



# Daring to Leap

## Global Conversations on ESG and Corporate Purpose

December 3, 2020



THE WALRUS



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## Global Conversations on ESG and Corporate Purpose

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### ONLINE BESPOKE EVENT

Hosted by *The Walrus*  
and the VeriStell Institute

Thursday, December 3, 2020  
9 a.m. to 4 p.m. ET

A global societal shift has been set in motion by the events of 2020. It is redefining the contract between businesses and their communities—from simply “being responsible” to creating real social value.

Our global forum will explore the competitive benefits of “Daring to Leap” and illuminate the complexities, challenges, and opportunities of this new “making society sustainable” journey. We plan to highlight the global brands that are in the midst of making the leap—and to explore their key learnings.

*What is the definition of Corporate Purpose? Is it in your Corporate DNA to help solve a global problem?*

*Does the strategic duo of “ESG and Corporate Purpose” enable a competitive advantage? Why? Can you have one without the other? Is there a new, additional currency at play—and what is the role of trust?*

*Will new market forces push organizations to have a greater desire to add value to society? Do you think a government policy is needed to nudge firms in that direction or can firms get there with no regulatory intervention? (We will have brands profiled from both jurisdictions.)*

*What is the new leadership model for the sustainability frontier? How is the S in ESG different from Corporate Purpose? Can it be measured?*

*Is investor power the real engine behind a governance shift post-2020—and will the rapid shift in capital allocation continue? Will cost of capital or availability of capital be the catalyst for change?*

# Invited Featured Guests

**LAMIA KAMAL-CHAOUI**

Director, Centre for Entrepreneurship,  
SMEs, Regions and Cities, OECD

**GERALD BUTTS**

Vice Chairman, Eurasia Group;  
Former Principal Secretary  
to the Prime Minister of Canada

**DANI REISS**

President and CEO, Canada Goose

**IOANNIS IOANNOU**

Associate Professor of Strategy and  
Entrepreneurship, London Business School

**TONIA RIES**

Global Executive Director,  
Intellectual Property, Edelman

**JO ALEXANDER**

Purpose Engagement Manager, BP

**DUNCAN SINCLAIR**

Chair, Deloitte Canada, Deloitte Chile

**FAITH GOODMAN**

CEO, Goodman Sustainability Group;  
Founder and Board Director, VeriStell Institute

**DEREK PURCHASE**

Board Chairman, VeriStell Institute;  
Chief Development Officer,  
Goodman Sustainability Group

**AMAL CHEVREAU**

Policy Analyst, OECD

**ANDREW CHAKHOYAN**

Founder and CEO, Strategic Narrative Consulting;  
Contributor, World Economic Forum

**ROBERT JENKINS**

Global Head, Research, Lipper, Refinitiv

**PAUL A. ARGENTI**

Professor of Corporate Communication,  
The Tuck School of Business at Dartmouth

**JASON MURRAY**

resident and Managing Partner,  
BIOC Executive Search

**SEAN MALLEN**

Principal, Sean Mallen Communications

**ALEX EDMANS**

Professor of Finance,  
London Business School

**DR. IVAN JOSEPH**

Award-Winning Performance Coach;  
Leadership and Cultural Transformation  
Expert

**DANIELE ZANOTTI**

President and CEO, United Way

**NADIA THEODORE**

Senior Vice President, Global Government  
and Industry Relations, Maple Leaf Foods

**ROBERT WALKER**

Chair, International Corporate Governance Network;  
Former Head, ESG Services, NEI Investments

**CLINT DAVIS**

CEO, Nunasi Corporation

**PETER S. GOODMAN**

European Economics Correspondent,  
The New York Times

**PRASANNA RANGANATHAN**

Senior Lead of Global Diversity  
and Belonging, Shopify

**JASON MITCHELL**

Co-Head, Responsible Investment,  
Man Group

**CHARLES WOOKEY**

CEO, Blueprint for Better Business

**DANIEL TISCH**

President and CEO,  
Argyle Public Relationships

**ANUJ A. SHAH**

Managing Director,  
KKS Advisors

**TAMARA CLOSE**

Founder and Managing Director,  
Close Group Consulting

**RENEE FRIEDMAN**

Former Managing Editor, Thought Leadership,  
Financial Services, EMEA, The Economist  
Intelligence Unit



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### THEMES

1. ESG and Corporate Purpose: The Next Phase of Sustainability
2. Corporate Purpose and Competitiveness
3. Corporate Leadership: Taking a Public Stand
4. What Is the Urgency to Take This Seriously?
5. The Role of Government: Firms That Leap With Government "Nudging" and Firms That Are Leaping Anyway!
6. Investor Power: Who Is Writing the New Rules of Board Governance?
7. No Lip Service: Diversity, Inclusion, Inequality, and the Perils of Ignoring Priority Stakeholder Voices
8. The World Has Changed: Failure to Leap Is Your Biggest Risk

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