

SETTING UP A Purpose News Feed

Newsletters, Twitter, and LinkedIn

Compiled by Coro Strandberg, President, Strandberg Consulting

Region	Link to newsletter and social
Canada	
Canadian Purpose Economy Project	https://purposeeconomy.ca/
United Way Social Purpose Institute	https://socialpurpose.ca/
Junxion	https://junxion.com/
Canadian Centre for the Purpose of the Corporation	https://navltd.com/ccpc/
Social Venture Institute	https://hollyhockleadershipinstitute.org/svi/
US	
B Corp	https://bcorporation.net/about-b-lab/country-partner/canada
Carol Cone	https://www.carolconeonpurpose.com/
Sustainable Brands	https://sustainablebrands.com/
GreenBiz (select GreenBuzz newsletter)	https://www.greenbiz.com/newsletters-subscribe

Beyond North America	
A Blueprint for Better Business	https://www.blueprintforbusiness.org/
B Team	https://bteam.org/
Phil Preston (Australia)	https://philpreston.com.au/

Individuals to follow (Twitter and LinkedIn)

<u>Vinod Rajasekaran, Publisher and CEO Future of Good</u>	<u>Peter ter Weeme, Chief Social Purpose Officer and VP Player Experience, BC Lottery Corporation</u>	<u>Coro Strandberg, Chair, Canadian Purpose Economy Project</u>
<u>Phil Preston, Founder and CEO, the Business Purpose Project</u>	<u>Mike Rowlands, President and CEO, Junxion Strategy</u>	<u>Afdhel Aziz, Founder and Chief Purpose Officer, Conspiracy of Love</u>
<u>Mary Ellen Schaafsma, Founder, Purpose Pathways</u>	<u>Leor Rotchild, Executive Director, Canadian Business for Social Responsibility</u>	<u>Carolyn Butler-Madden, Chief Purpose Activist, the Cause</u>