Daring to Leap:

Global Conversations on ESG and Corporate Purpose

VeriStell Institute™

THE WALRUS

9:00 am EST (45 mins)	OPENING KEYNOTE	**ESG and Corporate Purpose – New frontier for Sustainability and Competitiveness** **Session Description:** What is the societal impetus for this corporate pivot – the adoption of 'ESG & Corporate Purpose' as a Business Essential? Is there a role for government or global institutions to enable this corporate shift? Can this be accomplished without impeding competitiveness? What does it mean for small-medium and large enterprise across the globe? Does there need to be a global architecture or common framework – to best optimize expeditious market adoption? What are some jurisdictional best practices? How can we avoid market failures? What is the litmus test for Corporate Purpose?
	Host & Moderator:	Gerald Butts Vice Chairman, Eurasia Group; Former Principal Office of the Canadian Prime Minister Bridge to the Future: Final Report From the Task Force For A Resilient Recovery
	Keynote Speakers:	Lamia Kamal-Chaoui Director OECD Center for Entrepreneurship, SMEs, Regions and Cities, OECD

9:45 am EST (45 mins)	PANEL THEME 1	**Corporate Sustainability & Competitiveness** **Session Description:** "ESG & Corporate Purpose" – Business Essentials in perilous times. What is Corporate Purpose and how does it work in concert with ESG? Is there a competitive advantage? Is there stakeholder consensus from Employees, Investors and Consumers? How should firms think about this strategic duo 'ESG and Purpose" – can one exist without the other? How does the role of 'trust' as the new stakeholder currency play into this business essential? What is the evidence that this sustainability frontier will deliver brand longevity and competitiveness?	
	Moderator & Opening Remarks:	Faith Goodman CEO, Goodman Sustainability Group Founder & Director, VeriStell Institute	The Social Purpose Exchange
	Subject Presenter:	Ioannis Ioannou Associate Professor, Strategy & Entrepreneurship, **London Business School UK**	Redefining the Strategy Field in the Age of Sustainability
	Panelists:	Charles Wookey CEO, A Blueprint for Better Business UK	Accountability: A Business Answer to a World in Crisis

VeriStell Institute™

10:30 am EST (45 mins)	PANEL THEME 2 (PART I)	**Corporate Leadership – Taking a Public Stand**

Session Description: Interview with Dani Reiss – CEO Canada Goose

There is a swift re-allocation of both capital and resources currently underway in the global economy. Those organizations who are "first responders" to building stakeholder trust will achieve a lower cost of capital, attract top talent, achieve social media positivity, and gain a stronger competitive advantage.

Do CEO's truly understand the expectations of their stakeholders? Why is time of essence? What is the new leadership model for ESG & Corporate Purpose adoption? (Board and C-Suite). Where do you start? How do you evaluate the risks? Are CEO's ready (and able) to leverage the organization's stakeholder trust into a greater purpose? What are the new skills required of leadership to achieve this?

Host & Moderator:	Gerald Butts Vice Chairman, Eurasia Group; Former Principal Office of the Canadian Prime Minister	Bridge to the Future: Final Report From the Task Force For A Resilient Recovery
Speaker:	Dani Reiss CEO, Canada Goose	Canada Goose Launches Sustainable Impact Strategy and Commits to Carbon Neutrality by 2025

EVENT PROGRAM

December 3, 2020

VeriStell Institute™

11:15 am EST (15 mins)	BREAK	Two pre-recorded interviews
	Interview One:	Professor Paul Argenti Defining the S in ESG - Dartmouth Tuck School of Business Massachusetts
	Interview Two:	Carl Oxholm The New Leadership Model PWC Partner Toronto

VeriStell Institute™

11:30 am EST (45 mins)

PANEL THEME 2 (PART II)

Corporate Leadership – Taking a Public Stand on PURPOSE

Session Description: Integrating Purpose brings benefits, but just talking about Purpose – without action – exposes a company to reputational risk and loss of trust. Declaring sustainability or Purpose is taking a public stand which must be followed through with substantive actions. Purpose drives value in both the short and long term. The pursuit of Purpose must be genuine. What are millennials and GenZ saying about sustainability (ESG & Corporate Purpose)? Why should firms care? What is the academic evidence for PURPOSE and PROFIT? Purpose implies taking a public stand- why?

Moderator: Renée Friedman
Former Managing Editor, Thought Leadership, Financial Services, EMEA
The Economist Intelligence Unit

Sustainability: Moving the conversation forward

Subject Presenters: **Corporate leadership potential:** Paying heed to radically shifting stakeholder views and pivoting Corporate Strategy accordingly.

Tonia Ries
EVP, Edelman, NY

2020 Edelman Trust Barometer

Alex Edmans
Professor of Finance
London Business School

Grow The Pie

12:15 pm EST (30 mins)

LUNCHTIME KEYNOTE

What Is the Urgency To Take This Seriously?

Session Description: Trust is the new currency for Corporations. As firms consider ESG & Corporate Purpose how does **stakeholder trust** fit into shareholder value creation? What did the Deloitte report on Trust unveil? Why do the findings matter for ESG & Corporate Purpose global adoption? What builds and sustains trust? How do you deconstruct the core elements to ensure widespread corporate adoption? The Deloitte Millennial surveys continue to point to significant societal shifts – what does this mean for CEO's and Boards – and the building of stakeholder trust? What is the first step? What happens if we don't take the leap?

15 mins speech, 15 mins Q+A

Keynote Speaker: Duncan Sinclair
Chair, Deloitte Canada and Chile

Corporate Purpose & The Chemistry of Trust: Part 1, 2 & 3

Moderator: Faith Goodman
CEO, Goodman Sustainability Group
Founder & Director, VeriStell Institute

The Social Purpose Exchange

12:45 pm EST (30 mins)	BREAK	**Two pre-recorded Interview videos**	
	Interview 1	Moderator:	Sean Mallen Principal, Sean Mallen Communications An Interview with Mohamad Fakih, CEO Paramount Fine Foods
		Interviewee:	The Power of One Voice: Jo Alexander Purpose Engagement Manager at BP UK BP sets ambition for net zero by 2050, fundamentally changing organization to deliver
	Interview 2	Interviewee:	How Corporate Purpose will positively impact NFP's Daniele Zanotti President & CEO of the United Way of Greater Toronto – the largest United Way in the world Is Doing Good the New Currency?

VeriStell Institute™

1:15 pm EST (45 mins)	PANEL THEME 3	**The Role of Government – Impact on Governance, Actions and Transparency**	
		Session Description: Is government intervention needed to 'nudge' firms into taking meaningful action on sustainability or will some firms take the leap anyway -without government intervention? Which country has done it well? Does government intervention impact the speed of action, transparency and credibility of corporate communications – to provide stakeholders with the facts? Why do many stakeholders believe that the US BRT used their announcement as a branding/PR exercise? What are the emerging lessons learned – for Boards, for government and for the communications/PR sector?	
		Background: In August 2019, the US Business Round Table (BRT) announced the first highly visible commitment on the purpose of a corporation signed by 188 CEO's. Since that event, there has been much evaluation regarding the commitments of those signatories and their resolve to make meaningful and transparent change. **Peter S. Goodman** of the New York Times has written extensively about this.	
	Moderator and Subject Presenter:	Peter S. Goodman European economics correspondent **New York Times**	Big Business Pledged Gentler Capitalism. It's Not Happening in a Pandemic.
	Subject: Raising the Bar - Transparency and Credibility of Corporate Communications:	Dan Tisch CEO, Argyle Public Relationships	Case Study: Ivey Foundation, The Expert Panel on Sustainable Finance Report
	Panelists:	Amal Chevreau Policy Analyst, Social Economy and Innovation Unit Centre for Entrepreneurship, SMEs, Regions and Cities OECD	Discussion of France's three Sustainability legal frameworks – impact on small, medium and large enterprise.
		Clint Davis Partner and Managing Director of Acasta Capital Indigenous (ACI), an Indigenous-owned	Intuit Inc. and Business in the Arctic, Walrus Talks
		Nadia Theodore SVP Global Gov't. MAPLE LEAF FOODS – Canada	Maple Leaf Leadership and Values

2:00 pm EST (45 mins)

PANEL THEME 4

Investor Power: How are investors using capital to orient firms around purpose and improved sustainability performance? (Foundations of ESG Investing and Corporate Bonds)

Session Description: With another year of record flows to ESG funds in 2020, investors are demonstrating that sustainability issues are a major driver of capital allocation decisions. The COVID pandemic has also forced corporations and boards to respond to changing investor and consumer preferences and perceptions. Will capital availability and cost of capital be the ultimate lever to nudge firms to a higher sustainability performance?

Who really has the power to redefine purpose? How will stakeholder capitalism change corporations? What are the new rules for stakeholder governance and what role should investors play? Are investors effectively assessing how Boards are managing these priorities?

Moderator: Anuj Shah
Managing Director
KKS Advisors

Panelists: Robert Walker
Former NEI Head of ESG Investing
Chair International Corporate Global Governance Network UK

Robert Jenkins
Global Head of Research, Refinitiv Wealth Management/Lipper

ESG Funds: What are you actually investing in?

Jason Mitchell
Co-Head of Responsible Investment, **Man Group**

Paul Polman, Co-founder of IMAGINE and former CEO of Unilever, discusses the pandemic, stakeholder capitalism and leadership.

Tamara Close
Founder & Managing Director
Close Group Consulting Inc.

Three Reasons Why Investors Should Double Down on ESG Analysis

VeriStell Institute™

2:45 pm EST (45 mins)

PANEL THEME 5

No lip service: Diversity, inclusion, equity and the perils of ignoring priority stakeholder voices

Session Description: Diversity, inclusion and equity remain a critical risk for firms when they ignore or pay lip service to them. The world is awash in examples of brands who ignored their stakeholder voices – and faced the consequences of reputational and competitiveness degradation. Notwithstanding this reality, firms are not moving fast enough to address systemic concerns. In order to thrive, businesses must take a stand against racism and discrimination in all its forms.

In a post-2020 world, what should the C-suite consider as mandatory action?

Presumably this issue falls into the S for Social of ESG and also Corporate Purpose. Which issues take priority and why? How should firms be held accountable to transparent performance?

Moderator Karen Brown of Bridge Arrow will lead our panellists in this lively discussion of one of the most critical issues of our time.

Moderator Subject Intro:	Karen Brown Founder and Managing Director, Bridge Arrow, LLC	
Context Speech:	Dr. Ivan Joseph TED Talk Top 10 Speaker	TED X: The skill of confidence
Global Brand Perspective – Point of View:	Prasanna Ranganathan Global Diversity & Belonging Lead, Shopify Canada	Shopify Announces Initial $5 Million USD In Investments Through Sustainability Fund
	Jason Murray President and Managing Partner BIPOC Executive Search	
	Angela Misri Digital Director, The Walrus	

3:30 pm EST (30 mins)

KEYNOTE CONFERENCE CLOSING

The World has Changed – Jurisdictions are moving boldly

Session Description: Several jurisdictions have moved courageously to implement sustainability policies. Some countries are leading more boldly and quickly than others. New Zealand has moved to embed ESG and sustainability performance in regulation. The world has been watching the precent setting model unfolding in New Zealand on ESG. Why did New Zealand take this bold stance now? What does this mean for small, medium and large enterprise over the coming decade – challenges/opportunities? What has the response been from the business community and other key stakeholders? Is there a jurisdictional 'competitive advantage? What are some of the lessons learned that New Zealand can share with other countries?

Moderator: Andrew Chakhoyan
Managing Director, **Strategic Narrative Consulting**; Agenda Contributor
World Economic Forum

Is the era of management over?

Speaker: New Zealand TBD Delegate
Official Delegate, New Zealand – ESG Policy Leadership

New Zealand to Become First Country Mandating Climate Risk Reporting From Financials – ESG Today