



Friends.

You've been on my mind lately. So much so that I wanted to send off some essential resources to accelerate social change in business and the economy. I hope you take two minutes to check out the information below and another two minutes to amplify and share these resources with your network.

Coro

Canadian Purpose Economy Summit (virtual) November 17-18, 2021

Please join me at this two-day virtual dialogue on social purpose in business and help co-create strategies to accelerate the Purpose Economy. Learn, be inspired, and connect to the social purpose business community. Here's a 15 per cent discount code: SP-21. Check out the action-packed program with over 60 speakers and luminaries: www.propellingpurpose.ca. I hope to see you there!

First Canadian Benchmark of Association ESG/Sustainability Practices

Check out what nearly 60 associations are doing to accelerate social and environmental performance of their members. As you know, no company can become sustainable on its own – it needs to collaborate across its sector to champion a sustainable future. [Read and share this report](#) with the professional and industry associations you know, to prime the pump of social change.

Social Purpose Association

If you have been following my shift from corporate social responsibility to social purpose business, you may be interested to know I am now looking at the social purpose of associations. A social purpose association doesn't just serve its members, it serves society. [This tool provides guidance to associations](#) that want to build a new social contract with members **and** the public, to maintain relevance, and to define their North Star.

Circular Economy Toolkit

[Here's a toolkit](#) designed for businesses to start their circular journey. Produced for the [National Zero Waste Council](#), it unpacks the circular agenda and lays out a roadmap for any business to follow. Check it out and share it with businesses you know and love.

Infrastructure for Good

The pandemic economic recovery will result in large-scale infrastructure investments. [Here's a set of guidelines](#) to generate more social good from the infrastructure process. It sets out a roadmap to build social purpose into the infrastructure project, and into the relationships it develops. Commissioned by SFU and McConnell Foundation, it is a call to action to infrastructure commissioners and builders everywhere to create social benefits from the development process. (It targets universities but is relevant to any infrastructure project.)