

UNITED WAY BC SOCIAL PURPOSE INSTITUTE



# SOCIAL PURPOSE PRACTICES KIT



**FEATURING 40  
IMPLEMENTATION  
EXAMPLES FROM  
15 SOCIAL PURPOSE  
COMPANIES.**

**MARCH 2023**

**INSIGHTS  
& IDEAS!**



**United Way**  
British Columbia

Working with communities in BC's  
Interior, Lower Mainland, Central  
& Northern Vancouver Island

# SOCIAL PURPOSE PRACTICES KIT

## PRACTICES TO HELP COMPANIES BE MORE IMPACTFUL, AUTHENTIC, AND EFFECTIVE WHEN IMPLEMENTING THEIR SOCIAL PURPOSE

Welcome! You are reading this because you believe in business as a force for good. You believe that now is the time for business to adopt a social purpose as their reason for being and to implement it – authentically – across its operations, relationships and in its broader ecosystem. And you are probably reading this because you are looking for ideas and inspiration on your own social purpose path. You’ve come to the right place!

### WHAT IS THE SOCIAL PURPOSE PRACTICES KIT?

The Social Purpose Practices Kit is your portal to effective, authentic, and impactful social purpose implementation. Through this Kit you can access 40 implementation examples from 15 social purpose companies.

All of these companies have successfully completed the [United Way BC Social Purpose Implementers program](#) to learn the steps to authentically and impactfully implement a social purpose across their operations, value chains, relationships, and business ecosystems.

These steps are shown in the list of Social Purpose Practices below. In the Kit, each Social Purpose Practice will include a description of the practice, the reason for adopting it, when to adopt it and how to implement it.

PLAN	EMBED	ENGAGE
<ul style="list-style-type: none"> <li>➔ Roadmap</li> <li>➔ CSR/ESG Transition</li> <li>➔ Product Transition</li> <li>➔ Process Metrics</li> <li>➔ Impact Goals</li> </ul>	<ul style="list-style-type: none"> <li>➔ Values</li> <li>➔ Decision Lens</li> <li>➔ Employee Lifecycle</li> </ul>	<ul style="list-style-type: none"> <li>➔ External Communications</li> <li>➔ Customer Lifecycle</li> <li>➔ Stakeholder Transformation</li> </ul>

Interested in learning more about adopting and implementing a social purpose?  
 Contact us at [engage@socialpurpose.ca](mailto:engage@socialpurpose.ca).

# TABLE OF CONTENTS

The Kit includes the following eleven Social Purpose Practices. To learn more about the steps to authentic, effective, and impactful social purpose implementation, click on the Social Purpose Practices below. Follow the links to each practice to learn more about these practices so you can build your own social purpose implementation roadmap.

PLAN		EMBED		ENGAGE	
	<p><b>Roadmap</b></p> <p>Have a plan to implement your social purpose</p>		<p><b>Values</b></p> <p>Adopt corporate values that embed your social purpose in the culture</p>		<p><b>External Communications</b></p> <p>Communicate your social purpose to external stakeholders</p>
	<p><b>CSR/ESG Transition</b></p> <p>Align CSR/ESG efforts to your social purpose</p>		<p><b>Decision Lens</b></p> <p>Make decisions that advance your social purpose</p>		<p><b>Customer Lifecycle</b></p> <p>Integrate your social purpose in the customer experience</p>
	<p><b>Product Transition</b></p> <p>Ensure products and services advance your social purpose</p>		<p><b>Employee Lifecycle</b></p> <p>Integrate your social purpose in the employee experience</p>		<p><b>Stakeholder Transformation</b></p> <p>Collaborate with external stakeholders on your social purpose</p>
	<p><b>Process Metrics</b></p> <p>Measure internal integration of your social purpose</p>	<p><b>CLICK EACH PRACTICE FOR IDEAS &amp; INSPIRATION!</b></p> <p>Each Social Purpose Practice includes 2 – 4 implementation practices from social purpose companies to provide insight and inspiration to help you on your social purpose path.</p>			
	<p><b>Impact Goals</b></p> <p>Measure societal impact of your social purpose</p>				

## WHY READ THESE SOCIAL PURPOSE PROFILES?

Gain insight into what it means to be an authentic social purpose company

Learn the steps to transition to a purpose-led business model

Benefit from tips for your own approach to social purpose implementation

Manage risks and avoid failures by adopting tried and true approaches

Save time by learning from others

## SOCIAL PURPOSE COMPANIES PROFILED IN THE KIT

These fifteen companies cover a range of sectors from finance, to manufacturing to entertainment. Most have under 500 employees, although some are large companies with up to 2,000 employees.



## WHERE CAN YOU GO FOR MORE INFORMATION?

Here are two detailed Social Purpose Implementation Case Studies ([Hemlock Printers](#) and [Coast Capital Savings](#)) that provide a comprehensive look at how leading companies progress on the social purpose path. These case studies cover how they launched their social purpose, how they organized internally to deliver on their social purpose, and how they transitioned their governance, employee experience, products, marketing, ESG (environment, social, governance) and stakeholder relationships to advance their social purpose and realize its impact. The case studies include challenges and advice to other social purpose companies.

If you are interested in learning about how to adopt a social purpose for your business, [check out these Social Purpose Development Case Studies](#). They describe the process three companies undertook to develop their social purpose and the benefits they realized.

If you are interested in learning about other implementation practices and would like to score your company on social purpose implementation, you can use this [Social Purpose Assessment](#). It describes 25 practices from social purpose governance to social purpose reporting and everything in between. We developed this tool to help companies identify strengths and gaps in their social purpose approach.

### DEFINITION OF SOCIAL PURPOSE BUSINESS

A Social Purpose Business is a business whose enduring reason for being is to create a better world.

[LEARN MORE ▶](#)

### A BUSINESS CASE FOR SOCIAL PURPOSE BUSINESS

There is a strong business case for having a social purpose.  
Learn more here:

[BUSINESS CASE ▶](#)

### DEFINITION OF THE PURPOSE ECONOMY

The 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.

### REINVENTING CORPORATE PURPOSE

Check out the video to hear from leading thinkers and thinking leaders on Canada's purpose potential.

[WATCH NOW ▶](#)





## SOCIAL PURPOSE RESOURCES AND TOOLS

Check out these other social purpose resources and tools to help you accelerate social purpose in business:

- Take the Purpose Plunge: [How Social Purpose Companies Embed their Purpose Into their DNA](#)
- [Propelling the Canadian Purpose Economy Framework for Action](#)
- [Corporate Knights Social Purpose Rating of Canadian Companies](#)
- [Social Purpose Association](#)
- [Purpose Governance Framework](#)
- [Canadian Corporate Social Purpose Ecosystem](#)
- [Public Policy Options to Advance Social Purpose](#)
- [Introduction to Social Purpose Procurement](#)
- [Social Purpose Assessment](#)
- Marketing on Purpose: [How Marketing Looks Different in a Social Purpose Company](#)
- [Canadian Purpose Economy Project](#)

### JOIN THE CANADIAN SOCIAL PURPOSE COMMUNITY!

Sign up to [join the Canadian Social Purpose Community](#) here.

By subscribing to the Social Purpose Institute newsletter, you join Canada's Social Purpose Community and gain access to the latest social purpose news and events. You can also find us on [LinkedIn](#).



### ABOUT THE UNITED WAY BC SOCIAL PURPOSE INSTITUTE

The United Way BC Social Purpose Institute (UW SPI) exists to grow business for good, partnering with companies and collaborating with governments, allied organizations, and others to grow the Social Purpose Business movement. We help businesses define and implement their social purpose to drive both business growth and societal good and champion a purpose-led economy, accelerating the new business ethic to create long-term well-being for all. Together, we build a better world through business.

For more information, visit us at [www.socialpurpose.ca](http://www.socialpurpose.ca)

### ABOUT THE AUTHOR

Coro Strandberg is Social Purpose Advisor to United Way BC. She helped create the United Way BC Social Purpose Institute. She has over 30 years experience helping businesses become a force for good and is a national thought leader on social purpose business.

[www.corostrandberg.com](http://www.corostrandberg.com)

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The United Way BC Social Purpose Institute is honored to operate as guests on the unceded and traditional territories of the Coast Salish Peoples, the x̱məθḵəy̱əm (Musqueam), Skwxwú7mesh (Squamish) and səilwətaʔ /Selilwitulh (Tsleil-Waututh) Nations.



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