

CORPORATE PURPOSE

The CEO & C-Suite Point-of-View



*"It is not because things are difficult that we do not dare,
it is because we do not dare that things are difficult."*

~ Seneca, 64 AD Roman Stoic Philosopher ~



GLOBAL ANNUAL CORPORATE PURPOSE FORUM 2022

December 1st, 2022

8 hour livestream - 9 AM EST

REGISTER NOW:
www.daringtoleap.com

A global shift is redefining the contract between businesses and their communities from simply 'being responsible' to creating real social value.

Societal issues are now Boardroom issues. Addressing this new reality will require action on **Net Zero, ESG & Purpose**. This provides the best chance of success for shareholder and societal value creation.

Having the courage to re-set the purpose of business is the leadership challenge of our time, and crucial to long-term competitive success in the 21st century.
Dare to make the leap!

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GOODMAN™
SUSTAINABILITY
GROUP inc.

THE WALRUS

PROGRAM DETAILS**1. Welcome & Introduction**

9:00 am – 9:18 am (18 minutes)

**Faith Goodman – Event Host**Founder, VeriStell Institute
CEO, Goodman Sustainability Group Inc.**Glen Hodgson**

Chairman, VeriStell Institute

Event Anchor & Moderator:The logo for Sean Mallen Communications is a dark grey rectangle with the text 'SEAN MALLEN' in white, all-caps, serif font on the top line and 'COMMUNICATIONS' in white, all-caps, sans-serif font on the bottom line.**Sean Mallen**Former Global News European Bureau Chief (London UK)
Principal, Sean Mallen Communications**2. Part I: CORPORATE PURPOSE LEADERSHIP****Session One: Creating Shareholder & Societal Value**A leading Investment firm takes on youth homelessness &
unemployment**A Brazil Example of a ‘Corporate Purpose’ Model**

9:18 am – 9:30 am (12 minutes)

Roberto Leuzinger

Partner, Vinci Partners

3. Part II: Morning Sessions

Session Two: Cogeco Inc., Board & C-Suite 'Point of View' Corporate Purpose Leadership

9:30 am – 10:20 am (50 minutes)



Mary-Ann Bell

Board Director, Cogeco Inc.

Marie-Hélène Labrie

Senior Vice President and Chief Public Affairs, Communications & Strategy Officer,
Cogeco Inc.

Event Host & Moderator:

Faith Goodman

Founder, VeriStell Institute
CEO, Goodman Sustainability Group Inc.

Session Three: Keynote with EY Corporate Purpose and the Canada-Wide Corporate Lens Emerging Challenges & Opportunities for Competitiveness Fireside Chat

10:20 am – 11:00 am (40 minutes)



Kent Kaufield

ESG Markets Leader & Chief Sustainability Officer, EY Canada

Event Anchor & Moderator:

Sean Mallen

Former Global News European Bureau Chief (London UK)
Principal, Sean Mallen Communications

Session Four: EY Panel:**‘S’ in ESG, The Competitive Advantage
Emerging Challenges & Opportunities**

11:00 am – 12:00 pm (60 minutes)

**Diversity Equity & Inclusion****[Antoine Mindjimba](#), M.Sc, MBA**

Partner - National Culture and Diversity, Equity & Inclusiveness Lead | Global Diversity, Equity & Inclusiveness Markets Network Leader | Montreal Workforce Advisory Team Lead | People Advisory Services, EY Canada

Supply Chain: Health & Safety**[Rana Labban](#)**

Senior Manager, Environment Health Safety | East & Central Canada EHS Leader, EY Canada

Mental Health and Wellbeing**[Mary Ann Baynton](#)**

CEO, Mary Ann Baynton & Associates Corp.

Event Host & Moderator:**[Faith Goodman](#)**Founder, VeriStell Institute
CEO, Goodman Sustainability Group Inc.**4. Part III: NOON KEYNOTE****Spotlight on Fortis Inc.****Session Five: Fortis, CEO & C-Suite Point of View
Sustainability Leadership with Fortis Inc.**

12:00 pm – 1:00 pm (60 minutes)

**CEO Spotlight:**

David Hutchens

President & CEO, Fortis Inc.

Fortis C-Suite Panel:**Jim Reid**

Executive Vice President, Sustainability and Chief Legal Officer, Fortis Inc.

Susan Gray

President and COO, UNS Energy

Roger Dall'Antonia

President and CEO, FortisBC

Event Anchor & Moderator:**Sean Mallen**

Former Global News European Bureau Chief (London UK)

Principal, Sean Mallen Communications

5. Part IV: Afternoon Sessions**Session Six: BMO & United Way of Greater Toronto,
Corporate Purpose and the Role of NFPs**

1:00 pm – 2:10 pm (70 minutes)

**Part I: BMO Financial Group Corporate Purpose & Sustainability****Jonathan Hackett**

Co-Head, BMO Energy Transition Head, Sustainable Finance

**Part II: United Way of Greater Toronto & BMO, Corporate Purpose & the Role of
NFPs: The GTA multi-stakeholder Corporate Purpose Community Project****Daniele Zanotti**

President & CEO, United Way of Greater Toronto

Jonathan Hackett

Co-Head, BMO Energy Transition Head, Sustainable Finance

Event Host & Moderator:

Faith Goodman

Founder, VeriStell Institute
CEO, Goodman Sustainability Group Inc.

Session Seven: Dundee Precious Metals, The C-Suite Team & Corporate Purpose Global Implementation

2:10 pm – 3:00 pm (50 minutes)

**Kelly Stark-Anderson**

Executive Vice President, Corporate Affairs, General Counsel and Corporate Secretary, Dundee Precious Metals Inc.

Nikolay Hristov

Vice President Sustainability and External Relations, Dundee Precious Metals Inc.

Alex Wilson

Vice President, Human Resources, Dundee Precious Metals Inc.

Event Anchor & Moderator:**Sean Mallen**

Former Global News European Bureau Chief (London UK)
Principal, Sean Mallen Communications

**Session Eight: Fireside Chat with The Walrus
Greenwashing and the Role of Media & Communications**

3:00 pm – 3:35 pm (35 minutes)

**Mihira Lakshman**

Director, The Walrus Lab, The Walrus

Glen Hodgson

Chairman, VeriStell Institute

Event Anchor & Moderator:**Sean Mallen**

Former Global News European Bureau Chief (London UK)
Principal, Sean Mallen Communications

**Session Nine: CEO Spotlight, Lomiko Metals, Exploring the
Branding & Outer-Boundaries of Corporate Purpose Innovations**

3:35 pm – 4:15 pm (40 minutes)

**Belinda Labatte**CEO and Director
Lomiko Metals**Event Host & Moderator:****Faith Goodman**Founder, VeriStell Institute
CEO, Goodman Sustainability Group Inc.**6. Part V: Wrap Up & Closing Remarks****Session Ten: Deloitte,
Energy Transition, Corporate Purpose & The Leadership Mindset
Shift***(The Currency of Trust and the Power of Courage)*

4:15 pm – 4:58 pm (43 minutes)

Deloitte.**Munir Patel**

Partner, Risk Advisory and Internal Audit Leader for Energy & Chemicals, Deloitte

Event Host & Moderator:**Faith Goodman**Founder, VeriStell Institute
CEO, Goodman Sustainability Group Inc.**Session Eleven: VeriStell Institute, Closing Remarks**

4:58 pm – 5:00 pm (2 minutes)

Faith GoodmanFounder & Board Director, VeriStell Institute
CEO, Goodman Sustainability Group Inc.