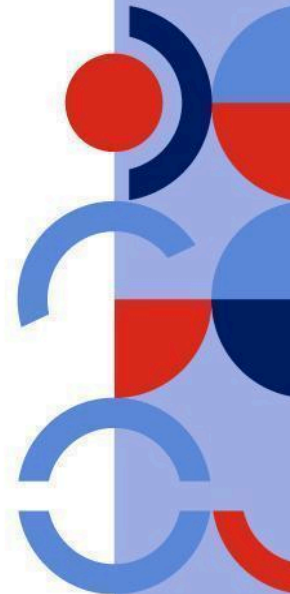
Company	Social Purpose Statement
 <p>BASF We create chemistry</p> <p><u>BASF</u></p>	<p>To create chemistry for a sustainable future.</p>
 <p>bdc</p> <p><u>BDC</u></p>	<p>To empower a nation of dreamers and doers to build a better tomorrow for all.</p>
 <p>Best Buy</p> <p><u>Best Buy</u></p>	<p>To enrich lives through technology.</p>
 <p>Canada Goose</p>	<p>To keep the planet cold and the people on it warm.</p>
 <p>CISCO</p> <p><u>Cisco</u></p>	<p>To power an inclusive future for all.</p>
<p>coastcapital</p> <p><u>Coast Capital Savings</u></p>	<p>Build Better Futures Together.</p>








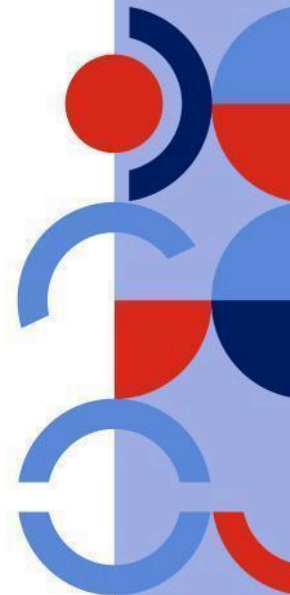
Company	Social Purpose Statement
 Cochlear™ <u>Cochlear</u>	To help people hear and be heard. (Mission)
 <u>Community Savings</u>	To unite working people to build a just world.
 <u>Co-operators</u>	To provide financial security for Canadians and our communities.
 <u>Danone</u>	To bring health through food to as many people as possible. (Mission)
 <u>The Walt Disney Company</u>	Inspiring a better world through the power of stories.
 <u>Etsy</u>	To keep human connection at the heart of commerce. (Mission)



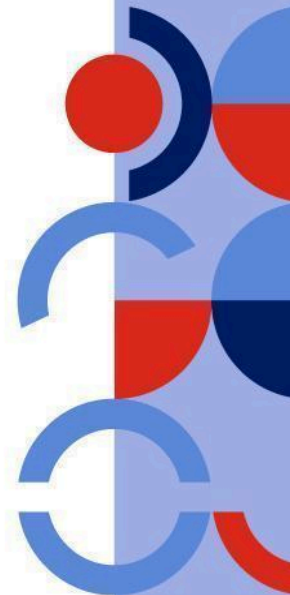
Company	Social Purpose Statement
 <u>General Motors</u>	<p>To drive the world forward.</p>
 <u>GSK</u>	<p>To unite science, technology and talent to get ahead of disease together.</p>
 <u>Headspace</u>	<p>To provide every person access to lifelong mental health support</p>
 <u>Hemlock Printers</u>	<p>To create connections, build community and inspire actions that safeguard the health of the world's forests.</p>
 <u>Interface</u>	<p>To lead the industry to love the world.</p>
 <u>Kingfisher</u>	<p>Better homes, better lives, for everyone.</p>








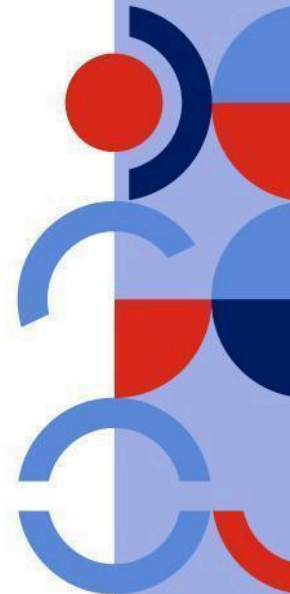
Company	Social Purpose Statement
 <u>LEGO</u>	To inspire and develop the builders of tomorrow. (Mission)
 <u>LinkedIn</u>	To create economic opportunity for every member of the global workforce. (Vision)
 <u>L'Oréal</u>	To create the beauty that moves the world.
 <u>MCIS Language Solutions</u>	To uphold the human right to be informed, heard and understood.
 <u>Modo</u>	To build a sustainable, inclusive future where shared vehicles strengthen communities.



Company	Social Purpose Statement
 <p>Olam <u>Olam</u></p>	<p>To reimagine global agriculture and food systems</p>
 <p>Pearson <u>Pearson</u></p>	<p>To help people realise the life they imagine through learning.</p>
 <p>PRO-CLAIM GROUP <u>Pro-Claim Group</u></p>	<p>To restore lives, the planet and communities.</p>
 <p>RBC <u>RBC</u></p>	<p>To help clients thrive and communities prosper.</p>
 <p>Rise Consulting <u>Rise Consulting</u></p>	<p>To support the rising presence of Indigenous Peoples in Canada.</p>
 <p>SleepCountry <u>Sleep Country</u></p>	<p>To transform lives by awakening Canadians to the power of sleep.</p>



Company	Social Purpose Statement
 <u>Starbucks</u>	To be the premier purveyor of the finest coffee in the world, inspiring and nurturing the human spirit — one person, one cup and one neighborhood at a time. (Mission)
 <u>Telus</u>	To leverage our global-leading technology and compassion to drive social change and enable remarkable human outcomes.
 <u>Uber</u>	To reimagine the way the world moves for the better. (Mission)
 <u>UpHouse</u>	To inspire the social consciousness of brands.
 <u>Whole Foods</u>	To nourish people and the planet.



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

Subscribe to our updates at <http://www.purposeeconomy.ca> and sign our [Call to Purpose](#) to help us advance social purpose in business.

