

WEBINAR SERIES



Canadian
Chamber of
Commerce

Chambre de
Commerce
du Canada



GOODMAN
SUSTAINABILITY
GROUP inc.

NET ZERO and ESG Strategies embedded into “Corporate Purpose”

Societal issues are now boardroom issues. Investors and other stakeholders are increasingly demanding that corporations move forward on Net Zero and ESG. **The COP 26 discussions further illuminate this urgency.** In addition, growing research paints a picture of employees, consumers and other stakeholders aligning only with firms that have a **clear Purpose — beyond a ‘profit only’ model.** In a post COVID world, business as usual is no longer an option. Firms will be under scrutiny to deliver both shareholder value and societal value. **At the heart of the matter is an opportunity:** Corporate Purpose tethered to Net Zero and ESG strategies will provide the best chance of success in a world filled with uncertainty and ambiguity. Defining and owning your Corporate Purpose is the most critical competitive advantage of our time.

This series will explore the emerging themes and we will hear from Canadian and International experts — including brands that have made the leap.

**Join Us in a 3 Part Series
exploring the challenges and
opportunities of this emerging
corporate agenda.**

SERIES I NOVEMBER 18, 2021

What is Corporate Purpose,
how is it different from “S” in
ESG and why does it matter?

SERIES II JANUARY 27, 2022

How should we think about Net
Zero, ESG and Corporate
Purpose as cohesive strategies:
The Investor Lens and
the Societal Lens

SERIES III FEBRUARY 24, 2022

Practical Frameworks for Net
Zero, Corporate Purpose and
“S” in ESG

all sessions, 11:00 am – 12:00 pm ET

[Click here
to register](#)

Invited Speakers**



TONY CAMPOS

Head Sustainable Investment, Amer-
icas, London Stock Exchange Group,
Founding Signatory UN-Backed PRI



SCOTT EVANS

General Manager,
Edelman Toronto



CHARLES WOOKEY

CEO, Blueprint for Better
Business, London, U.K.;
Corporate Purpose Expert



JASON MURRAY

President and
Managing Partner,
BIPOC Executive Search



TAMARA CLOSE

Founder and Managing Director,
Close Group Consulting;
ESG Disclosure Expert



AMAL CHEVREAU

Policy Lead, OECD,
Paris, France



EMILIE KEHL

Senior Associate Sustainability
Strategy and ESG, KKS Advisors



FAITH GOODMAN

CEO, Goodman
Sustainability Group;
Founder VeriStell Institute



ZABEEN HIRJI

Executive Advisor, Future of
Work at Deloitte, Former Chief
Human Resources at RBC



ROBERT WALKER

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



JACQUI FACLIER

Executive Vice President,
General Manager, Viral Nation;
Branding/Social Media Expert



BRUNO BASTIT

Global Head of Corporate
Governance & Sustainable,
S&P Global Ratings



ANDREA PERALES PADRON

ESG Research Analyst,
Aviva Investors, London, UK