

INTRODUCTION TO SOCIAL PURPOSE

2026

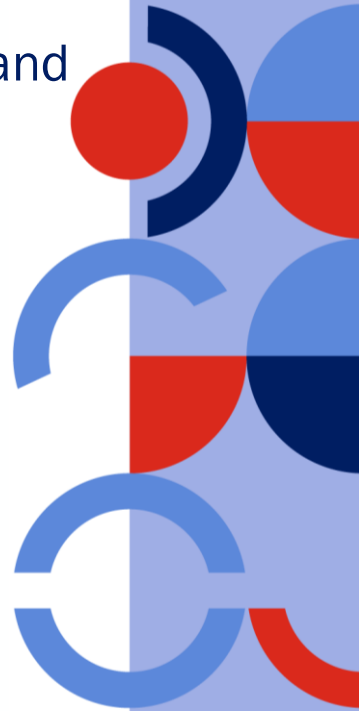
Definition of Social Purpose Business

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 without causing harm to either.

It is the company's optimal, strategic contribution to the long-term well-being of all people and the planet.

Social Purpose businesses unlock all their enterprise capabilities, talents, resources, partnerships, and influence in pursuit of their purpose.

The social purpose acts as the company's North Star, helping it steer and navigate through turbulent times and mobilizing employees and stakeholders around it.



Our Vision

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.

This will be the tipping point.

The problems we are solving

- Our economic system rewards short-term financial profits over long-term societal well-being and reinforces the view that businesses exist to create profits
- A pervasive belief that businesses act primarily in their own financial interests, eroding trust in business
- Under-utilization of business capabilities to contribute to societal well-being
- Business leaders lack practical guidance on defining and running social purpose businesses



How? Leverage Points

The following are key levers for accelerating the growth of a purpose economy.

For each of these levers we are establishing initiatives to create an enabling environment for social purpose business to start, transition, grow and thrive.



Towards a Purpose Economy

“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.”

Influence on Frameworks and Standards

These ideas are increasingly reflected in national and global frameworks and standards:

National

- The Directors College Chartered Director Program
- Governance Professionals of Canada Chartered Governance Professional

International

- B Corp
- ISO 37011 (draft guidance on purpose-driven organizations)
- CECP's Integrated Long-Term Plan Framework
- FCLT Global resources

Social Purpose Business Ecosystem

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ECONOMY
PROJECT

Financial Services



Professional Services



Manufacturing



Construction



Software and Technology



Food and Beverage



BlackRock on the Purpose Value Proposition

“In our experience, a well-defined purpose supports a clear sense of direction in corporate leadership, and helps companies to compete, navigate short-term challenges, and achieve long-term growth. This in turn helps companies to attract and retain a high caliber workforce, build stronger customer loyalty, and maintain investor confidence. These factors are important to building financial and business resilience, attracting long-term capital and delivering durable profitability.”

- January 2026 Investment Stewardship Engagement Priorities: Strategy, Purpose and Financial Resilience



Mission, vision, purpose definitions

MISSION

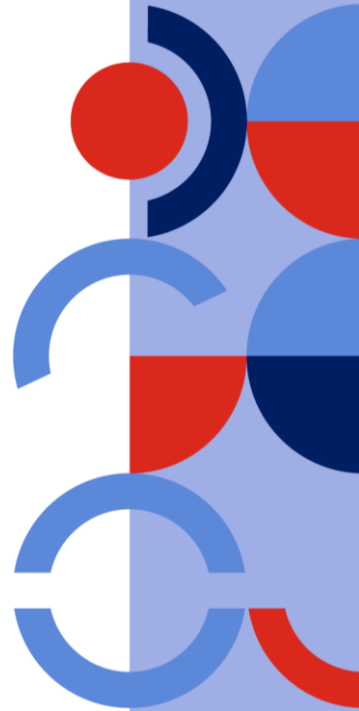
What your
company does

VISION

Where your
company is going

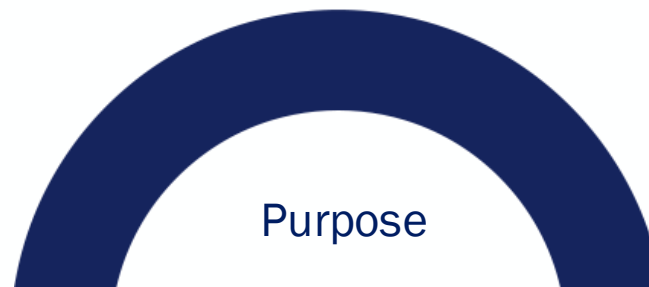
PURPOSE

Why your
company exists



Purpose
Aligns
Vision,
Culture,
Strategy

Business Architecture



WHY?

Vision

WHERE?

Mission

WHAT/HOW?

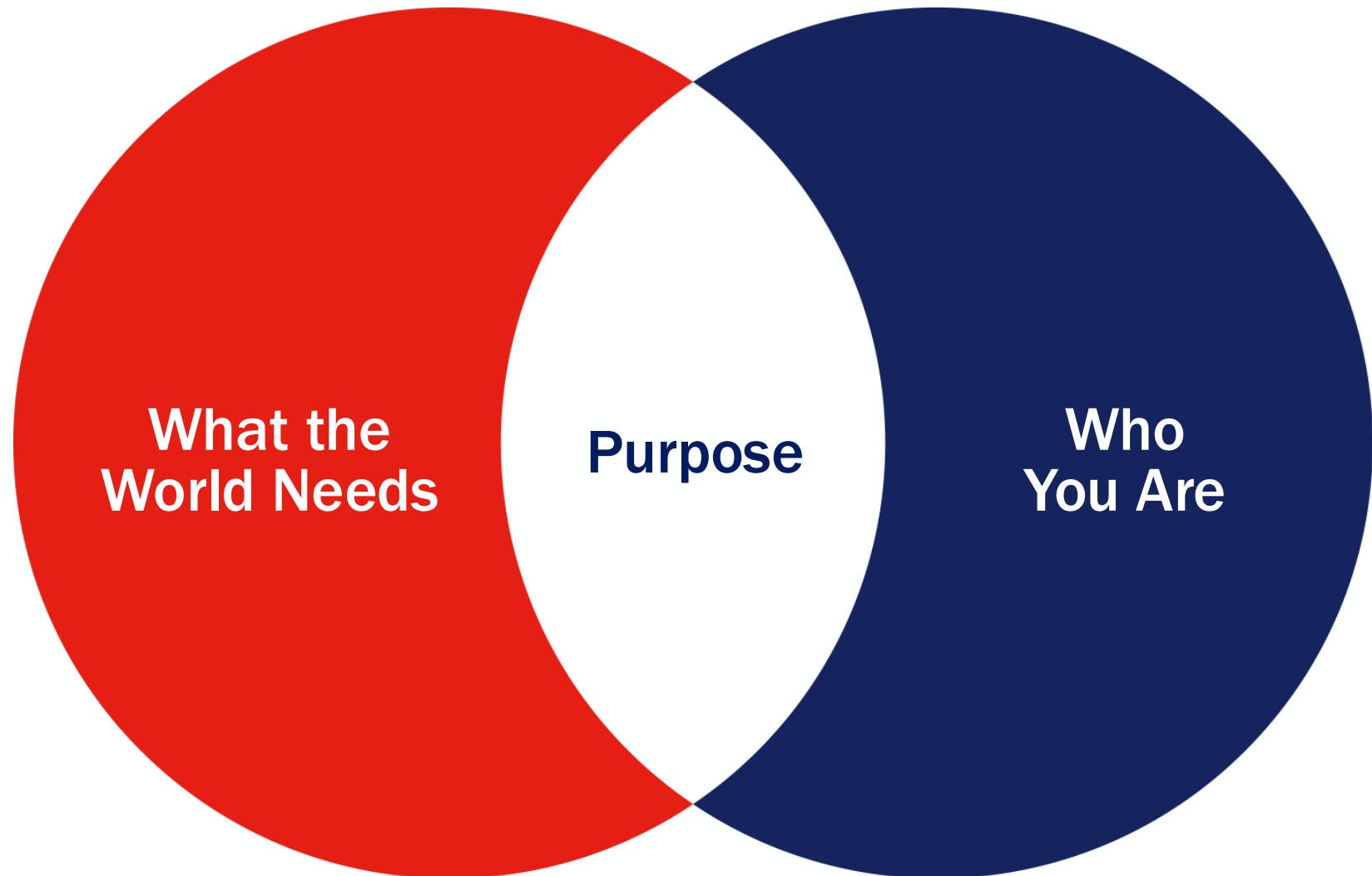
Culture Strategy Branding

Values

Metrics

How does an organization uncover its 'Best Fit' Social Purpose?

The intersection between society's needs and who you are creates big, bold opportunities



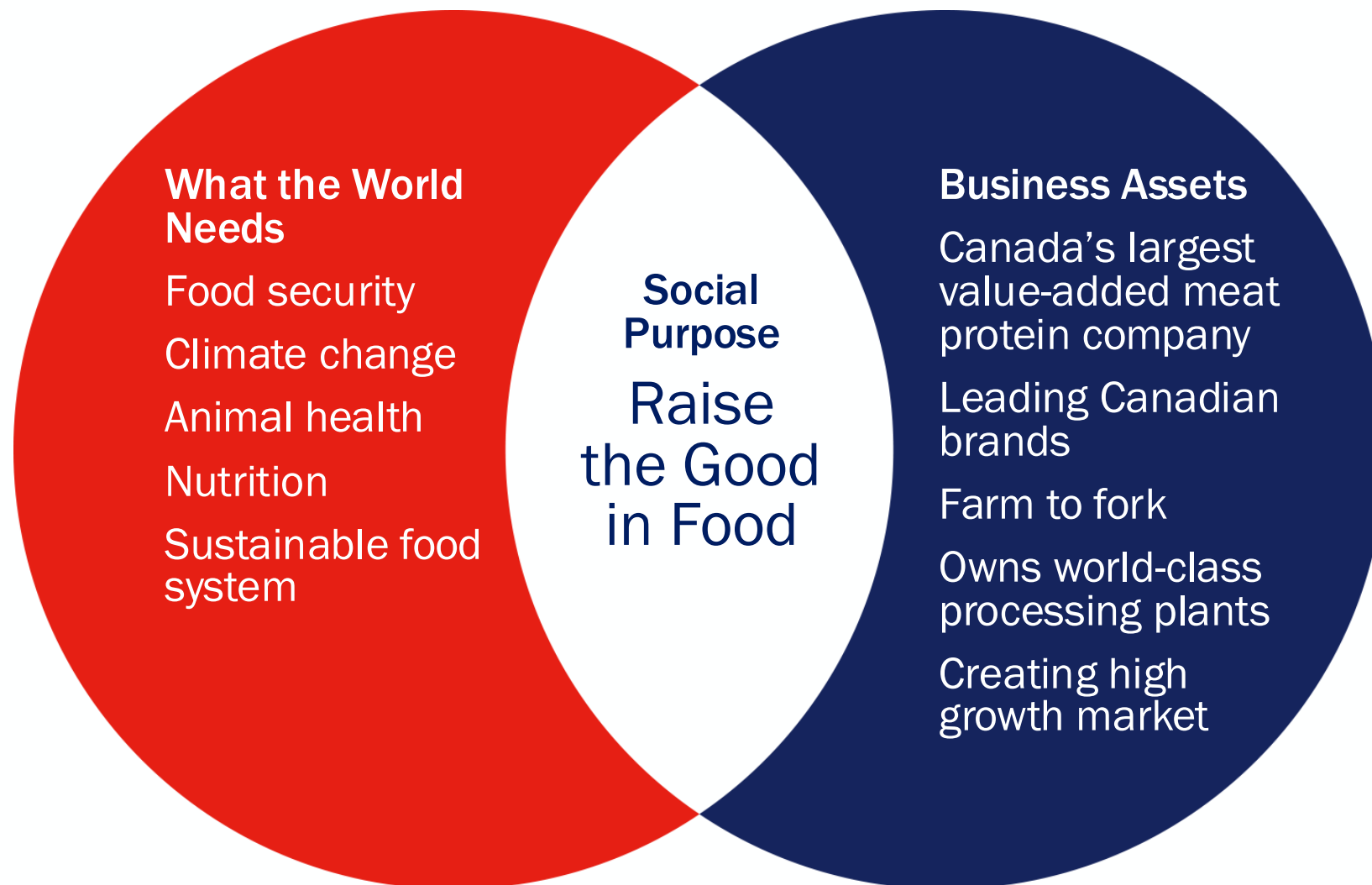
The Needs of the World: UN 2030 SDGs

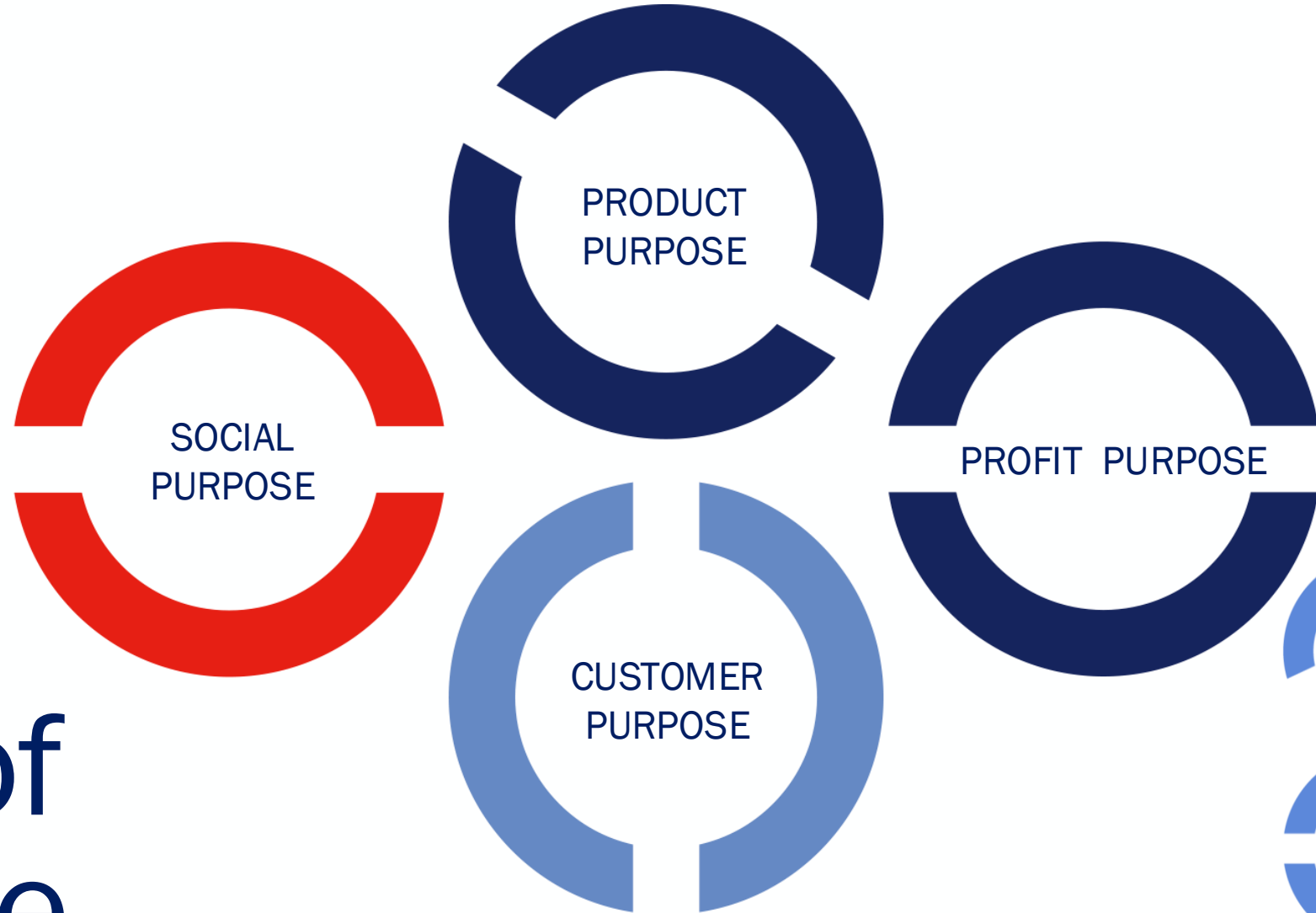
SUSTAINABLE DEVELOPMENT GOALS



Maple Leaf Foods Example

This is how the company eventually came to identify its social purpose, by triangulating the needs of the world, with its business opportunities and core assets:





Four Types of Purpose

Social Purpose vs. CSR or ESG

SOCIAL PURPOSE



A company's
societal reason
to exist

CSR/ESG



A company's approach to
managing its social and
environmental risks and
improving its social or
environmental performance

Sample Social Purpose Statements (Global)



To inspire makers and innovators to create a more sustainable world.



To bring health through food to as many people as possible.



To create chemistry for a sustainable future.



Sample Social Purpose Statements (CDN)



To keep the planet cold and the people on it warm.



To boldly grow the good in business and in life.



To reimagine commerce in ways that build a more fulfilling and lasting world.

Do Canada's top companies have a social purpose?

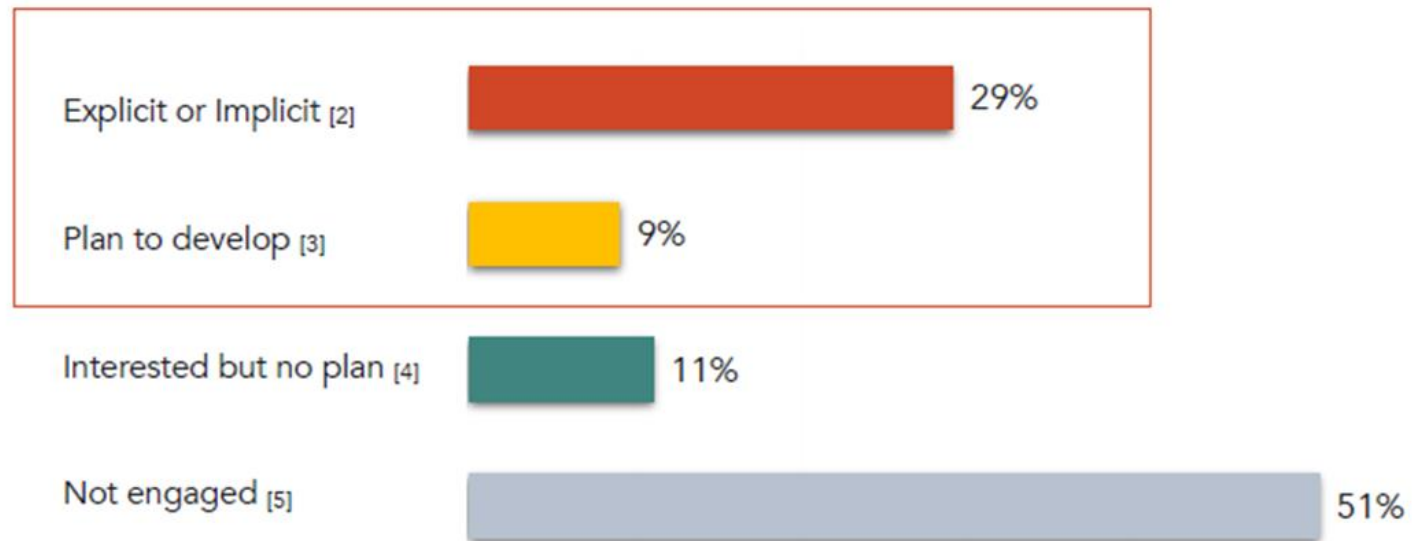


[READ THE REPORT](#)

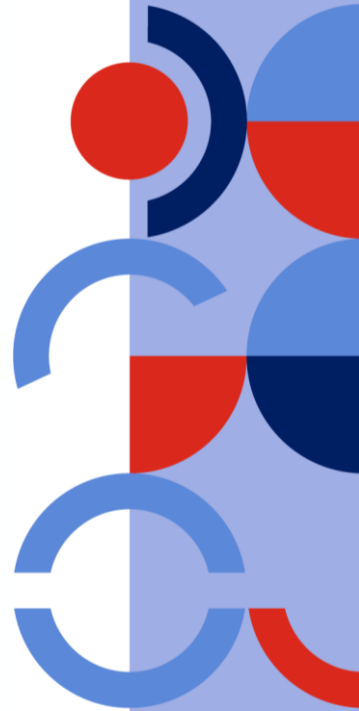
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40% of the TSX60 list of Canada's largest, publicly traded companies have a purpose to create a better world.

38% of Canadian SMEs have or plan to develop a social purpose



Source: Angus Reid Forum survey commissioned by Filene Research, 600 Canadian SMEs with revenues between \$250,000 and \$5M.



Business Case for Social Purpose

Recruit, Retain and
Engage Employees

Attract, Retain and
Engage Customers

Strengthen
Relationships and
Enable Collaboration

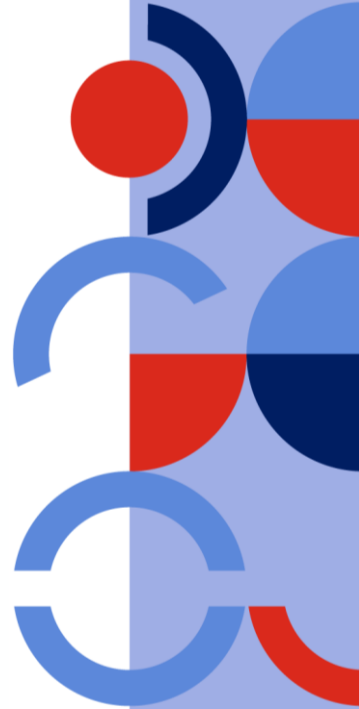
Strengthen Operating
Context and Increase
Trust

Enhance Financial
Performance and
Access to Capital

Increase Innovation
and Enhance
Resiliency

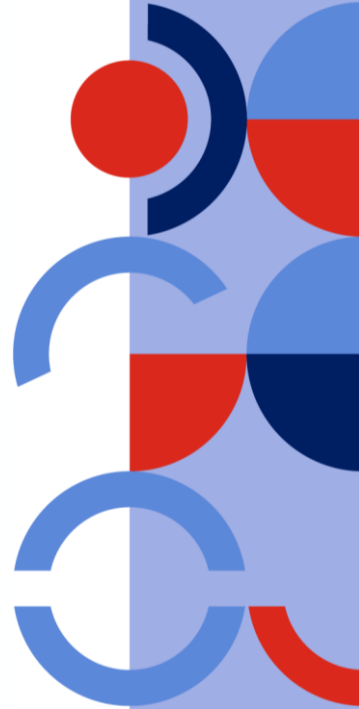
Key Implementation Steps

- **Board:** Update Terms of Reference to include Purpose Oversight
- **Employees:** Educate and engage employees and build into employee experience
- **Decisions:** Adopt a social purpose decision lens
- **Strategy:** Include social purpose goals and targets
- **Incentives:** Include in compensation and performance objectives
- **Products:** Embed social purpose
- **Stakeholders:** Consult and mobilize stakeholders on the social purpose
- **Reporting:** Disclose social purpose progress



Canadian Purpose Economy Project Home

- CPEP is a project of the Canadian Business for Social Responsibility (CBSR) Education Foundation
- The Foundation is a registered Canadian charity that provides financial administration and institutional support



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purposeeconomy.ca



Social Purpose Action

Canadian Purpose Economy Project; purposeeconomy.ca

- Sign up for the newsletter, follow us on LinkedIn
- Access our resources
- Social Purpose Company: CEO to sign the Call to Purpose
- Other companies: raise awareness of social purpose internally
- Open to sponsorship, funding and partnerships
- Refer us to associations in your network