



Hello friends,

I hope you're settling into the new fall season with fresh energy. As we move into this reflective time of year, I'm excited to share some key updates on the purpose economy and new resources to support your purpose-driven work. The movement is evolving quickly, and I wanted to keep you in the loop on some recent developments I've been involved in. I hope you find them inspiring!

Coro

Landmark Social Purpose Webinar Series

In a landmark moment the BC Chamber of Commerce launched a [free 5-part webinar series on social purpose business](#), designed to equip small and medium-sized businesses with the tools they need to develop and embed a social purpose (October 22 – April 8). I've had the pleasure of helping to design this series, drawing from the work I've been doing at the [Canadian Purpose Economy Project](#). This is a significant milestone for the purpose economy as the BC Chamber is the first business association in Canada to offer a social purpose education program of this scale. Our hope is that other provincial chambers will follow suit, extending social purpose education to their members across Canada to help them start, thrive and grow as purpose-driven businesses.

To guide this journey, we've developed a **Social Purpose Roadmap** for the series, which outlines how businesses can develop, implement, and collaborate and report progress on their social purpose:



For more information [visit the program webpage](#). Please share it with any businesses you think would benefit!

If you know of any Canadian associations interested in offering social purpose education to their members, please [reach out to me](#). I'd be happy to help.

Canada's Growing Purpose Economy Movement

Are you interested in learning more about the growth of the purpose economy in Canada, of which the BC Chamber's education series is a part? I was commissioned to write *[From Profit to Purpose: Architecting the Purpose Economy](#)*, which explores the origins and development of the Canadian Purpose Economy Project. The article highlights how the project is creating a uniquely Canadian model for integrating social purpose into business, with the potential for replication in other countries. [Contact me](#) if you would like to replicate our work in your country.

Communicating with Purpose

There is a growing risk of purpose-washing, where companies claim to have a social purpose but fail to implement it authentically. To address this, I led the creation of [Purpose Disclosure Guidelines](#), published this month. These guidelines provide emerging best practices to ensure that companies are transparent about their purpose commitments. If you're interested, join a free webinar to learn more about these best practices in purpose disclosures and communications. If you're unable to attend, you can still register to receive the recording.

Communicating with Purpose

Free webinar | October 10 12:00 ET

