



United in Sustainability Summit



Maureen Young and Coro Strandberg in conversation on Social Purpose Business, Social Purpose Economy and Social Purpose Credit Unions

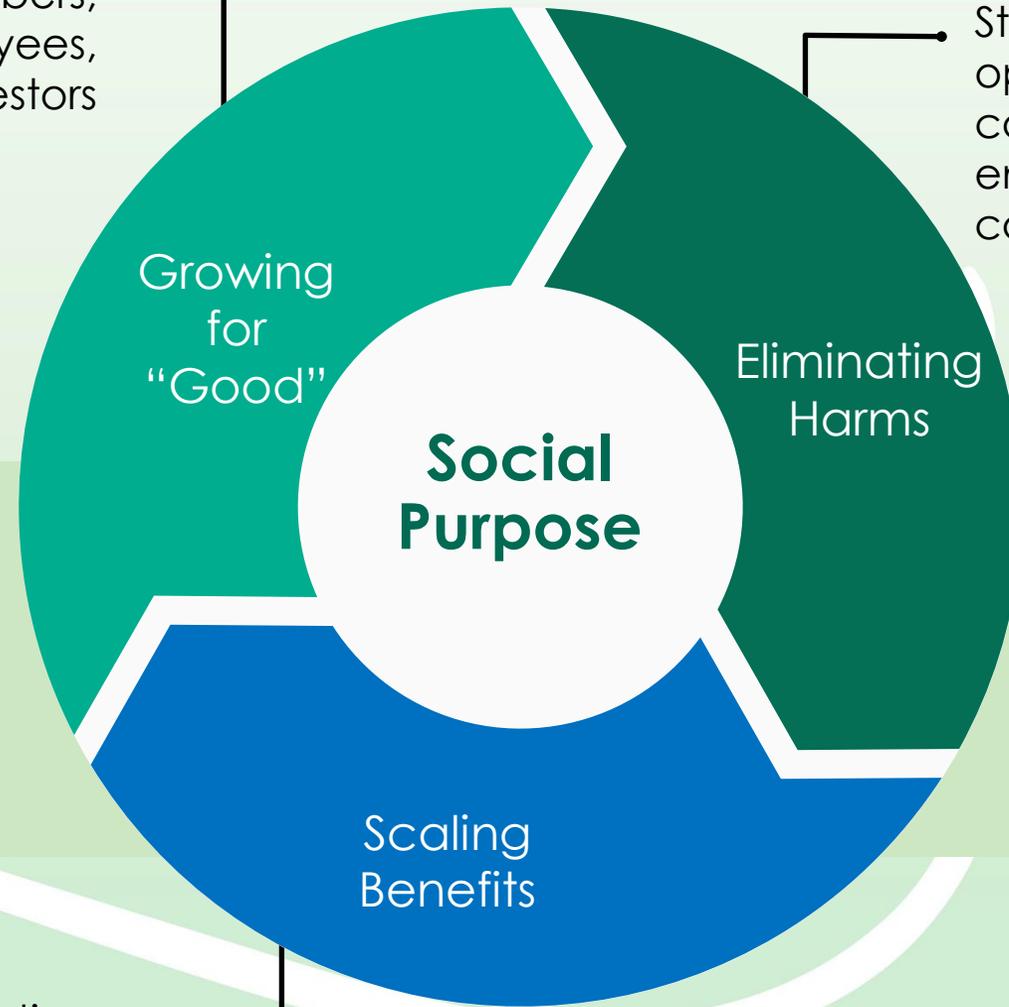
November 30, 2023

Social Purpose Business:

A business whose enduring reason for being is to create a better world

Attracting members, employees, partners & investors

Strengthening operating context & enabling collaboration



Improving innovation, reducing costs & risks



Mission, vision, purpose definitions

Mission:

What your company does

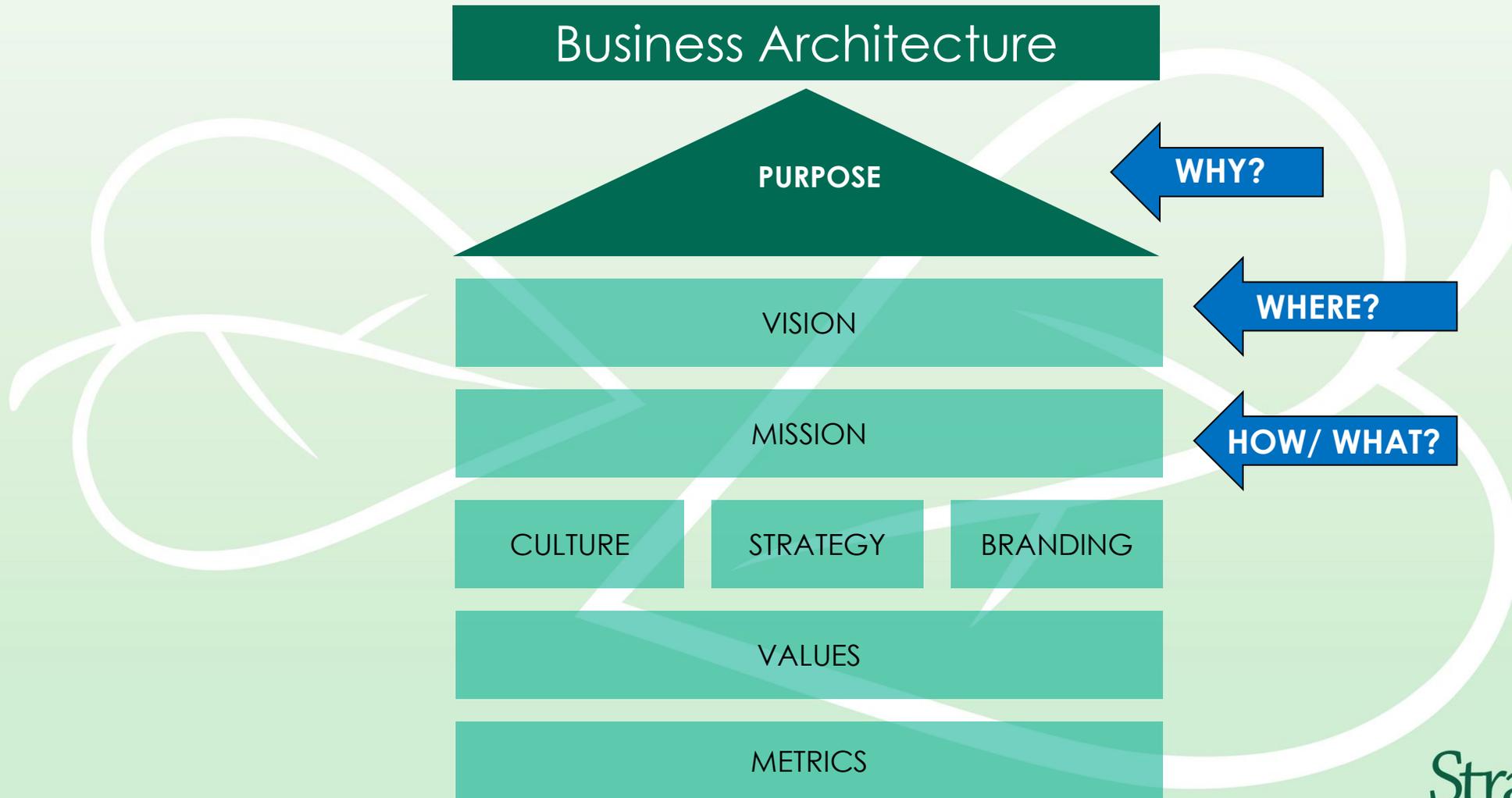
Vision:

Where your company is going

Purpose:

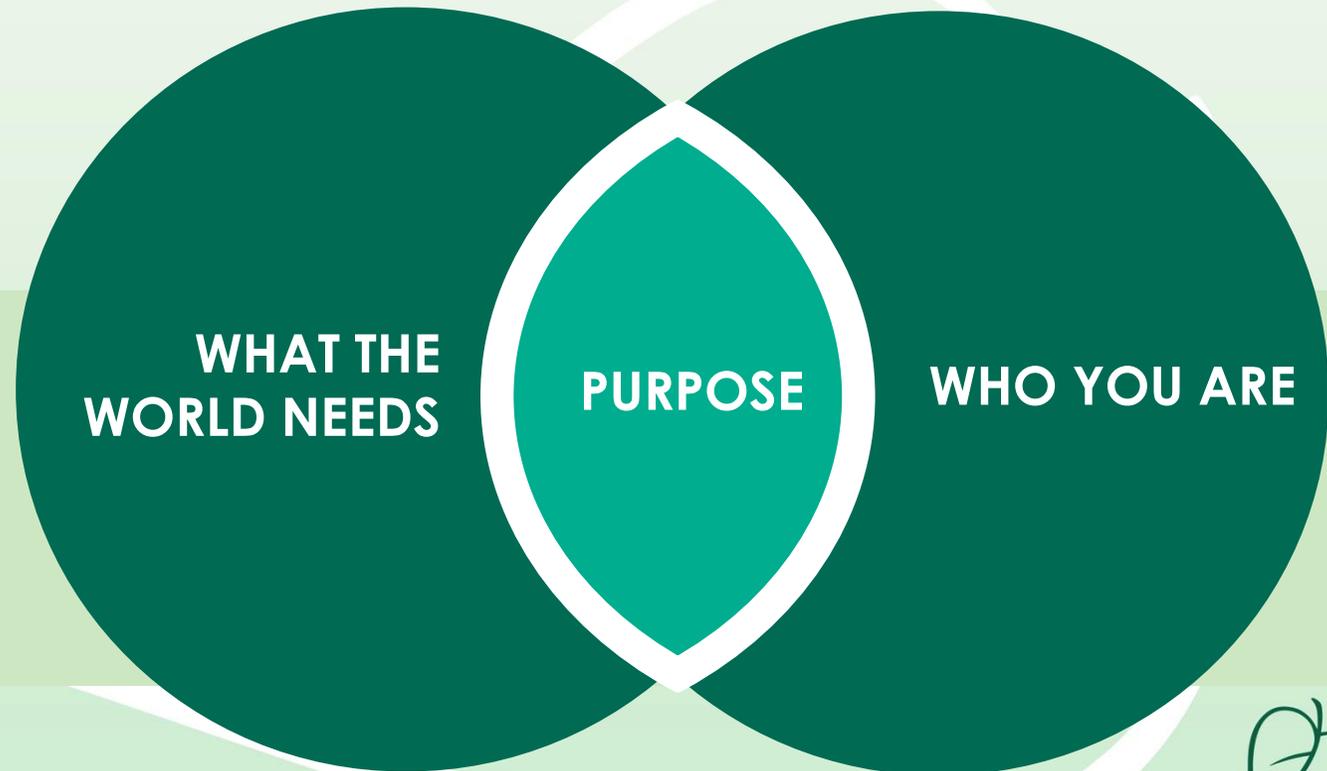
Why your company exists

Purpose Aligns Vision, Culture Strategy



How does an organization uncover its 'Best Fit' Social Purpose?

The intersection between society's needs and who you are creates big, bold opportunities





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	

Social Purpose

Social purpose is unique from other types of corporate purposes, in two distinct ways:

1. It defines a company's reason for being that includes generating value for its members/customers and employees, but **also extends to generate value for society**
2. It harnesses **all the enterprise's capabilities, talents, resources, partnerships and influence** to deliver on its purpose. Purpose doesn't sit on side as a CSR program.

BUSINESS BENEFITS OF SOCIAL PURPOSE

Recruit, Retain and Motivate Employees & Build Employee Brand Advocacy

Attract and Retain Customers & Build Customer Brand Advocacy

Strengthen Third-Party Relationships & Enable Collaboration

Strengthen Operating Context & Increase Trust

Enhance Financial Performance; Increase Access to Capital & Manage Risk

Increase Innovation; Enable Business Transformation & Enhance Resiliency