

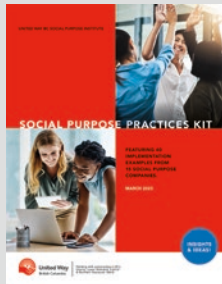
## SOCIAL PURPOSE PRACTICE

# Values

Adopt corporate values that embed your social purpose in the culture



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"><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>



**United Way**  
British Columbia

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

UNITED WAY BC SOCIAL PURPOSE INSTITUTE

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# Values

Adopt corporate values that embed your social purpose in the culture

A social purpose company ensures one or more of its corporate values reflects its social purpose to foster a purpose-driven culture. A corporate value usually includes a short title and a description of the desired behaviour.

### WHY ADOPT THIS PRACTICE?

It is important that your values enable your social purpose and describe and drive the behaviours you would like to see in your company to bring your social purpose to life. Sometimes these values are also used in company incentive systems.

### WHEN TO ADOPT THIS PRACTICE?

The best timing for updating and refreshing the corporate values is once the social purpose is finalized.

### INSTRUCTION

Review the following examples and find the corporate value/s that are aligned to the company's social purpose. You can see the great diversity in approaches. The values are unique to each individual company. There is no single right way to do this. The most important consideration is to ensure there is at least one value that directly reflects your social purpose. Use this list for inspiration and ideas for your own corporate values.

### FEATURED PRACTICES FROM

#### BC Lottery Corporation

We exist to generate win-wins for the greater good. [Corporate.bclc.com](http://Corporate.bclc.com)



#### Deep Cove Kayak

We exist to inspire deeper connections to the outdoors and one another. [Deepcovekayak.com](http://Deepcovekayak.com)



#### Novex Delivery Solutions

We exist to deliver regenerative change. [Novex.ca](http://Novex.ca)



#### Recycling Alternative

We exist to transform our wasteful ways. [RecyclingAlternative.com](http://RecyclingAlternative.com)



## IMPLEMENTATION EXAMPLES

### BC Lottery Corporation Corporate Values

VALUE	NARRATIVE OR DESCRIPTION OF THE VALUE
Integrity	<ul style="list-style-type: none"> <li>• The games we offer and the ways we conduct business are fair, honest, transparent, and trustworthy.</li> <li>• We hold ourselves accountable and others for our behaviours.</li> <li>• We are clear on what we want to achieve and the positive impact we strive to make.</li> <li>• We have the courage to be wrong.</li> <li>• We act with a OneBCLC and P360 view.</li> </ul>
Respect	<ul style="list-style-type: none"> <li>• We treat all people with dignity and value diverse perspectives.</li> <li>• We seek to understand.</li> <li>• We speak with respectful candor.</li> <li>• We frequently reflect to improve.</li> <li>• We welcome change and adapt quickly.</li> </ul>
Community	<ul style="list-style-type: none"> <li>• We create a positive impact for people and the planet.</li> <li>• We take responsibility for our impact.</li> <li>• We consider diverse perspectives when making decisions.</li> <li>• We make time to help others succeed.</li> <li>• We advocate for the greater good.</li> </ul>



## IMPLEMENTATION EXAMPLES

### Deep Cove Kayak Corporate Values

VALUE	NARRATIVE OR DESCRIPTION OF THE VALUE
<p>Passion</p>	<p>We have a passion for the outdoors, the ocean, and the environment. Through this we strive to provide a genuine, memorable, and exceptional experience for all of our customers.</p>
<p>Safety</p>	<p>Safety needs to be at the core of everything we do. We strive to provide enjoyable and memorable experiences while keeping our guests safe at all times.</p>
<p>Community</p>	<p>From ownership to frontline staff, we make it our duty to be active members in our community. We will contribute and engage with our community wherever possible through events, initiatives, and everyday interaction.</p>

## IMPLEMENTATION EXAMPLES

### Novex Delivery Solutions Corporate Values

VALUE	NARRATIVE OR DESCRIPTION OF THE VALUE
Environment	<p>To be a leader in our community by promoting green and restorative practices. Be aware of how our actions impact the health and well-being of our environment and dedicate these actions to delivering a cleaner tomorrow.</p>
Social Responsibility	<p>To be a positive member of our community by actively supporting charitable causes and local businesses.</p>
Service	<p>Customers are our greatest asset; we continually exceed customer expectations by providing worry-free, on-time and reliable service. Customer service is the mind-set of every team member.</p>
Care and Respect	<p>Respectful consideration for our employees, customers, and communities by appreciating their efforts and accomplishments. Commitment to act with compassion, integrity, and honesty with every interaction.</p>
Learning and Growth	<p>Explore and embrace the possibilities to come and squarely face the changes in our world by improving on successes and learning from mistakes.</p>



## IMPLEMENTATION EXAMPLES

### Recycling Alternative Corporate Values

VALUE	NARRATIVE OR DESCRIPTION OF THE VALUE
Environment	We believe in helping not harming our planet, through action not talk, showcasing how we can all make a difference.
Community	We are stronger when we work together to drive environmental and social impact.
Innovation	We are driven by our passion to create and forge innovative solutions that tackle the waste challenges of today and tomorrow.
Integrity	We stand behind best practices recovery, and believe our clients deserve to know what happens to their materials.

### 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)

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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](http://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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