

SOCIAL PURPOSE



Goodman
Sustainability
Group



Social Purpose Media Scan of Relevant Third-Party Information

CONTENTS OVERVIEW

Section	
1. Corporate Sustainability & Social Purpose: News & Current Affairs.....	8-16
2. ESG Political Developments.....	17-18
Canada.....	17
USA.....	17-18
3. “Social Purpose”: Research Insights & Business Analysis.....	19-25
4. Global Regulatory Initiatives.....	26-31
Europe.....	26-27
Canada.....	27
United Nations.....	28
International Organizations.....	28-31
5. Environment: Climate Change & Business Risk.....	32-34
6. ESG: Ratings & Measurement.....	35-36



Social Purpose Media Scan of Relevant Third-Party Information

1. CORPORATE SUSTAINABILITY & SOCIAL PURPOSE: News & Current Affairs

Financial Review...	8
The Wall Street Journal...	8
BlackRock...	8
Telus...	8
Barron's...	8
Bloomberg...	10
Harvard Business Review...	10
Forbes...	12
Triple Pundit...	13
Marketing Dive...	13
The Economist...	13
Financial Times...	14
The Globe and Mail...	14
Financial Post...	15
The New York Times...	15
The Guardian...	15
PR Week...	15
Strategy + Business...	15
The Conversation Canada...	16



Social Purpose Media Scan of Relevant Third-Party Information

2. ESG: Political Developments

CANADA

The Leap... 17

The Star... 17

USA

Vox... 17

Boston.com... 17

Brookings... 18

CBC... 18

Forbes... 18

Wall Street Journal... 18

CATO Institute... 18

Elizabeth Warren... 18

3. "SOCIAL PURPOSE": Research, Insights & Business Analysis

The Boston Consulting Group... 19

Boston College Center for Corporate Citizenship... 19

Edelman... 19

BSR... 20

FSG... 20

Deloitte... 20

PWC... 21



Social Purpose Media Scan of Relevant Third-Party Information

McKinsey & Company...	21
Ernst & Young...	22
KPMG...	22
GlobeScan...	22
The Conference Board of Canada...	22
Journal of Cleaner Production...	23
Mallen Baker...	23
Institutional Investors Group on Climate Change...	24
Ryerson University – CSR Institute...	24
Rotman School of Management...	24
London Centre for Corporate Governance and Ethics...	24
Network for Business Sustainability...	24
RAND Corporation...	24
NYU Stern – Centre for Sustainable Business...	25
Ivey Business School...	25
4. GLOBAL REGULATORY INITIATIVES	
EUROPE	
European Commission & EU Funded Research...	26
CSR Europe...	26
UK Government...	27
Global Reporting Initiative (GRI)...	27
Steenstrup Stordrange	27



Social Purpose Media Scan of Relevant Third-Party Information

CANADA	
Government of Canada...	27
UNITED NATIONS	
UN Global Compact...	28
United Nations Human Rights...	28
United Nations Development Programme...	28
INTERNATIONAL ORGANIZATIONS	
G7 – 2018 Summit...	28
G20 – 2017 Summit...	29
International Monetary Fund...	29
International Labour Organization...	30
ISO Framework and Guidance Documents...	30
World Economic Forum...	30
OECD Guidelines for Multinational Enterprises...	31
International Institute for Sustainable Development...	31
5. ENVIRONMENT: Climate Change & Business Risk	
Barron's...	32
BlackRock...	32
EY...	32
State Street Global Advisors...	33
Morgan Stanely...	33
Harvard Business Review...	33



Social Purpose Media Scan of Relevant Third-Party Information

	Boston Consulting Group...	33
	Canadian Scholars...	34
6.	ESG: Ratings & Measurement	
	Medium...	35
	Harvard Law School Forum on Corporate Governance and Financial Regulation...	35
	ICR...	35
	International Institute for Sustainable Development...	35
	Principles for Responsible Investment...	36
	MDPI...	36
	Novethic...	36
	Financial Times...	36
	Sustainability Accounting Standards Board...	36



Social Purpose Media Scan of Relevant Third-Party Information

1. CORPORATE SUSTAINABILITY: News & Current Affairs

Organization	Article	Topic	Date
Financial Review	CEO activism: The risks and rewards of speaking out	Social Purpose	12/Jan/18
The Wall Street Journal	Consumers Believe Brands Can Help Solve Societal Ills	Social Purpose	2/Oct/18
BlackRock	Larry Fink's 2019 Letter to CEOs: Purpose & Profit	Social Purpose	2019
	Larry Fink's 2018 Letter to CEOs: A Sense of Purpose	Social Purpose	2018
Telus	CEO Letter to Investors: Good Business and Doing Good are Mutually Inclusive	Social Purpose	2018
	Telus Social Purpose Initiatives	Social Purpose	2019
Barron's	Amazon's Jeff Bezos and Other CEOs Are Suddenly Roasting Each Other. I Want In.	Social Purpose	15/Apr/19



Social Purpose Media Scan of Relevant Third-Party Information

How the World's Largest Pension Manager Is Trying to Make ESG Investing More Popular	ESG	12/Apr/19
Trump Is Pushing for a Review of How Pensions Use ESG Metrics	ESG	12/Apr/19
Why Mission Drift Can Sometimes Be a Good Thing	Social Purpose	12/Apr/19
The Trouble with Corporate Social Responsibility Reports	CSR	13/Feb/19
A Better Approach to ESG?	ESG	16/Nov/18
"Ethical" Funds Hang in There During Market Jitters	ESG	9/Nov/18
Larry Fink Eyes ESG Legacy	Social Purpose	25/Jun/18
BlackRock's Larry Fink: The New Conscience of Wall Street?	Social Purpose	23/Jun/18



Social Purpose Media Scan of Relevant Third-Party Information

	The Value of Virtue	Social Purpose	23/Jun/18
Bloomberg	Move Over Millennials, It's Gen Z's Turn to Kill Industries	Social Purpose	7/Aug/18
Harvard Business Review	The Investor Revolution	ESG	May-Jun 2019
	The Dual-Purpose Playbook	Social Purpose	Mar-Apr 2019
	Why Many Businesses Are Becoming More Vocal In Support of LGBTQ Rights	Social Purpose	7/Mar/19
	To Get Companies to Take Action on Social Issues, Emphasize Morals, Not the Business Case	Social Purpose	14/Feb/19
	The Backlash to Larry Fink's Letter Shows How Far Business Has to Go on Social Responsibility	Social Purpose	31/Jan/19
	The Era of "Move Fast and Break Things" Is Over	Social Purpose	22/Jan/19



Social Purpose Media Scan of Relevant Third-Party Information

The State of Socially Responsible Investing	CSR	17/Jan/19
How CSR Managers Can Inspire Other Leaders to Act on Sustainability	CSR	10/Jan/19
Corporate Sustainability Report: An Innovative Tool for the Greater Good of All	CSR	15/Nov/18
The Right Way for Companies to Publicize Their Social Responsibility Efforts	Social Purpose	2/Apr/18
Competing on Social Purpose	Social Purpose	Sep – Oct/17
The Comprehensive Business Case for Sustainability	Social Purpose	21/Oct/16
Creating Shared Value	CSR	Jan-Feb/11
Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility	CSR	Dec/06



Social Purpose Media Scan of Relevant Third-Party Information

	The Virtue Matrix: Calculating the Return on Corporate Responsibility	CSR	Mar/02
Forbes	Corporate Social Responsibility, Purpose Brands and Gen-Z	Social Purpose	13/Mar/19
	How To Make Your Corporate Social Responsibility Come From Within	Social Purpose	4/Feb/19
	Corporate Responsibility: What to Expect In 2019	Social Purpose	14/Jan/19
	5 Corporate Social Responsibility Trends For Leaders To Watch In 2019	Social Purpose	3/Jan/19
	The World's Most Reputable Companies For Corporate Responsibility 2018	Social Purpose	11/Oct/18
	New Research Encourages Brands to Weigh In On The Big Social Issues	Social Purpose	6/Jun/18
	Stop Confusing CSR With Purpose	Social Purpose	18/Nov/17



Social Purpose Media Scan of Relevant Third-Party Information

	Defining the Social Purpose of Business	Social Purpose	14/May/12
Triple Pundit	Follow the Money: Sustainability Goes Mainstream	ESG	23/Jan/19
	If 2018 Was the Year of ESG investing, What will 2019 Bring?	ESG	11/Jan/19
	Millenials and Generation Z are Poised to Shake Up the Investment World, Study Finds	Social Purpose	13/Nov/18
Marketing Dive	87% of retailers say taking a stand on social issues is worth the risk, survey finds	Social Purpose	28/Jan/19
	Forrester: CMOs will use societal controversy to spark consumer energy in 2019	Social Purpose	6/Nov/18
The Economist	Sustainability: Moving the conversation forward	CSR/ESG	30/Dec/18
	Working for a purpose: An academic calls for an overhaul of the conventional company	Social Purpose	29/Nov/18



Social Purpose Media Scan of Relevant Third-Party Information

	Does ethical investment withhold capital from those that most need it?	ESG	27/Oct/18
	The EU wants to make finance more environmentally friendly	ESG	22/Mar/18
	Sustainable investment joins the mainstream	ESG	25/Nov/17
Financial Times	Britain risks losing its edge on stewardship	ESG	12/May/19
	‘Green’ funds can fall short of buyers’ expectations	ESG	12/May/19
	Impact investors fail to measure negative outcomes	ESG	12/May/19
	ESG is more than ‘good karma’ and analysis can help pick a winner	ESG	28/Feb/19
The Globe and Mail	Canada’s unprecedented trust gap: Who will build the bridge for a country divided?	Social Purpose	14/Feb/19



Social Purpose Media Scan of Relevant Third-Party Information

	Canadians want CEOs to step up. Will they?	Social Purpose	14/Feb/19
Financial Post	Terence Corcoran: Is corporate social responsibility killing Alberta oil?	CSR	14/Nov/18
The New York Times	World's Biggest Investor Tells C.E.O.s Purpose Is the 'Animating Force' for Profits	Social Purpose	17/Jan/19
	Larry Fink: Social Responsibility Push Is Not a Fad	Social Purpose	1/Nov/18
	Howard Schultz, Starbucks and a History of Corporate Responsibility	Social Purpose	15/Nov/17
The Guardian	EU to force large companies to report on environmental and social impacts	CSR	28/Feb/18
PR Week	'Communications and social purpose is mission-critical for organisations – Edelman's Michelle Hutton	Social Purpose	17/Mar/19
Strategy + Business	Common Purpose: Realigning Business, Economies, and Society	Social Purpose	25/May/17



Social Purpose Media Scan of Relevant Third-Party Information

The Conversation Canada	It's time to train accountants in sustainability	ESG	16/Sep/18
----------------------------	--	-----	-----------



Social Purpose Media Scan of Relevant Third-Party Information

2. ESG: Political Developments

Organization	Article	Topic	Date
CANADA			
Leap	The Leap Manifesto	Social Purpose	-
The Star	Jagmeet Singh's call for fossil fuels ban leapfrogs the Leap Manifesto	Social Purpose	14/May/19
USA			
Vox	The Green New Deal, explained	Social Purpose	30/Mar/19
	Bernie Sanders's most socialist idea yet, explained	Social Purpose	29/May/19
	Elizabeth Warren has a plan to save capitalism	Social Purpose	15/Aug/18
Boston.com	Elizabeth Warren wants to make capitalism great again	Social Purpose	16/Aug/18



Social Purpose Media Scan of Relevant Third-Party Information

Brookings	Sen. Warren's Accountable Capitalism Act rightfully challenges a central tenet of governance theory	Social Purpose	20/Aug/18
CBC	What is the Green New Deal – and why do Americans seem so obsessed with it?	Social Purpose	5/Mar/19
Forbes	Senator Warren's Accountable Capitalism Bill Has Big Problems	Social Purpose	5/Feb/19
Wall Street Journal	Companies Shouldn't Be Accountable Only to Shareholders	Social Purpose	14/Aug/18
	Jailing CEOs to Please the Masses	Social Purpose	21/Apr/19
CATO Institute	Sen. Warren's Confiscatory Corporate Governance Proposals	Social Purpose	17/Aug/18
Elizabeth Warren	Warren Introduces Accountable Capitalism Act	Social Purpose	15/Aug/18



Social Purpose Media Scan of Relevant Third-Party Information

3. "SOCIAL PURPOSE": Research, Insights & Business Analysis

Organization	Article	Topic	Date
The Boston Consulting Group	The Future of the Corporation	Social Purpose	2018
	The Case for Corporate Statesmanship	Social Purpose	1/Mar/18
	The Humanization of the Corporation	Social Purpose	8/Feb/18
Boston College Center for Corporate Citizenship	The Corporate Citizen Spring 2019 Issue 28	Social Purpose	2019
	The Corporate Citizen Winter 2019 Issue 27	Social Purpose	2019
	Research & News	Social Purpose	Various
Edelman	The Symbiotic Rise of ESG and Materiality	ESG	2/May/19
	CEOS and Capitalism	Social Purpose	26/Apr/19
	2019 Edelman Trust Barometer	Social Purpose	2019



Social Purpose Media Scan of Relevant Third-Party Information

	The Middle – Episode 7: Why CEOs Should Talk	Social Purpose	19/Oct/18
	CEO Activism	Social Purpose	24/Jul/18
	Expectations for CEOs	Social Purpose	1/May/18
BSR	State of Sustainable Business 2018	Social Purpose	18/Sep/18
FSG	CSR Strategy Roadmap	CSR	2019
	Being the Change: 12 Ways Foundations Are Transforming Themselves to Transform Their Impact	Social Purpose	Apr/18
	Advancing Strategy: How to lead change in corporate societal engagement	Social Purpose	Mar/17
	Evaluating Complexity: Propositions for Improving Practice	Social Purpose	Nov/14
Deloitte	The Deloitte Global Millennial Survey 2019	Social Purpose	2019
	Introduction: Leading the social enterprise – Reinvent with a human focus	Social Purpose	11/Apr/19



Social Purpose Media Scan of Relevant Third-Party Information

	The rise of the social enterprise	Social Purpose	2018
	Innovating for social impact: Five strategies for growth	Social Purpose	Feb/16
	Executive Summary: Innovating for social impact	Social Purpose	2016
	Social purpose and value creation. The business returns of social impact	Social Purpose	2016
	Driving corporate growth through social impact	Social Purpose	2015
PwC	Mind the gap: the continued divide between investors and corporates on ESG	ESG	Feb/19
	ADAPT: The five urgent global issues	CSR	2018
	Collaboration for Impact	SP	2018
	SDG Reporting Challenge 2018	ESG	2018
McKinsey & Company	Navigating a world of disruption	CSR	Jan/19



Social Purpose Media Scan of Relevant Third-Party Information

	Sustainability's deepening imprint	Social Purpose	Dec/17
	Making the most of corporate social responsibility	CSR	Dec/09
Ernst & Young	How does Ernst & Young think about CSR?	Social Purpose	7/Oct/13
KPMG	How to report on SDGs: What good looks like and why it matters	Social Purpose	Feb/18
	Sustainable Development Goals Industry Matrix	SDG	2015
GlobeScan	From Good Governance to Purpose and Profit	Social Purpose	2019
The Conference Board of Canada	Sustainability Practices: 2018 Edition – Trends in Corporate Sustainability Reporting in North America	CSR	24/Dec/18



Social Purpose Media Scan of Relevant Third-Party Information

	Total Impact Valuation: Overview of Current Practices (Expanded Report)	Social Purpose	16/Jul/18
	Advocacy for Good: Public Policy Advocacy for a Sustainable Future	Social Purpose	Jun/18
	Next-Generation Corporate Responsibility and Sustainability Jobs	Social Purpose	Mar/17
	Integrating Corporate Responsibility into your Corporate Culture	Social Purpose	Nov/16
Journal of Cleaner Production	Managing in turbulent times: The impact of sustainability in management education on current and future business leaders	CSR	10/Feb/19
Mallen Baker	Podcast for Change Makers	Social Purpose	Various
	The ambition to sell sustainability	Social Purpose	25/Sep/18



Social Purpose Media Scan of Relevant Third-Party Information

Institutional Investors Group on Climate Change (IIGCC)	Various publications	CSR	Various
Ryerson University Institute for the Study of Corporate Social Responsibility	Events, news, research	CSR	Various
Rotman School of Management University of Toronto	An Introduction to Sustainability for Board Directors	ESG	10/Jun/18
London Centre for Corporate Governance and Ethics	CSR-Based Positioning Strategies, National Competitiveness, and the Role of Innovation	CSR	28/Nov/11
Network for Business Sustainability (NBS)	Two Ways Sustainability Drives Access to Capital	CSR	12/Sep/16
	Measuring and Valuing Social Capital	CSR	24/Mar/15
RAND Corporation: Center for Corporate Ethics and Governance	Transforming Compliance Emerging Paradigms for Boards, Management, Compliance Officers, and Government	CSR	2014



Social Purpose Media Scan of Relevant Third-Party Information

NYU Stern Center for Sustainable Business	The Sustainability case for the 21st Century Corporation	CSR	Oct/16
Ivey Business School	Corporate Sustainability: What is it and where does it come from?	CSR	Mar-Apr/03



Social Purpose Media Scan of Relevant Third-Party Information

4. GLOBAL REGULATORY INITIATIVES

Organization	Article	Topic	Date
EUROPE			
European Commission	Sustainable finance: Commission's Action Plan for a greener and cleaner economy	ESG	8/Mar/18
	EU funded research on CSR	CSR	Various
	Circular Economy	ESG	-
	Non-financial reporting	CSR	-
CSR Europe	Innovating with Purpose: Perspectives from the SDG 9 Leadership Forum	SDG	16/Apr/19
	From Urgency to Action: Business and the SDGs, CSR Europe White Paper	SDG	2019
	CSR Award Scheme	CSR	-
	Collaboration for Impact: Maturity and integration of sustainability in European sector associations	ESG	29/May/18



Social Purpose Media Scan of Relevant Third-Party Information

	Europe 2030: Large stakeholder group agrees on how to implement SDGs!	ESG	17/Oct/18
UK Government	Social enterprise and social innovation: Strategies for the next ten years	SP	Nov/07
Global Reporting Institute (GRI)	Member State Implementation of Directive 2014/95/EU	Social Purpose	2017
Steenstrup Stordrange	EU reform of Corporate Social Responsibility reporting	CSR	1/Jan/17
CANADA			
Government of Canada	Canada's Enhanced Corporate Social Responsibility Strategy to Strengthen Canada's Extractive Sector Abroad	CSR	17/Jan/18
	Federal Sustainable Development Strategy	CSR	2017
	An Implementation Guide for Canadian Business	CSR	10/Aug/15



Social Purpose Media Scan of Relevant Third-Party Information

UNITED NATIONS			
United Nations	The Sustainable Development Goals Report 2018	ESG	2018
	Integrating the Sustainable Development Goals into Corporate Reporting: A Practical Guide	ESG	2018
	Making Global Goals Local Business	ESG	2017
	UNDP Sustainable Development Goals	ESG	Jan/16
	Guide to Corporate Responsibility	ESG	2015
	United Nations Guiding Principles on Business and Human Rights	CSR	16/Jun/11
	United Nations Global Compact Report Library (SDGs)	ESG	Various
INTERNATIONAL ORGANIZATIONS			
G7 – 2018 Summit	G7 Symposium on Investing in Growth That Works for Everyone	CSR	2018



Social Purpose Media Scan of Relevant Third-Party Information

	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 Abstract: Achieving Growth that Works for Everyone Abstract: Investing in Growth that Works for Everyone G7: Innovation and Inclusive Growth		
G20 – 2017 Summit	Hamburg Update: Taking Forward the G20 Action Plan on the 2030 Agenda for Sustainable Development. Overview	CSR	2017
International Monetary Fund (IMF)	IMF and the Sustainable Development Goals	ESG	8/Mar/18
	Restoring Ethics to Economics	SP	Mar/18
	From Ambition to Execution: Policies in Support of Sustainable Development Goals	ESG	22/Sep/15



Social Purpose Media Scan of Relevant Third-Party Information

International Labour Organization	International Labour Organization Tripartite Declaration of Principles concerning Multinational Enterprises on Social Policy	CSR	17/Mar/17
ISO	ISO 26000 Guidance Standard on Social Responsibility	ESG	-
	ISO and the International Integrated Reporting Framework briefing summary	ESG	2015
	Social Responsibility Schematic	CSR	2010
World Economic Forum	Sustainability is now mission critical for businesses.	Social Purpose	24/Sep/18
	Sustainable Development Impact Summit	Social Purpose	24/Sep/18
	Forget corporate social responsibility: doing good should be a core part of your business model	Social Purpose	02/Aug/16



Social Purpose Media Scan of Relevant Third-Party Information

	Sustainability Policy	Social Purpose	13/Jul/15
The Organization for Economic Co-operation and Development (OECD)	OECD Guidelines for Multinational Enterprises	CSR	2015
International Institute for Sustainable Development	Progressing National SDGs Implementation	CSR	Mar/18
	Library (various)	CSR	Various



Social Purpose Media Scan of Relevant Third-Party Information

5. ENVIRONMENT: Climate Change & Business Risk

Organization	Article	Topic	Date
Barron's	An Exclusive look at the Companies Most Exposed to Climate Change Risk – and What They're Doing About It	ESG	25/Jan/19
	Climate-Change Worries Are Starting to Mount for Companies, Report says	CSR	12/Dec/18
	What the Climate Change Report Means for Investors, According to BlackRock's Brian Deese	CSR	29/Nov/18
BlackRock	The Price of Climate Change: Global Warming's Impact on Portfolios	CSR	Oct/15
EY	Climate change: The investment perspective	CSR	2016



Social Purpose Media Scan of Relevant Third-Party Information

State Street Global Advisors	Climate Risk: From Measuring to Mitigating Greenhouse Gas Emissions	CSR	31/Jan/18
Morgan Stanley	Measuring Impact, by the Numbers	CSR	2/Oct/18
	Sustainable Signals: Asset Owners Embrace Sustainability	CSR	18/Jun/18
Harvard Business Review	Young People Are Leading the Way on Climate Change, and Companies Need to Pay Attention	CSR	26/Mar/19
Boston Consulting Group	The Economic Case for Combating Climate Change	CSR	27/Sep/18



Social Purpose Media Scan of Relevant Third-Party Information

Canadian Scholars	Acting on Climate Change: Solutions from Canadian Scholars	CSR	Mar/15
-------------------	--	-----	--------



Social Purpose Media Scan of Relevant Third-Party Information

6. ESG: Ratings & Measurement

Organization	Article	Topic	Date
Medium	The Curious Case of ESG Ratings	ESG	4/Dec/18
	Common purpose: how organizations bring value to society	Social Purpose	13/Apr/18
Harvard Law School Forum on Corporate Governance and Financial Regulation	Ratings that Don't Rate: The Subjective World of ESG Ratings Agencies	ESG	7/Aug/18
	ESG Reports and Ratings: What They Are, Why They Matter	ESG	27/Jul/17
ICR	Navigating ESG Ratings Agencies	ESG	31/Oct/18
International Institute for Sustainable Development	Investors, Ratings Agencies to Consider ESG Factors in Creditworthiness	ESG	1/Jun/16



Social Purpose Media Scan of Relevant Third-Party Information

Principles for Responsible Investment	What rating agencies are doing on ESG factors	ESG	3/Jul/17
MDPI	Rating the Raters: Evaluating how ESG Rating Agencies Integrate Sustainability Principles	ESG	5/Feb/19
Novethic	Top Rating Agencies Turn to ESG Criteria for Credit Quality	ESG	22/Feb/19
Financial Times	Credit rating agencies turn attention to ESG risk	ESG	22/Feb/19
Sustainability Accounting Standards Board	SASB Materiality Map	ESG	2018