

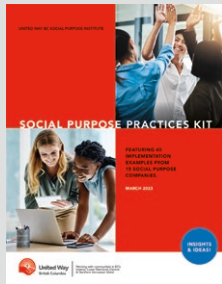
SOCIAL PURPOSE PRACTICE

External Communications

Communicate your social purpose to external stakeholders



INSIGHTS
& IDEAS!



SOCIAL PURPOSE PRACTICES KIT

This Purpose Practice is one of 11 Practices in the Social Purpose Practices Kit featuring 40 implementation examples from 15 social purpose companies. The Social Purpose Practices shown below are based on the [United Way BC Social Purpose Implementers program](#) and the experience of the companies who went through it.

Check out the complete [Social Purpose Practice Kit](#) to gain insights and ideas on how to meaningfully, authentically, and impactfully realize your social purpose ambition!

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



United Way
British Columbia

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

UNITED WAY BC SOCIAL PURPOSE INSTITUTE

SOCIAL PURPOSE PRACTICE

External Communications

Communicate your social purpose to external stakeholders

Social purpose companies prepare for the launch of their social purpose and develop and implement plans to communicate their social purpose externally. They ensure they have an external social purpose communications strategy that articulates objectives, target audience, messages, tactics, and timelines.

WHY ADOPT THIS PRACTICE?

It is important to plan for the external communication of your social purpose and ensure your internal team is aligned with the approach to launching and communicating your social purpose. Addressing this step will help identify the best time for your public launch and follow-up communications. Early planning can also identify critical elements that must be in place ahead of time to foster success.

WHEN TO ADOPT THIS PRACTICE?

Many companies do not communicate their social purpose externally until their employees fully understand and embrace it, and they have identified proof-points on their social purpose to bring it to life for external audiences. This could require six months to one year of employee engagement after your social purpose is adopted before you communicate your social purpose.

INSTRUCTION

Hold a meeting with your marketing and communications team to develop an external social purpose communications strategy. Ensure that your human resources team is engaged in supporting the plan's implementation. Review the examples below for inspiration and ideas for your own approach.

FEATURED PRACTICES FROM

Coast Capital

We exist to build better futures together by unlocking financial opportunities that positively impact people and communities.

Coastcapitalsavings.com

coastcapital

Community Savings Credit Union

We exist to unite working people to build a just world. Comsavings.com

Community Savings
the unions' credit union

Hemlock Printers

We exist to create connections, build community, and inspire actions that safeguard the health of the world's forests. Hemlock.com

Hemlock

Return-It

We exist to foster a world where nothing is waste. Return-it.ca

Return-It
It's Worth It.

IMPLEMENTATION EXAMPLES

Coast Capital External Social Purpose Communications Plan

Introduction

Our communications strategy will be a year-long plan with purpose at the centre and will launch in late 2022. Our corporate strategy and social purpose impact plan will provide the framework for building our external messages and content.

Objectives

Build strategies and tactics to drive awareness of our social purpose with members and broader communities

- Illustrate how our social purpose will help build a better future (our purpose)
- Provide tangible proof points to exemplify how Coast Capital will achieve and measure its purpose

Target Audience

Key stakeholders and target segments as identified in our corporate strategy and social purpose impact plan

Key Messages

- Our 5-year goals
- Our Statement of Beliefs
- How our social purpose shows up for our employees, members and communities
- Connecting our purpose to proof points

Tactics

- Updated resources and information on website
- Media relations: Paid media content series
- CEO blogs, articles and videos to be shared on website
- Profile building through events, awards, and speaking engagements
- Connecting our social purpose to our brand positioning
- Strategically leveraging our advocacy framework
- Sharing our B Corp score and how Coast Capital is driving performance in alignment with our social purpose

Timeline

Q1-Q4 2022

IMPLEMENTATION EXAMPLES

Community Savings External Social Purpose Communications Plan

Month 1

Objective: Ensure Key Messaging around our Social Purpose is clear

Target Audience: Executive team

Craft the key messages around our social purpose and a challenging Q&A to ensure that all the exec team understands the Social Purpose and how this informs our business decisions. Defining 'what we stand for', 'what we don't stand for' and 'how we are good corporate citizens', will help shape our internal conversations with the wider company.

- Executive Planning Sessions
- Key Message Development and Confirmation
- Challenging Q&A Development and Confirmation
- Detailed guide of how we use our Social Purpose Decision Lens to identify the issues we lead on, the issues we support and the issues we are against
- Develop HR Guide on how the Social Purpose will be implemented through job postings, new hiring, reviews, remuneration and development

Month 2 – 3

Objective: Ensure company wide support

Target Audience: Employees

It is key that our Social Purpose is understood and supported by all our employees. We will accomplish this through:

- Town Hall Meetings with Branches (Exec Road Show)
- Internal Sessions with Line Managers to discuss the Social Purpose and how it would affect their day-to-day
- Half-day workshop with external consultants / facilitators to identify issues that fit into our Social Purpose that we could take a leading role in vs supporting role (this would be about bringing the wider team as decision makers - not just leading from the top)
- Identifying 'social purpose champions' throughout the company and giving them roles and responsibilities to carry out Social Purpose in their division/branch/area of service

Month 3 – 5

Objective: Ensure our external facing communication and visual identity reflect our Social Purpose

Target Audience: Our membership

We need to ensure that our external and internal communication is refreshed both from a visual perspective and messaging perspective to reflect our progressive, warm personality and Social Purpose.

- Refreshed brand guidelines and impactful messaging platform
- Refreshed website design that includes a "Values / Issues we care about" section on the website, building out our Social Purpose there
- Updated set of brand imagery
- Update our email signatures
- Update social media bios with Social Purpose
- Update our boiler plate on all media relations
- Bring Social Purpose messaging into our media relations interviews
- Updated marketing materials
- Updated Event materials
- Create an impact year-end report as a great opportunity to engage with members, union partners, and charities on the impact focused work Community Savings is doing

Month 5 – 8

Objective: Create more impact

Target Audience: British Columbians

Identify ways we can take our social impact further:

- Develop products and services that best fit our Social Purpose
- Identify and work with organizations that are credible in areas that we are still learning (marginalized communities)
- Develop campaigns that unite working people to create a more just world
- Partner with organizations that align with our Social Purpose

IMPLEMENTATION EXAMPLES

Hemlock Printers External Social Purpose Communications Plan

External Communication Objectives

1. Continue to share our social purpose with a wider audience
2. Implement and communicate initiatives that connect with our social purpose
3. Inspire others in our industry and beyond to develop their own purpose-driven initiatives

Target Audience

Several key stakeholders across North America including customers, suppliers, NGO's, third-party certifications, community associations, the printing industry, and the sustainability community at large

Key Social Purpose Message/s

We have declared we have a social purpose, communicated what our social purposes is, how it is aligned with our current CSR and sustainability initiatives, and communicated new initiatives coming soon

Eg. Pack4Good, Expansion of our Zero program, Ag-fibre paper R&D

Methodology / Tactics

Owned:

We have a website/social media team who meets on a biweekly basis to publish purpose-driven initiatives and information on all online communication platforms

Earned:

Our established environmental partnerships promote our purpose-driven products on their online platforms to share with their communities

Paid:

We provide in-kind/monetary sponsorship to sustainability events such as Globe 2020, Sustainable Brands, Green Talks, Elements Film Festival, UBC Biodiversity Museum etc. which help amplify our reach



IMPLEMENTATION EXAMPLES

Return-It External Social Purpose Communications Plan

External Communications Objectives

1. To increase awareness and educate stakeholders and influencers on our social purpose and what it means for our business.
2. To demonstrate our leadership and role in the circular economy.

Key Messages

- Return-It has adopted a social purpose to bring focus to our role in creating a better future for people, communities, and the planet. With a renewed commitment to supporting the circular economy, Return-It's social purpose statement is: "We exist to foster a world where nothing is waste."
- Through partnerships, community engagement, investments in new technology, research, and innovation, Return-It is already taking action to foster a world where nothing is waste.

Proof-points

- Innovative partnerships to accelerate solutions for addressing plastic waste in oceans and waterways;
- Commitment to recycle 80 percent of the plastic beverage containers sold in B.C. by 2025;
- Increasing B.C. recycling rates through system improvements like Return-It Express that model convenience for consumers;
- A commitment to phase out single-use plastic film in Return-It's supply chain by 2025;
- Decarbonizing its transportation fleet by piloting Canada's first-of-its-kind compressed natural gas hybrid-electric compaction truck; and
- Engaging organizations around the world to share British Columbia's best practices and leadership on recycling and extended producer responsibility.

For the past 26 years, Return-It has been encouraging British Columbians to help protect the environment by recycling. In the lead up to Earth Day, Return-It is calling on organizations to support our efforts and take their commitment to environmental sustainability to the next level.

External Launch Strategy/Timelines

- April 2021: Building on the momentum of Earth Day, we launched our social purpose externally.
 - Prior to launch, collaborated with the United Way Social Purpose Institute (UW SPI) to develop a case study and video to help educate on our journey and what it means to our business
- Nov. 15 – 19: Leveraging #PurposeinBusinessWeek to continue the momentum and launch our social purpose animation video and storytelling of our proof points to demonstrate impact

Communication Tools/Tactics

- Media Relations (earned):
 - Developed a Media Release with quotes from UW SPI and Canada Plastics Pact
 - Targeted to key industry publications – featured in 4 publications
- External Blog post:
 - Website features a rotating banner that is linked to our blog post explaining what our Social Purpose is and how we are bringing it to life
- Stakeholder forum publication
- Customer Newsletter publication
- 2021 Annual Report
- Social Media (organic and paid posts) - Twitter, Facebook, LinkedIn
- Animation Video that will speak to our social purpose, proof points and employee core values
- Story telling – tangible proof points to help bring our social purpose to life

External Target Audience

- Industry publications
- BC government and Ministry of Environment
- Existing NGO/environmental partners
- New NGO/environmental partners
- Customers
- Depot operators
- Processors
- Existing and prospective suppliers (provide social purpose education to suppliers and request suppliers' social purpose in RFP)
- Circular economy value chain partners

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

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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.

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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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