

What if Alberta is a place with an economy that works for all?

What if we maximize the potential of business models and economic activity to achieve social impact?



Imagine if we....

“Work with a sense of common spirit and spark curiosity”

“Dare to take smaller actions bold enough that some of them will be mistakes”

“Lead the way through fostered thought leadership and creating spaces that people are excited to join”

“Do more and make the most of our ecosystem”

“Make a bigger difference working together to create conditions for more mainstream social enterprise action in Alberta”

“Expand into more communities”

“Give meaningful power to those not entrenched in the status quo”

“Change how we work towards a new equitable future that works for us all”

“Create leverage points for big change”

“Champion and create a more inclusive economy”

“Challenge old mindsets, ecosystems, led by example, and set the standard for the country”

How might we collectively increase the scale and coordination of the social impact of Alberta’s economy?



We can....

“Clarify the roles of AB Seed, organizations, and people in the ecosystem”

“Identify goals and progress indicators and track our collective achievements”

“Focus on and remember the challenges of working in this space”

“Embrace both collective action and diversity of perspective”

“Hold space to deepen relations and transform systems”

“Disagree and move forward together, with what we learn replenishing us and feeding the ecosystem in the future”

AB Seed contributes to improved social *and* economic impact through...

- Working together collaboratively
- Enhancing understanding and collaboration across the ecosystem
- Responding to complex problems with creative solutions
- Building relationships, convening, and facilitation

- Taking Risks
- Experimenting and trying different things
- Engaging in the feedback loop, being informed, and getting information out
- Adding value through capacity builders and those in the ecosystem