DARING to LEAP

PROGRAM

June 29, 2021

09.00 – 09.15 EDT	INTRODUCTION

Highlighting the emerging C-Suite challenges driven in large part by shifting societal expectations.

Faith Goodman

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

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NADIM AHMED

DEPUTY DIRECTOR
OECD
Center for Entrepreneurship, SME's, Regions and Cities
Paris, France

09.15 – 10.00 EDT	KEYNOTE: Leadership and Strategy Frameworks

Leadership and Strategy frameworks for Brands – making the leap on ESG & Purpose: highlights from Blair Sheppards' 2020 book ***10 Minutes to Midnight*** and the 6 Paradoxes of Leadership PwC.

Blair H. Sheppard

Global Leader, Strategy and Leadership for the PwC Network
PwC

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10.00– 10.45 EDT	C-SUITE LEADERS: Corporate Purpose & Stakeholder Capitalism

Opening Remarks: Contextual thought leadership – ESG, Stakeholder Capitalism and Purpose (20 mins). What does the research show? Prof. Amelia traces Corporate Purpose back to the early 1900s. What can we learn?

Professor Amelia Miazad

Founding Director & Senior Research Fellow, **Business in Society Institute, Berkeley**, California, USA

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Brand Interview: ESG & Corporate Purpose: How should founders and the C-Suite think and act on ESG & corporate purpose? What are the lessons learned from brands that have **already made the leap?**

Cogeco has more than a 60-year history and dedication to communities – serving customers locally in more than 1000 communities in Canada and the U.S. Cogeco also invests in the social and cultural life of the communities they serve. Cogeco has a 'bond that unites and a bond that is here to stay".

Marie-Hélène Labrie

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

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Faith Goodman (Moderator)

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

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10.45 – 11.15 EDT

PANEL #1: **Transition Risk**: This Panel examines the emerging focus on the "S" in ESG and Corporate Purpose: the challenges "inside" firms and how investors and society view and value from the 'outside'.

Expert Opinion - Spotlight Remarks – A view from inside a corporation: How should we think about "The Future of Work, Diversity and Inclusion"? (10-15 minutes)

Zabeen Hirji

Executive Advisor, Future of Work at Deloitte; Former Chief Human Resources Officer at RBC (Corporate Purpose Co-Creators)

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Panel: The growing focus on the 'S' in ESG and corporate purpose: Why has it become a strategic priority, and how to get it right?

- Diversity & inclusion
- The future of work

In a world awash in competing definitions of corporate purpose and ESG – where should we start?

Spotlight Remarks: The View from outside the firm (Investors & Society) THE FUTURE OF THE 'S' IN ESG – Published Spring 2021 Research KKS Boston.

Tamara Close (Moderator)

Head of ESG Integration at KKS Advisors, Boston
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Emilie Kehl

Senior Associate Sustainability Strategy and ESG at KKS Advisors
Co-Author: Future of "S" in ESG Published Spring 2021
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11.15 – 11.30 EDT

INTERVIEW

Spotlight Remarks: **Mining Sector Opportunities – Sustainability Leadership**

The Mining Sector has historically been lagging on sustainability progress. This however has changed in the recent past – ESG leadership is evident and there are several principles and emerging themes that other sectors can adopt. What can we learn?

Theo Yameogo

Americas' Mining & Metal **Sector Leader, EY**
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Sean Mallen (Moderator)

Principal Sean Mallen Communications
Former Global TV Business News Anchor & London UK Business Bureau Chief
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11.30 – 12.15 EDT

PANEL #2: Measuring “S” in ESG & Corporate Purpose

Faith Goodman (Moderator)

Panel: Assessing corporate purpose and the ‘S’ in ESG

- Can and should ‘S’ and corporate purpose be used as measures for assessing corporate culture and stakeholder satisfaction?
- How can performance on ‘S’ and corporate purpose be measured by investors and other stakeholders?

To avoid the ‘green-wash or woke-wash’ labels, what role does transparency, clarity and timeliness play?

Rahul Ghosh

MD – Research ESG Outreach &,
Moody’s UK ESG Solutions

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Bruno Bastit

Corporate Governance &
Sustainable Investing Specialist,
S&P Global - Madrid

Linked In

Helen Price

Stewardship Manager
Brunel Pension Partnership Limited, UK

Linked In

David G. Frazer

ESG Engagement, Sustainability
Research. Diversity & Inclusion
Sustainalytics/ Morningstar
Canada

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12:15 – 13:00 EDT

PANEL #3: Emerging Trends – Policy, Taxonomy, Competitiveness and the role of Data, Benchmarks and Transparency

Spotlight Remarks – a global view: How should Investors evaluate "S" and Purpose – given the growing ambiguity and lack of Benchmark clarity. What are the emerging themes for 2021 and beyond: Clarity on Standards, Policy & Taxonomy enablers? Reliable and credible data? What is the future? What are the implications?

Leon Saunders Calvert (15 Min Spotlight)

Head of Research & Portfolio Analytics at **London Stock Exchange Group (LSEG), UK**

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Panel: If ESG and corporate purpose anchor the new frontier for sustainability, what is the role of policy and taxonomy? Should firms consider taking a stand – political and moral?

- How does this fit with the wider sustainability agenda?
- What do brands need to do as part of this social and corporate evolution?

Amal Chevreau-OECD

Senior Analyst-Head of Studies Unit, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD-OCDE, France

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A View from OECD: EU/UK/France/ New Zealand – jurisdictional leaders

Liz Dahan

Director, Brunswick Group – ESG, Sustainability & Corporate Purpose Global footprint

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A View from the U.S

Sean Mallen (Moderator)

Principal, Sean Mallen Communications
Former Global TV News Anchor: UK Business Bureau

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13.00 – 13.30 EDT

KEYNOTE: TELUS C-Suite leaders on the power of making the leap on 'ESG & social purpose'

Driving both its culture and brand, two TELUS leaders will discuss their long-standing work on social purpose and the powerful impact on its people, culture, brand and bottom line. With a deep belief that good business and doing good are mutually inclusive, TELUS discusses the evolution of ESG across its organization and the need for businesses to take accountability for the local social, health and well-being of its communities. Evolving from its foundation as a telecommunications company to a world-leading technology company, TELUS has used its social purpose to expand its global reach, using its core business to give back to its communities, bridge social and digital divides, invest in the business ecosystem, and digitally transform the health and agriculture industries.

Sandy McIntosh

Executive Vice-President, People & Culture and Chief Human Resources Officer at TELUS, Toronto, Canada

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Jill Schnarr

Chief Social Innovation and Communications Officer at TELUS, Vancouver, Canada

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Faith Goodman (Moderator)

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

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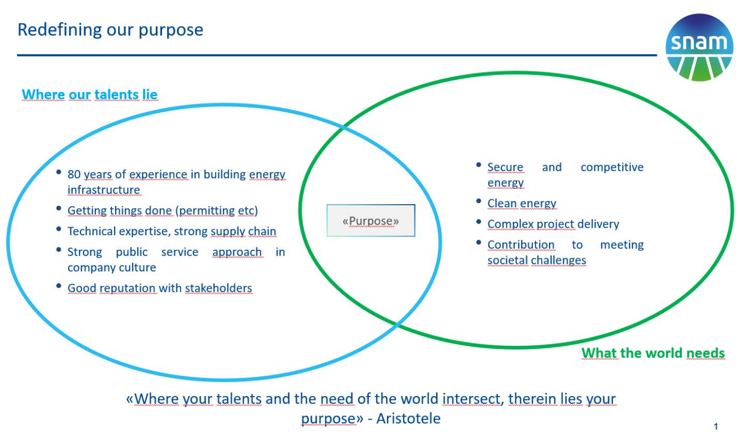
13.30 – 14.00 EDT

C-SUITE LEADERS: Salvatore Ricco, SVP Communications & Marketing at Snam, CEO at Arbolia, Italy

Snam is one of the world's leading energy infrastructure operators and ranks among Italy's largest listed companies by market capitalization. Snam has an impressive Net Zero commitment and is one of only a few in the world to publicly share their PURPOSE PROMISE. Their leadership on ESG and Corporate Purpose stands unique and exemplary.



Salvatore Ricco

SVP Communications & Marketing
At Snam,
CEO at Arbolia
Snam: Milan, Italy

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Faith Goodman (Moderator)

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14.00 - 14.28 EDT

INVESTORS LENS – THE FINAL WORD

Corporations are moving to implement enhanced strategies for “S” in ESG as society demands better performance from firms. The issues are increasingly complex and challenging to measure. The investor community on the other hand remains interested in transparency, timely disclosure, consistency and measurable progress. Both sides are dealing with inherent gaps given the nature of the emerging issues on “S”.

The challenges of the “S” are material however they do not necessarily lend themselves to quantitative analysis: labor practices, relevance and robustness of government and community relations, future of work, employee relations, diversity and inclusion, supply chain sustainability, data and cyber, health and safety, broad categories of social inequality and inequities – all impacting risk and valuations.   The emerging frontier of Corporate Purpose is an additional layer of ambiguity – currently lacking a common standard for measurement.

This discussion will illuminate principles for consideration that can enable progress in the short term. Firms delivering real action and investors evaluating with reliable and timely information.

Michael Kelly

Chief Legal & Corporate Affairs Officer at OMERS, Toronto Canada

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David Rutherford (Moderator)

Vice President, ESG Services, NEI Investments & Lead Board Director at VeriStell Institute

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14.28 - 14.30 EDT

CLOSING REMARKS

David Rutherford

Vice President, ESG Services, NEI Investments
Lead Board Director at VeriStell Institute

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