

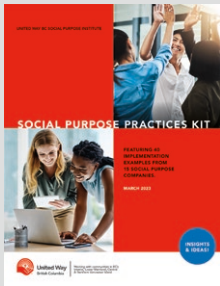
SOCIAL PURPOSE PRACTICE

Stakeholder Transformation

Collaborate with external stakeholders on your social purpose



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

Stakeholder Transformation

Collaborate with external stakeholders on your social purpose

To realize the ambition of their social purpose, social purpose companies collaborate with their external stakeholders. They develop long-term partnerships and collaborations to advance on their social purpose. Rather than manage their stakeholder relationships, social purpose companies put effort into better understanding their stakeholders, and rally and mobilize them, transforming their relationships in the process. To guide this effort a Social Purpose Stakeholder Transformation plan is needed.

WHY ADOPT THIS PRACTICE?

It is essential to adopt this practice because social purpose companies cannot achieve their social purpose acting on their own. External stakeholders bring insights, expertise, resources, technical support, skills, relationships, platforms, influence, reach, scale, and market levers to help advance the social purpose. By collaborating meaningfully with stakeholders to mutual benefit, social purpose companies can accelerate progress on their social purpose.

WHEN TO ADOPT THIS PRACTICE?

Adopt this practice after all your staff understand the social purpose and the role they can play to achieve it and after you have communicated your social purpose externally. External stakeholder engagement on your social purpose is pursued in the latter phase of your initial implementation plan. It is then ongoing, as stakeholder collaboration on your social purpose doesn't stop.

INSTRUCTION

Identify the external stakeholders that can help you achieve your social purpose. They will likely include customers, suppliers, business partners, governments, academics, thought leaders and non-profit organizations. Some of the stakeholders may be existing and current stakeholders and you may need to establish new stakeholder relationships as well. Develop a plan for engaging them on your social purpose ambition.

FEATURED PRACTICES FROM

Gray Line Westcoast Sightseeing

We exist to guide shared experiences that foster social awareness.

Westcoastsightseeing.com



Mills Office Productivity

We exist to deliver community goods.

Mills.ca



Novex Delivery Solutions

We exist to deliver regenerative change. Novex.ca



Monarch Structures

We exist to shelter communities and spark connections in shared spaces.

Monarchstructures.com



IMPLEMENTATION EXAMPLES

Gray Line Westcoast Sightseeing Social Purpose Stakeholder Transformation Strategy



IMPLEMENTATION EXAMPLES

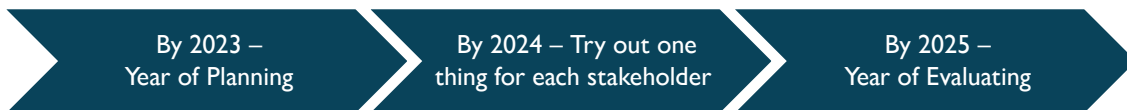
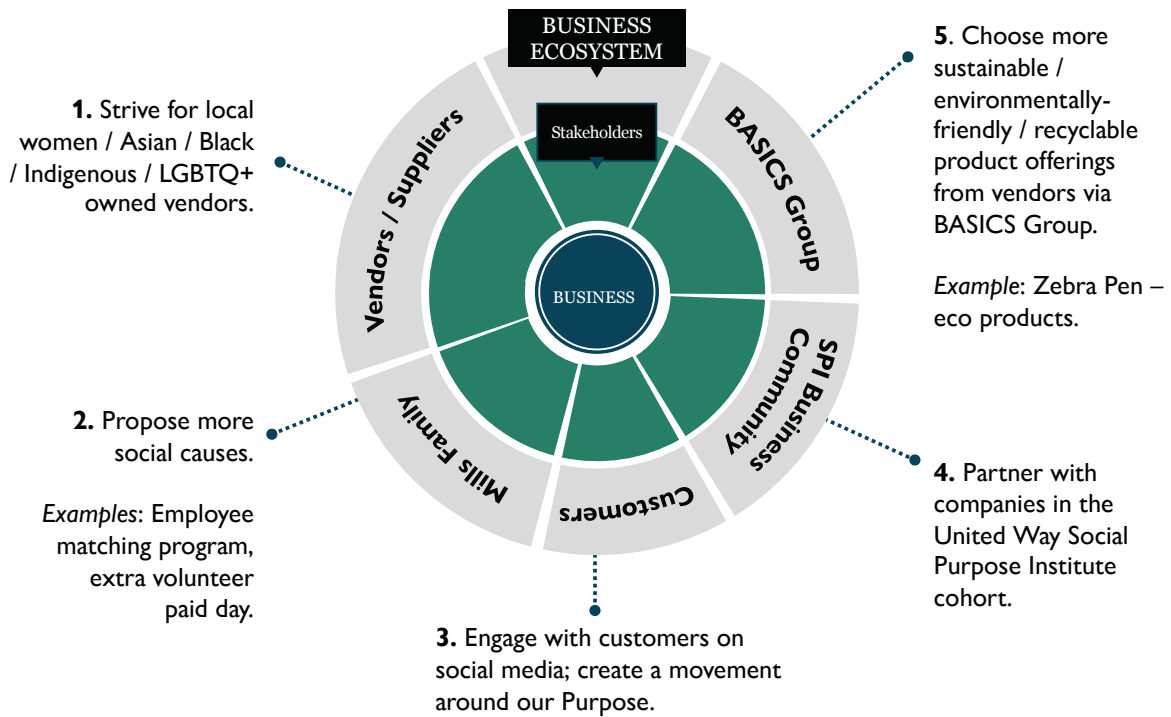
Mills Social Purpose Stakeholder Transformation Strategy



Mills

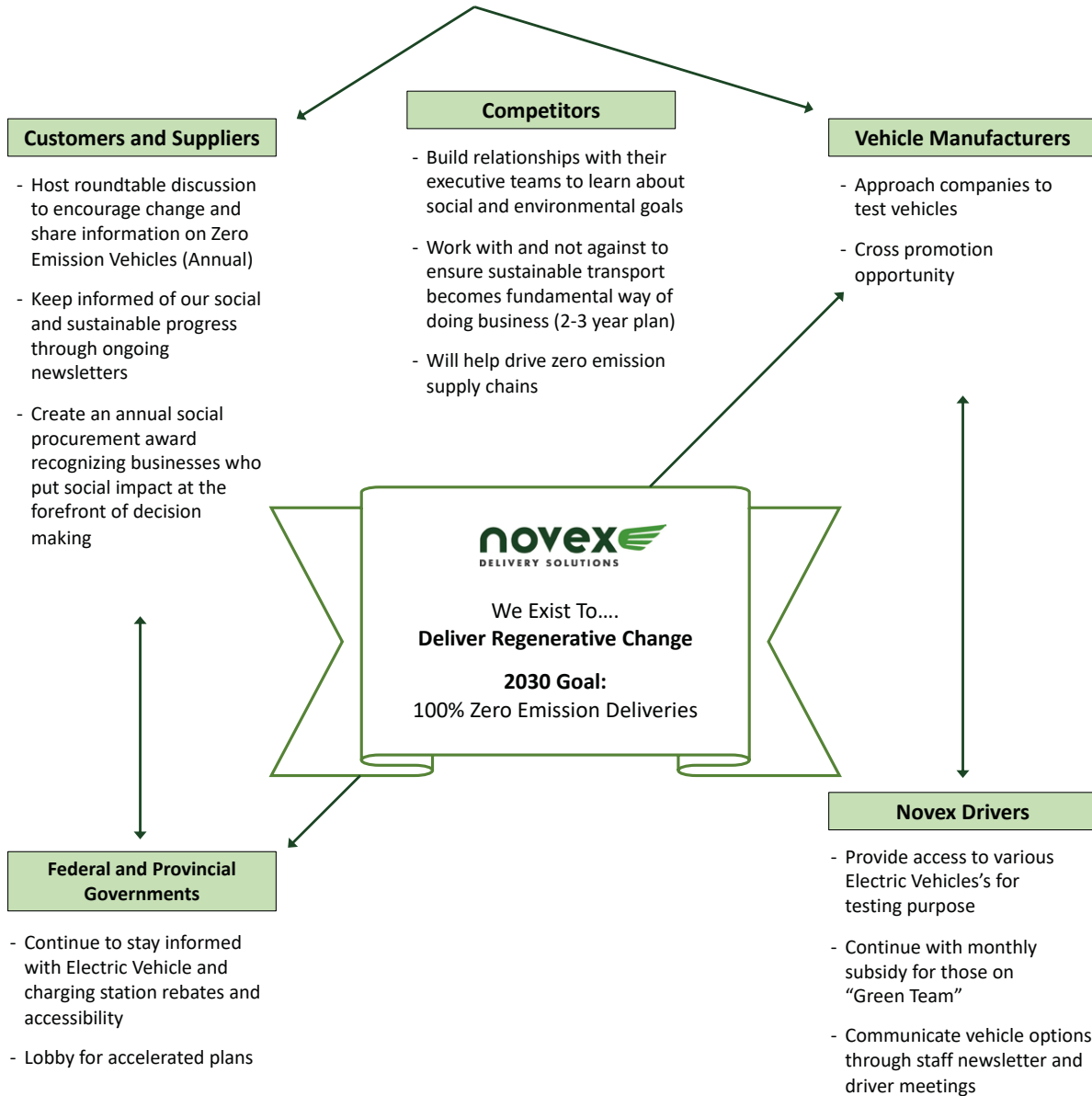
We exist to deliver community goods.

Goal: To double our local, sustainable, social, and SPI vendors on our Active Vendor List by 2025



IMPLEMENTATION EXAMPLES

Novex Delivery Solutions Social Purpose Stakeholder Transformation Strategy



IMPLEMENTATION EXAMPLES

Monarch Structures Social Purpose Stakeholder Transformation Strategy



CUSTOMERS

Offer products/alternatives that minimize negative environmental impact

Introduce recycling program for end-of-life repurposing and upcycled products

Incorporate Repurposed Product Line into catalogue

Utilize our customer relationships to build networks that focus on alleviating homelessness



IMPLEMENTATION EXAMPLES

Monarch Structures Social Purpose Stakeholder Transformation Strategy, cont.

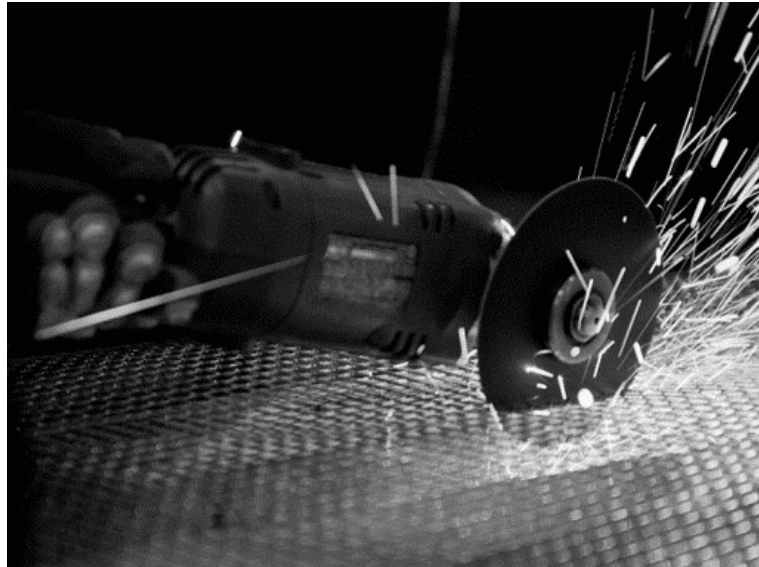
SUPPLIERS

State our Social Purpose on RFPs and POs and ask our suppliers if they have a Social Purpose & if so to share it with us

Encourage suppliers to develop their own Social Purpose

For common industry issues that negatively impact our environment challenge suppliers to provide innovative solutions

Track performance



r/i

COMMUNITY

Work with local government partners and municipalities to facilitate community involvement in customizing products

Research and develop safety and supportive shelter features specific to community needs

Where possible include regional embellishments in our products to characterize and enhance the surroundings they are placed in

Determine communities with greatest need for shelter and strategize to provide



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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

ACKNOWLEDGEMENTS

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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.

www.corostrandberg.com

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 x̱məθḵəyəm (Musqueam), Skwxwú7mesh (Squamish) and səilwətaʔ /Selilwitulh (Tsleil-Waututh) Nations.



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