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Building a better working world

"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 ~

DARING to LEAP

GLOBAL ONLINE FORUM

December 2nd, 2021

REGISTER NOW:

www.daringtoleap.com

THE WALRUS

GOODMAN SUSTAINABILITY GROUP inc.

CORPORATE PURPOSE

A global shift is redefining the contract between businesses and their communities from simply 'being responsible' to creating real social value. The COP 26 discussions further illuminates this urgency.

Societal issues are now Boardroom issues. Addressing this new reality will require action on both **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!

VeriStell Institute™

veristellinstitute.com

C-Suite Courage:
Resetting the "Purpose" of Business

Implementing Net Zero, ESG & Purpose: Challenges & Opportunities

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About the Event:

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 and Corporate Purpose. Doing so provides the best chance of success for creating both **shareholder and societal value**.

Momentum on corporate sustainability has largely been enabled by government regulation, growing investor pressure and frameworks (ESG, legal, accounting etc.). This has generally resulted in the proliferation of "compliance and reporting" frameworks that do not incent bold action and impact. COP 26 has again illuminated this global phenomenon. Change is surely on the horizon.

Real change must come from transparent *leadership intentionality* and bold action. But how?

Having the courage to re-set the purpose of business is the leadership challenge of our time, and crucial to long-term sustainability.

The Daring to Leap global event has been designed to provide a forum for global thought leaders to *present and discuss opposing views* regarding ESG and Purpose. The forum will also showcase those global brands that are daring to make the leap in the face of immense uncertainty and complexity.

Our unstoppable resolve is that we will find a common way forward, in both the developed and developing world, to mainstream corporate sustainability and impact!

Defining and owning your brand purpose is the most critical competitive advantage of our time.

PROGRAM DETAIL:

01. Welcome & Introduction

9:00 am – 9:05 am

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

02. Opening Keynote

9:05 am – 9:25 am

What is Corporate Purpose? Why does it matter? What does it mean for Global Brands?

Jad Shimaly
Chair and Chief Executive Officer, EY Canada
Corporate Purpose Champion

EY GOLD SPONSOR

03. Global Brand Spotlight with Snam

9:25 am – 9:40 am

Snam is a world leader in sustainability (energy & infrastructure). Their bold transparent actions on Net Zero, ESG & Purpose represent a benchmark for performance. In addition, they are leading policy efforts in Italy to enable corporate sustainability and have also led the launching of several initiatives relating to energy systems innovation. The Snam leadership and stakeholder governance model is to be admired.

Salvatore Ricco
SVP, Communications and Marketing, Snam
CEO, Arbolia, MILAN, Italy

04. The Global Perspective & ESG 2.0

9:40 am – 10:00 am

The imperative for corporations to act with boldness has never been greater. Societal issues are now Boardroom issues. This session will illuminate the experiences of global brands making the leap on both shareholder value creation and bold action on the UN Sustainability Development Goals. In addition, Georg Kell will make the case for ESG 2.0 and why now!

Georg Kell
Chairman of the Board at Arabesque Partners

05. Emerging Issues Sessions

2021 saw the further cementing of "**ESG & Purpose**" as corporate business essentials. While this is positive, a deeper analysis sheds light on emerging '**hard truths'** that cannot be ignored. If left untethered, the risk is that corporate momentum could be impeded.

Session One: ESG & Purpose – Levers Enabling Momentum
10:00 am – 10:40 am

What are the most powerful levers to help promote Corporate Purpose-led businesses?

This Panel will examine the views of leading academics and business leaders regarding tools and levers for 'mainstreaming' Corporate Purpose. Since we believe that Net Zero and ESG action will be successful if embedded in Corporate Purpose, then we likely need a wide range of tools to incent action.

What are the merits of considering the cumulative impacts of:

- Investor Activism
- Regulatory frameworks
- Ethics
- Leadership Mindset re-framing
- Accounting Standards

Taken together, will global corporate action happen faster than has been our experience to date?

Moderator & Host :
Charles Wookey
CEO, Blueprint for Better Business
Social Purpose Expert, London UK

Alison Taylor
Executive Director, Ethical Systems
Adjunct Professor, NYU Stern School of Business

Jo Alexander
Corporate Purpose Employee Perspective
Purpose Engagement Manager at bp UK

Session Two: Risk Scenario Planning for Corporate Sustainability

10:40 am – 11:05 am

It has become increasingly clear the old rules no longer apply. Business and civil society will be called upon to work in ways previously foreign to society. As we consider ESG 2.0 and Purpose, this session will unveil lessons learned from the Space and Aviation Industry on extreme risk management of 'unknowns' and what that means for how we 'work' to solve complex societ al issues. In addition, Oxford Professor Morrison will unveil his new corporate research on Leadership Intentionality and the role of the "Corporate Mind". This new thinking sheds surprising light on the levers for success (or the fallacy of a business-as-usual approach).

Moderator:

Derek Purchase
Board Chairman, VeriStell Institute

[Nicholas Bahr]
Global Managing Director Operational Risk, Safety and Resilience, Dupont Sustainable Solutions, UAE, Formerly Led NASA safety & reliability teams, FAA uses his safety model

[Alan Morrison]
Professor of Law and Finance, Said Business School, University of Oxford 2021 Research on the power of corporate intentionality

Session Three: The Case for Corporate Sustainability – Leadership and Strategy

11:05 am – 11:40 am

What is Corporate Purpose, how is it different from ESG and why does all of this matter for the C-Suite?

Blair Sheppard and Marie-Hélène Labrie will each present a unique 2021 perspective on the emerging trends for corporate sustainability (Net Zero, ESG & Purpose). The themes of this session will **uncover principles and hard truths** of this new model for bold corporate action (moving beyond compliance only). The evidence bears close scrutiny: long-term shareholder value creation and societal value creation is indeed achievable. Some global brands have already made the leap and we will hear directly from them.

Moderator & Host:

[Faith Goodman]
Founder & Board Director, VeriStell Institute
CEO, Goodman Sustainability Group Inc.

[Marie-Hélène Labrie]
Senior Vice President and Chief Public Affairs, Communications and Strategy Officer at Cogeco Inc.
Global Brand Executive Leader (*Terra Carta Seal Award Winner)

[Blair Sheppard]
Global Leader, Strategy and Leadership for the PwC network, PwC

Session Four: Purpose and Profit:
11:40 am – 12:00 pm

Creating Shareholder & Societal Value is the new frontier for Sustainability. Professor Edmans will present the imperative for Corporate *Purpose and address some long-standing myths.*

Professor Edmans will provide a current view of the evidence - a post COVID perspective on brands that dared to make the leap. He will also shed light on misconceptions about sustainability and the myths about Milton Friedman & ESG. Prof. Edmans will alsomake the case again (based on the evidence) that long-term shareholder value creation and societal value creation is achievable.

Renowned Author: Grow the Pie: How Great Companies Deliver Both Purpose and Profit

Alex Edmans

Professor of Finance and Academic Director of the Centre for Corporate Governance, London Business School

06. Keynote: Deloitte Chairman's View

12:00 pm – 12:20 pm

Corporate Purpose in an age of societal change

The VeriStell Institute is delighted to welcome Duncan Sinclair back for a second year to shed light on the core elements of Corporate Purpose.

Duncan Sinclair
Chair, Deloitte Canada, Deloitte Chile

07. Afternoon Sessions

Session One : Emerging Views : The Bureau Chief, The Investor Lens & Policy Lens

Enabling vs Labelling : Finding solutions in the face of hard truths

12:20 pm – 1:00 pm ET

This Panel will provide a set of illuminating views that make the case for why society should be willing to tackle hard (inconvenient) truths to find solutions.

*They will also make the case that momentum towards wide-spread global adoption of sustainability is best achieved when all perspectives are duly considered and we consider all the tools available**: Regulatory and incentives/enablers included.***

Moderator:

Harald Walkate

Former Head of ESG, Member of the Executive Committee for Natixis Investment Managers, ESG Advisor, Dutch Founders Fund

Faculty Board – AIF Institute - Center for ESG & Sustainable Investing

Eric Reguly

European Business Bureau Chief, The Globe and Mail, Canada's national newspaper

Nadim Ahmad

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

Session Two: C-Suite Spotlight Interview with TELUS

1:00 pm – 1:20 pm ET

TELUS has a longstanding legacy of Sustainability spanning many decades. TELUS has embraced corporate social purpose as an embedded cornerstone of everything they do and say. Their success in creating shareholder value creation and societal value creation is exemplary. **TELUS is also the winner of multiple global awards including the Terra Carta Seal in 2021.**

Jill Schnarr
Chief Social Innovation and Communications Officer, TELUS

Session Three: Global Brand Spotlight with BMO Financial Group

BMO Purpose Statement:
Boldly grow the Good in Business and Life

Spotlight on BMO Client Focus: BMO is a globally recognized champion of sustainability and is also a purpose-driven brand. BMO's unrelenting focus on enabling the *sustainability journey of their clients and customers is testament to their promise. This session will shed light on BMO's Purpose Statement and what that means for their clients.*
1:20 pm – 1:35 pm ET

Jonathan Hackett
Managing Director, Co-head of Energy Transition & Head of Sustainable Finance, BMO Financial Group

Session Four: CEO Spotlight with Canada Goose

1:35 pm – 1:55 pm ET

Canada Goose has a long-standing exemplary record in corporate sustainability. The brand is globally recognized and they have won several notable awards over the years. Canada Goose has consistently demonstrated innovation in every facet of their business including sustainability - they are at the forefront of this Corporate Purpose movement taking bold and transparent action !

Canada Goose CEO Dani Reiss is a globally recognized sustainability champion.

We are thrilled to welcome Canada Goose CEO Dani Reiss back to our Daring to Leap forum.

Dani Reiss
CEO, Canada Goose

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

Session Five: Perspectives on Addressing the Gaps in ESG

1:55 pm – 2:35 pm ET

This Panel Session will explore three broad areas:

- What are the range of current gaps in ESG?
- Practitioner Views: Investor lens and Corporate Lens
- Emerging Themes for moving forward

Moderator & Host:
Anuj A. Shah
Partner, Head of US, Close Group Consulting
Former Global Head of ESG for KKS, Boston

Desiree Fixler
LSE Ventures Advisory Board Member, The London School of Economics and Political Science; Former Group Sustainability Officer, DWS Group

Ken Pucker
Advisory Director, Berkshire Partners, Senior Lecturer, The Fletcher School at Tufts University

Session Six: A Mining and Metals Point of View

2:35 pm – 3:20 pm ET

The mining & metals sector can enable the road to a low carbon future.

The global Mining and Metals sector has a foundational role to play in a world increasingly reliant on low carbon energy solutions. In addition to the sectors' fundamental contribution to the economy and society, there is an expanding need for certain metals to be used as vital precursors in the electrification supply chain. Given the expanding role of the sector in a 21st century low carbon arena, tangible and transparent performance on the Road to Net Zero, ESG and Purpose will become table stakes. Stand-out performance on Sustainability will be a catalyst for competitiveness and long-term survivability. What will it take for mining and metals companies to get there?

This Panel session will address:

- The Investor Lens – What does the current November 2021 research depict? What is the macro view of the sector and where do you anticipate disruption and opportunity in the near term and long term?

- The Road to Net Zero is a daunting undertaking for this carbon intensive sector. What are the realistic pathways, commitments and timelines? What would be the optimal transparent barometer of progress on Sustainability, in addition to standard disclosures?
- What are the emerging enablers relative to new financial instruments and the legal implications? What role will these innovations play in the race towards sustainability? What are the risk and opportunities for firms?
- The Value of a "Purpose-driven Strategy" - Net Zero and ESG strategies are bound to be compromised unless they are both tethered to "Corporate Purpose". What are the key barriers and opportunities to making this a reality? How do you foresee "Purpose" being embedded?

Moderator & Host:

Kent Kaufield
Managing Partner, ESG Markets and Leader & Chief Sustainability Officer, EY Canada

David Rae
President and Chief Executive Officer, Dundee Precious Metals

Christopher Alam
Partner and Department Head of Real Estate and Financial Services, Toronto Leader, National Lending Practice Group, Gowling WLG

Heidi Du Bois
Global Head of ESG, Edelman

Session Seven: Corporate Purpose & Civil Society Collaboration

Corporations Co-Creating with Not-For-Profits, **The New Reality**

3:20 pm – 3:50 pm ET

One of the new realities of corporate sustainability is the recognition that creating both shareholder value and societal value will come through recalibration of relationships with NFP's and community groups. This means that corporations will take on a **co-create model with NFP's** with joint efforts to find solutions that are efficient, effective and best for the communities they serve. **The principles and frameworks** for these new models have been tested in a unique relationship between **BMO and the United Way of Greater Toronto** – the largest Charity in Canada. We are thrilled to hear about how this works, why it works so well and what we can learn going forward.

For reference and of worthy note, BMO was recently ranked one of the world's most sustainable companies in the world on the Dow Jones Sustainability Indices – one of only five companies in Canada (DJSI) and one of only two North American Banks.

Moderator & Host:

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

Daniele Zanotti
President and CEO, United Way of Greater Toronto

Jonathan Hackett
Managing Director, Co-head of Energy Transition & Head of Sustainable Finance, BMO Financial Group

Session Eight : The evolving opportunity of the "S" in ESG

3:50 pm – 4:20 pm ET

While E-S-G each have equal importance, it is the "S" that has a level of ambiguity that remains challenging for business.

This Panel will address Net Zero, Diversity Equity & Inclusion, Stakeholder Governance and Supply Chain matters – defining the new high-water marks.

Moderator / Introductory Remarks:

Sean Mallen
Event News Anchor, Host of The Social Purpose Exchange, Former Global TV European Bureau Chief

Jason Murray
President and Managing Partner at BIPOC Executive Search

Bruno Bastit
Global Head of Corporate Governance & Sustainable Finance Specialist, S&P Global Ratings
The Investor Lens on measuring and monitoring "S" in ESG

Elizabeth Alves
Vice President Enterprise Strategy & Social Responsibility, Cogeco Inc.
*Cogeco - Terra Carta Seal award winner for 2021

Jimmy Greer
VP ESG Outreach and Research, Moody's ESG Solutions at Moody's Corporation

Session Nine: Emerging Risks – From Local to Global

4:20 pm – 4:30 pm ET

The expanding politicization of issues including regulatory and societal shifts will alter the 'decision making lens' of firms (time-horizon, scope, magnitude). How should firms deal with this emerging ri sk – given the unknowns and uncontrollable factors?

Dr. Renée Friedman
Editor in Chief, EXANTE
Strategic Advisor, VeriStell Institute
Former Financial Services Editor, The Economist Intelligence Unit London UK

Session Ten: Global Brand Spotlight with Pfizer

4:30 pm – 4:45 pm ET

Academic Lens: What are the emerging definitions of Corporate Purpose?
Pfizer CEO: How did Corporate Purpose enable Pfizer to develop life-saving vaccines in record time?

The Daring to Leap forum is thrilled to introduce the Executive Director of The Lewis Institute Cheryl Kiser at Babson College in Massachusetts, USA, **along with a special message from Albert Bourla the Chairman and CEO of Pfizer – on the imperative for Corporate Purpose. We are thrilled to welcome Cheryl, and Albert.**

Albert Bourla
Chairman and CEO, Pfizer (Recorded Message)

Cheryl Kiser
Executive Director, The Lewis Institute at Babson College

08. Wrap-Up & Closing Remarks

4:45 pm – 5:00 pm ET

Bill J. Murphy
Partner and National Leader, Sustainability Services at KPMG Canada

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