

SOCIAL PURPOSE



Goodman
Sustainability
Group



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1. "SOCIAL PURPOSE" – BRANDING AND MARKETING

Organization	Article	Topic	Date
Financial Review	<u>CEO activism: The risks and rewards of speaking out</u>	SP	12/Jan/18
Harvard Business Review	<u>The Virtue Matrix: Calculating the Return on Corporate Responsibility</u>	CSR	Mar/02
	<u>Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility</u>	CSR	Dec/06
	<u>Creating Shared Value</u>	CSR	Jan-Feb/11
	<u>Corporate Sustainability Report: An Innovative Tool for the Greater Good of All</u>	CSR	15/Nov/18
	<u>Competing on Social Purpose</u>	Social Purpose	Sep – Oct/17
The Wall Street Journal	<u>Consumers Believe Brands Can Help Solve Societal Ills</u>	SP	2/Oct/18



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BlackRock	<u>Larry Fink's Annual Letter to CEOs</u>	SP	2018
Barron's	<u>BlackRock's Larry Fink: The New Conscience of Wall Street?</u>	SP	23/Jun/18
	<u>Larry Fink Eyes ESG Legacy</u>	SP	25/Jun/18
	<u>The Value of Virtue</u>	SP	23/Jun/18
Bloomberg	<u>Move Over Millennials, It's Gen Z's Turn to Kill Industries</u>	SP	7/Aug/18



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2. THINK TANKS & CONSULTING FIRMS

Organization	Article	Topic	Date
Deloitte	<u>Innovating for social impact: Five strategies for growth</u>	SP	Feb/16
	<u>Executive Summary: Innovating for social impact</u>	SP	2016
	<u>Social purpose and value creation. The business returns of social impact</u>	SP	2016
	<u>Driving corporate growth through social impact</u>	SP	2015
PWC	<u>Collaboration for Impact</u>	SP	2018
Edelman	<u>CEO Activism</u>	SP	24/Jul/18
	<u>Expectations for CEOs</u>	SP	1/May/18
McKinsey & Company	<u>Making the most of corporate social responsibility</u>	CSR	Dec/09



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Ernst & Young	<u>How does Ernst & Young think about CSR?</u>	SP	7/Oct/13
KPMG	<u>How to report on SDGs: What good looks like and why it matters</u>	SP	Feb/18
Global Reporting Institute (GRI)	<u>Member State Implementation of Directive 2014/95/EU</u>	SP	2017
Steenstrup Stordrange	<u>EU reform of Corporate Social Responsibility reporting</u>	CSR	1/Jan/17
The Conference Board of Canada	<u>Integrating Corporate Responsibility into your Corporate Culture</u>	SP	Nov/16
	<u>Next-Generation Corporate Responsibility and Sustainability Jobs</u>	SP	Mar/17
	<u>Advocacy for Good: Public Policy Advocacy for a Sustainable Future</u>	SP	Jun/18
	<u>Total Impact Valuation: Overview of Current Practices (Expanded Report)</u>	SP	16/Jul/18



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International Institute for Sustainable Development	<u>Progressing National SDGs Implementation</u>	CSR	Mar/18
	<u>Library (various)</u>	CSR	Various
The Boston Consulting Group	<u>The Future of the Corporation</u>	SP	2018
Boston College Center for Corporate Citizenship	<u>Research & News</u>	SP	Various
Mallen Baker	<u>Podcast for Change Makers</u>	SP	Various
	<u>The ambition to sell sustainability</u>	SP	25/Sep/18
World Economic Forum	<u>Forget corporate social responsibility: doing good should be a core part of your business model</u>	SP	02/Aug/16



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	<u>Sustainability is now mission critical for businesses.</u>	SP	24/Sep/18
	<u>Sustainability Policy</u>	SP	13/Jul/15
	<u>Sustainable Development Impact Summit</u>	SP	24/Sep/18
Forbes	<u>Stop Confusing CSR With Purpose</u>	SP	18/Nov/17
	<u>Defining the Social Purpose of Business</u>	SP	14/May/12
FSG	<u>Advancing Strategy: How to lead change in corporate societal engagement</u>	SP	Mar/17
	<u>Evaluating Complexity: Propositions for Improving Practice</u>	SP	Nov/14



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	<u>Being the Change: 12 Ways Foundations Are Transforming Themselves to Transform Their Impact</u>	SP	Apr/18
The Guardian	<u>EU to force large companies to report on environmental and social impacts</u>	CSR	28/Feb/18
Institutional Investors Group on Climate Change (IIGCC)	<u>Various publications</u>	CSR	Various
Ryerson University Institute for the Study of Corporate Social Responsibility	<u>Events, news, research</u>	CSR	Various
3BL Media	<u>The CSR Minute</u>	CSR	20/Nov/17
Rotman School of Management University of Toronto	<u>An Introduction to Sustainability for Board Directors</u>	ESG	10/Jun/18



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London Centre for Corporate Governance and Ethics	<u>CSR-Based Positioning Strategies, National Competitiveness, and the Role of Innovation</u>	CSR	28/Nov/11
Network for Business Sustainability (NBS)	<u>Measuring and Valuing Social Capital</u>	CSR	24/Mar/15
	<u>Two Ways Sustainability Drives Access to Capital</u>	CSR	12/Sep/16
RAND Corporation: Center for Corporate Ethics and Governance	<u>Transforming Compliance</u> <u>Emerging Paradigms for Boards, Management, Compliance Officers, and Government</u>	CSR	2014
Canadian Business for Social Responsibility (CBSR)	<u>Is Your Company Transformational?</u>	SP	2018



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3. INTERNATIONAL (EUROPE/IMF/CANADA/G7-G20)

Organization	Article	Topic	Date
European Commission	<u>EU funded research on CSR</u>	CSR	Various
	<u>Circular Economy</u>	ESG	-
	<u>Non-financial reporting</u>	CSR	-
CSR Europe	<u>CSR Award Scheme</u>	CSR	-
	<u>Collaboration for Impact: Maturity and integration of sustainability in European sector associations</u>	ESG	29/May/18
	<u>Europe 2030: Large stakeholder group agrees on how to implement SDGs!</u>	ESG	17/Oct/18



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UK Government	<p><u>Social enterprise and social innovation: Strategies for the next ten years</u></p>	SP	Nov/07
G7 – 2018 Summit	<p><u>G7 Symposium on Investing in Growth That Works for Everyone</u></p> <p><u>Finance Ministers and Central Bank Governors Reaffirm Importance of Open, and Rules Based Trade; Conclude G7 Meeting on Investing in Growth That Works for Everyone</u></p> <p><u>Abstract: Achieving Growth that Works for Everyone</u></p> <p><u>Abstract: Investing in Growth that Works for Everyone</u></p> <p><u>G7: Innovation and Inclusive Growth</u></p>	CSR	2018
G20 – 2017 Summit	<p><u>Hamburg Update: Taking Forward the G20 Action Plan on the 2030 Agenda for Sustainable Development.</u></p> <p><u>Overview</u></p>	CSR	2017
International Monetary Fund (IMF)	<p><u>From Ambition to Execution: Policies in Support of Sustainable Development Goals</u></p>	ESG	22/Sep/15



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	<u>IMF and the Sustainable Development Goals</u>	ESG	8/Mar/18
	<u>Restoring Ethics to Economics</u>	SP	Mar/18
Government of Canada	<u>Federal Sustainable Development Strategy</u>	CSR	2017
	<u>Canada's Enhanced Corporate Social Responsibility Strategy to Strengthen Canada's Extractive Sector Abroad</u>	CSR	17/Jan/18
	<u>An Implementation Guide for Canadian Business</u>	CSR	10/Aug/15



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4. UNITED NATIONS

Organization	Article	Topic	Date
United Nations	<u>United Nations Global Compact Report Library (SDGs)</u>	ESG	Various
	<u>United Nations Guiding Principles on Business and Human Rights</u>	CSR	16/Jun/11
	<u>UNDP Sustainable Development Goals</u>	ESG	Jan/16
	<u>Making Global Goals Local Business</u>	ESG	2017
	<u>Integrating the Sustainable Development Goals into Corporate Reporting: A Practical Guide</u>	ESG	2018



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International Labour Organization	<u>International Labour Organization Tripartite Declaration of Principles concerning Multinational Enterprises on Social Policy</u>	CSR	17/Mar/17
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5. ISO & OECD

Organization	Article	Topic	Date
ISO	<u>ISO 26000 Guidance Standard on Social Responsibility</u>	ESG	-
	<u>ISO and the International Integrated Reporting Framework briefing summary</u>	ESG	2015
	<u>Social Responsibility Schematic</u>	CSR	2010
The Organization for Economic Co-operation and Development (OECD)	<u>OECD Guidelines for Multinational Enterprises</u>	CSR	2015