

SOCIAL PURPOSE



Goodman
Sustainability
Group



Goodman Sustainability Group Recommended Reading List

CONTENTS OVERVIEW

| Section | |
|---|---------|
| 1. Corporate Sustainability & Social Purpose: News & Current Affairs..... | 11 – 26 |
| 2. ESG Political Developments..... | 27 – 29 |
| Canada..... | 27 |
| USA..... | 27 – 29 |
| 3. “Social Purpose”: Research Insights & Business Analysis..... | 30 – 41 |
| 4. Global Regulatory Initiatives..... | 42 – 48 |
| Europe..... | 42 |
| Canada..... | 44 |
| United Nations..... | 44 |
| International Organizations..... | 46 |
| 5. Environment: Climate Change & Business Risk..... | 49 – 51 |
| 6. ESG: Ratings & Measurement..... | 52 – 54 |
| 7. Benefit Corporations..... | 55 – 56 |
| 8. Board Risk Management..... | 57 – 58 |



Goodman Sustainability Group Recommended Reading List

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

| | |
|----------------------------|----|
| Business Roundtable... | 11 |
| CNN... | 11 |
| tvo... | 11 |
| CBC... | 11 |
| CNBC... | 11 |
| National Post... | 11 |
| The Washington Post... | 12 |
| The Wall Street Journal... | 13 |
| BlackRock... | 14 |
| Financial Review... | 14 |
| Telus... | 14 |
| Fortune... | 14 |
| Barron's... | 14 |
| Bloomberg... | 16 |
| Harvard Business Review... | 16 |
| Forbes... | 19 |
| TechCrunch... | 20 |
| Triple Pundit... | 20 |
| Marketing Dive... | 21 |
| The Economist... | 21 |
| Financial Times... | 22 |



Goodman Sustainability Group Recommended Reading List

| | |
|-----------------------------|----|
| The Globe and Mail... | 22 |
| Medium... | 23 |
| Newsweek... | 23 |
| AdvisorAnalyst.com... | 23 |
| Financial Post... | 24 |
| The New York Times... | 24 |
| The Guardian... | 24 |
| PR Week... | 25 |
| Strategy + Business... | 25 |
| The Conversation Canada... | 25 |
| Chief Investment Officer... | 25 |
| The Holmes Report... | 25 |
| Business Wire... | 25 |
| BCBusiness... | 25 |
| Ethical Corporation... | 26 |

2. ESG: Political Developments

CANADA

| | |
|------------------|----|
| CBC... | 27 |
| National Post... | 27 |
| Leap... | 27 |
| The Star... | 27 |



Goodman Sustainability Group Recommended Reading List

USA

| | |
|------------------------|----|
| Vox... | 27 |
| Boston.com... | 28 |
| Brookings... | 28 |
| CBC... | 28 |
| Forbes... | 28 |
| Wall Street Journal... | 28 |
| CATO Institute... | 29 |
| Elizabeth Warren... | 29 |
| The New York Times... | 29 |
| The Washington Post... | 29 |

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

| | |
|--|----|
| The Boston Consulting Group... | 30 |
| INSEAD... | 31 |
| Boston College Center for Corporate Citizenship... | 32 |
| Edelman... | 32 |
| BSR... | 33 |
| FSG... | 34 |
| Deloitte... | 34 |
| PWC... | 35 |
| McKinsey & Company... | 35 |
| Ernst & Young... | 36 |



Goodman Sustainability Group Recommended Reading List

| | |
|---|----|
| KPMG... | 36 |
| Bank of Montreal... | 37 |
| GlobeScan... | 37 |
| Imagine Canada... | 37 |
| The Conference Board of Canada... | 37 |
| Association of Corporate Citizenship Professions... | 38 |
| Task Force on Climate-Related Financial Disclosures... | 38 |
| Journal of Cleaner Production... | 38 |
| Mallen Baker... | 39 |
| Institutional Investors Group on Climate Change... | 39 |
| Ryerson University – CSR Institute... | 39 |
| Rotman School of Management... | 39 |
| London Centre for Corporate Governance and Ethics... | 39 |
| Network for Business Sustainability... | 39 |
| RAND Corporation... | 40 |
| NYU Stern – Centre for Sustainable Business... | 40 |
| Ivey Business School... | 40 |
| International Journal of Corporate Social Responsibility... | 40 |
| Futurpreneur Canada... | 40 |
| Bloomberg... | 40 |
| ERM... | 41 |
| United Way... | 41 |
| Lawson Lundell LLP... | 41 |



Goodman Sustainability Group Recommended Reading List

| | | |
|---|--|----|
| | Cone Communications... | 41 |
| 4. GLOBAL REGULATORY INITIATIVES | | |
| EUROPE | | |
| | European Commission & EU Funded Research... | 42 |
| | CSR Europe... | 42 |
| | UK Government... | 43 |
| | Global Reporting Initiative (GRI)... | 43 |
| | Steenstrup Stordrange... | 43 |
| CANADA | | |
| | Government of Canada... | 44 |
| UNITED NATIONS | | |
| | UN Global Compact... | 44 |
| | United Nations Human Rights... | 45 |
| | United Nations Development Programme... | 45 |
| INTERNATIONAL ORGANIZATIONS | | |
| | G7 – 2018 Summit... | 46 |
| | G20 – 2017 Summit... | 46 |
| | International Monetary Fund... | 46 |
| | International Labour Organization... | 47 |
| | ISO Framework and Guidance Documents... | 47 |
| | World Economic Forum... | 47 |
| | OECD Guidelines for Multinational Enterprises... | 48 |



Goodman Sustainability Group Recommended Reading List

International Institute for Sustainable Development... 48

5. ENVIRONMENT: Climate Change & Business Risk

The Economist... 49

The Intercept... 49

The Washington Post... 49

The Guardian.... 49

The Globe & Mail... 49

Scientific American... 50

Canada's National Observer... 50

Barron's... 50

BlackRock... 50

EY... 50

State Street Global Advisors... 51

Morgan Stanely... 51

Harvard Business Review... 51

Boston Consulting Group... 51

Canadian Scholars... 51

6. ESG: Ratings & Measurement

The Globe & Mail... 52

Harvard Business Review... 52



Goodman Sustainability Group Recommended Reading List

| | | |
|----|--|----|
| | McKinsey & Company... | 52 |
| | Medium... | 52 |
| | Harvard Law School Forum on Corporate Governance and Financial Regulation... | 52 |
| | ICR... | 53 |
| | International Institute for Sustainable Development... | 53 |
| | Principles for Responsible Investment... | 53 |
| | MDPI... | 53 |
| | Novethic... | 53 |
| | Financial Times... | 53 |
| | Sustainability Accounting Standards Board... | 54 |
| | Responsible-investor.com... | 54 |
| | Fortune... | 54 |
| 7. | Benefit Corporations | |
| | Miller Thomson... | 55 |
| | Legislative Assembly of British Columbia... | 55 |
| | The Globe and Mail... | 55 |
| | B Lab... | 55 |
| | Conscious Company... | 55 |
| | Benefit Corporation... | 55 |
| | Andrew Weaver, MLA... | 56 |
| | Triple Pundit... | 56 |
| | Lawson Lundell LLP... | 56 |



Goodman Sustainability Group Recommended Reading List

7. Board Risk Management

Harvard Law School Forum on Corporate Governance and Financial Regulation... 57

Deloitte... 57

Chartered Professional Accountants of Canada... 57

Grant Thornton... 57

PwC... 57

Maclean's Magazine... 57

Nous Group... 58

Journal of Applied Corporate Finance... 58

Journal of Public Money & Management... 58

Harvard Business Review... 58

McKinsey & Company... 58



Goodman Sustainability Group Recommended Reading List

1. CORPORATE SUSTAINABILITY: News & Current Affairs

| Organization | Article | Topic | Date |
|---------------------|--|----------------|-----------|
| Business Roundtable | Statement on the Purpose of a Corporation | Social Purpose | 19/Aug/19 |
| | Business Roundtable Redefines the Purpose of a Corporation to Promote 'An Economy That Serves All Americans' | Social Purpose | 19/Aug/19 |
| CNN | A single grievance sent protesters to the streets, but wider discontent has kept them there | Context | 24/Oct/19 |
| tvo | The End of Shareholder Primacy? The Agenda with Steve Paikin | Social Purpose | 19/Sep/19 |
| CBC | U.S. corporate leaders swing left to fix 'frayed' American dream: Don Pittis | Social Purpose | 20/Aug/19 |
| CNBC | Fortune CEO Alan Murray discusses the shift behind the new definition of a corporation | Social Purpose | 19/Aug/19 |
| National Post | The rising cost of 'social licence'? Liberals give away \$40M stake in coal terminal to two First Nations | Social Purpose | 20/Aug/19 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---------------------|--|----------------|-----------|
| The Washington Post | A can't-miss opportunity to make corporations more pro-consumer, A reversal by the Business Roundtable signals that now is the moment to rethink how corporations interact with employees, consumers, communities and the environment. | Social Purpose | 11/Sep/19 |
| | Social responsibility won't save corporate America | Social Purpose | 21/Aug/19 |
| | U.S. business leaders have taken a step to finally renew American social compact | Social Purpose | 20/Aug/19 |
| | Don't trust CEOs who say they don't care about shareholder value anymore | Social Purpose | 20/Aug/19 |
| | Corporate panic about capitalism could be a turning point | Social Purpose | 20/Aug/19 |
| | It's hard to argue against firms looking beyond investors. But let me try. | Social Purpose | 20/Aug/19 |
| | Group of top CEOs says maximizing shareholder profits no longer can be the primary goal of corporations. | Social Purpose | 19/Aug/19 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|-------------------------|--|----------------|-----------|
| The Wall Street Journal | CEOs, Tech Giants Feel the Heat of the 2020 Campaign | Social Purpose | 11/Dec/19 |
| | Bonfire of the Philanthropists: BlackRock's liberal CEO faces political furies he hoped to keep at bay. | Social Purpose | 24/Oct/19 |
| | CEOs for President Warren | Social Purpose | 20/Aug/19 |
| | Notable & Quotable: Milton Friedman on Corporate Responsibility | Social Purpose | 20/Aug/19 |
| | Milton Friedman on CEOs | Social Purpose | 20/Aug/19 |
| | The 'Stakeholder' CEOs: Executives who abandon shareholders won't appease the socialists. | Social Purpose | 19/Aug/19 |
| | Big Business and its 'Stakeholders': Most of the Business Roundtable commits to "deliver value" to people who don't own any shares | Social Purpose | 19/Aug/19 |
| | Consumers Believe Brands Can Help Solve Societal Ills | Social Purpose | 2/Oct/18 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|------------------|---|----------------|-----------|
| 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 |
| Financial Review | CEO activism: The risks and rewards of speaking out | Social Purpose | 12/Jan/18 |
| Telus | Telus Social Purpose Initiatives | Social Purpose | 2019 |
| | CEO Letter to Investors: Good Business and Doing Good are Mutually Inclusive | Social Purpose | 2018 |
| Fortune | Purpose Leads to Performance | Social Purpose | 22/Nov/19 |
| | The Future of Capitalism | Social Purpose | 22/Oct/19 |
| Barron's | Amazon's Jeff Bezos and Other CEOs Are Suddenly Roasting Each Other. I Want In. | Social Purpose | 15/Apr/19 |



Goodman Sustainability Group Recommended Reading List

| | | |
|--|----------------|-----------|
| 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 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|-------------------------|---|----------------|--------------|
| | 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 | Why Are We Here? | Social Purpose | Nov-Dec/19 |
| | Put Purpose at the Core of Your Strategy | Social Purpose | Sep-Oct/19 |
| | Is the Business Roundtable Statement Just Empty Rhetoric? | Social Purpose | 30/Aug/2019 |
| | Business as Usual Will Not save the Planet | CSR | 12/Jun/19 |
| | How Board Members Really Feel About ESG, from Deniers to True Believers | ESG | 19/Apr/19 |
| | The Investor Revolution | ESG | May-Jun 2019 |



Goodman Sustainability Group Recommended Reading List

| | | |
|---|----------------|--------------|
| 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 |
| 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 |



Goodman Sustainability Group Recommended Reading List

| | | |
|---|----------------|--------------|
| <u>Managing 21st-Century Political Risk</u> | Social Purpose | May-Jun/18 |
| <u>The New World of Risk</u> | Social Purpose | May-Jun/18 |
| <u>The Right Way for Companies to Publicize Their Social Responsibility Efforts</u> | Social Purpose | 2/Apr/18 |
| <u>How to Quantify Sustainability's Impact on Your Bottom Line</u> | Social Purpose | 13/Oct/17 |
| <u>Competing on Social Purpose</u> | Social Purpose | Sep – Oct/17 |
| <u>The Comprehensive Business Case for Sustainability</u> | Social Purpose | 21/Oct/16 |
| <u>The Ecosystem of Shared Value</u> | Social Purpose | Oct/16 |
| <u>The Type of Socially Responsible Investments That Make Firms More Profitable</u> | ESG | 14/Apr/15 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--------|--|----------------|------------|
| | Creating Shared Value | CSR | Jan-Feb/11 |
| | Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility | CSR | Dec/06 |
| | 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 |
| | Purpose At Work: The Path To Purposeful Profit with Timberland Sustainability Director, Colleen Vien | Social Purpose | 22/Jan/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 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---------------|---|----------------|-----------|
| | 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 |
| | Is A Social Cause A Necessity For A Brand? | Social Purpose | 25/May/18 |
| | Stop Confusing CSR With Purpose | Social Purpose | 18/Nov/17 |
| | Defining the Social Purpose of Business | Social Purpose | 14/May/12 |
| TechCrunch | Business as the Greatest Platform for Change with Marc Benioff (Salesforce) | Social Purpose | 3/Oct/19 |
| 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 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|----------------|--|----------------|-----------|
| | 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 | Climate change has made ESG a force in investing | ESG | 5/Dec/19 |
| | 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 |
| | 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 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--------------------|--|----------------|-----------|
| | 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 | Daniels partners with charity to create assisted-living apartment in Regent Park | Social Purpose | 10/Dec/19 |
| | Editor’s note: True excellence in Canada’s corporate leaders | Social Purpose | 29/Nov/19 |
| | In the age of Greta, Big Oil blew it by not becoming Big Energy | Context | 11/Oct/19 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--------------------|---|----------------|-----------|
| | Canada's unprecedented trust gap: Who will build the bridge for a country divided? | Social Purpose | 14/Feb/19 |
| | Canadians want CEOs to step up. Will they? | Social Purpose | 14/Feb/19 |
| | When philanthropy's part of the business model, marketing takes care of itself | Social Purpose | 11/May/18 |
| | The Benefit Corporation should become a legitimate business model | CSR | 30/Oct/17 |
| Medium | Agencies of Change: Finding Common Ground for Purpose and Profit | Social Purpose | 29/Jan/19 |
| | Common purpose: how organizations bring value to society | Social Purpose | 13/Apr/18 |
| Newsweek | Business Have Been Practicing Social Responsibility For Decades, But Is That Really A Good Thing? | CSR | 27/Nov/19 |
| AdvisorAnalyst.com | Som Seif: What's in it for investors to invest in ESG/Responsible Funds? | ESG | 6/Nov/18 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--------------------|---|----------------|-----------|
| Financial Post | The inconvenient truth about responsible investing: An FP investigation | ESG | 25/Nov/19 |
| | Terence Corcoran: Is corporate social responsibility killing Alberta oil? | CSR | 14/Nov/18 |
| The New York Times | Marc Benioff: We Need a New Capitalism | Social Purpose | 14/Oct/19 |
| | Amazon Investors Reject Proposals on Climate Change and Facial Recognition | CSR | 22/May/19 |
| | 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 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--------------------------|--|----------------|-----------|
| PR Week | 'Communications and social purpose is mission-critical for organisations – Edelman's Michelle Hutton | Social Purpose | 17/Mar/19 |
| Strategy + Business | A crisis of legitimacy | Social Purpose | 5/Jun/19 |
| | Common Purpose: Realigning Business, Economies, and Society | Social Purpose | 25/May/17 |
| The Conversation Canada | It's time to train accountants in sustainability | ESG | 16/Sep/18 |
| Chief Investment Officer | GPIF's Mizuno Makes Bold AI, ESG Predictions | ESG | 18/Dec/17 |
| The Holmes Report | 2019 Trust Barometer: Employers Emerge As Most Trusted Institution | Social Purpose | 21/Jan/19 |
| Business Wire | New Research: SDG Targets & GRI Indicators Materiality in ESG / Sustainability Reporting Released by G&A Institute | ESG | 12/Dec/18 |
| BCBusiness | How Social Purpose Makes Good Business Sense | Social Purpose | - |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---------------------|--|-----|-----------|
| Ethical Corporation | The disruptors: How B Corp's founders took purposeful business to the next level | CSR | 14/Dec/18 |
|---------------------|--|-----|-----------|



Goodman Sustainability Group Recommended Reading List

2. ESG: Political Developments

| Organization | Article | Topic | Date |
|---------------|---|----------------|-----------|
| CANADA | | | |
| CBC | Big election winner? The carbon tax | ESG | 22/Oct/19 |
| National Post | Significant number of NDP, Green partisans want the carbon tax killed too | ESG | 18/Oct/19 |
| 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 new face of climate activism is young, angry – and effective | Social Purpose | 17/Sep/19 |
| | The Green New Deal, explained | Social Purpose | 30/Mar/19 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---------------------|---|----------------|-----------|
| | 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 |
| 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 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---------------------|---|----------------|-----------|
| 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 |
| The New York Times | Climate Change Takes Center Stage as Biden and Warren Release Plans | Social Purpose | 4/Jun/19 |
| The Washington Post | Joe Biden embraces Green New Deal as he releases climate plan | Social Purpose | 4/Jun/19 |



Goodman Sustainability Group Recommended Reading List

3. “SOCIAL PURPOSE”: Research, Insights & Business Analysis

| Organization | Article | Topic | Date |
|-----------------------------|--|----------------|-----------|
| The Boston Consulting Group | Measure Well-Being to Improve It | Social Purpose | 10/Jul/19 |
| | Getting Uncomfortable on Purpose | Social Purpose | 22/Jan/19 |
| | The Business Opportunity in Solving the World’s Big Problems | Social Purpose | 2018 |
| | The Future of the Corporation | Social Purpose | 2018 |
| | For Corporate Purpose to Matter, You’ve Got to Measure It | Social Purpose | 16/Aug/18 |
| | Institutional Investors Discover the Power of Purpose | Social Purpose | 7/Aug/18 |
| | The Case for Corporate Statesmanship | Social Purpose | 1/Mar/18 |
| | The Humanization of the Corporation | Social Purpose | 8/Feb/18 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--------|--|----------------|-----------|
| | Total Societal Impact: A New Lens for Strategy | Social Purpose | Oct/17 |
| | How Business Leaders Can Rebuild Trust and Renew the Social Contract | Social Purpose | 7/Oct/17 |
| | Designing a Social Business That Benefits the Core | Social Purpose | 7/Jun/17 |
| | Purpose with the Power to Transform Your Organization | Social Purpose | 15/May/17 |
| | The Business of Business is No Longer Just Business | Social Purpose | 2017 |
| | How Big Investors Can Have a Bigger Societal Impact | Social Purpose | 15/Dec/17 |
| | Die Another Day: What Leaders Can Do About the Shrinking Life Expectancy of Corporations | Social Purpose | 2/Dec/15 |
| INSEAD | A Hippocratic Oath for Corporations | Social Purpose | 11/Nov/19 |
| | From Good Intentions to Maximising Your Impact | Social Purpose | 17/Oct/19 |
| | BRT: The Fuzzy Purpose of the Corporation | Social Purpose | 23/Aug/19 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---|--|----------------|-----------|
| | BRT: A New View of Corporations and Capitalism | Social Purpose | 23/Aug/19 |
| | What's Stopping Boards from Taking Action on Sustainability? | Social Purpose | 29/Apr/19 |
| | Big Investors Call for Company Attention to Social Purpose: What Next? | Social Purpose | 23/Feb/18 |
| | Leadership in Corporate Sustainability – European Report 2018 | CSR | 2018 |
| | Identifying Social Norms Makes for Better Business | Social Purpose | 12/Jun/17 |
| 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 | How Brands Can Earn Trust | Social Purpose | 18/Jun/19 |
| | Trust and Brands: The Next Giant Step | Social Purpose | 18/Jun/19 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|-----|--|----------------|-----------|
| | 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 |
| | 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 |
| | The Polarization of Trust – and Its Implications For Business | Social Purpose | 23/Jan/18 |
| BSR | Building the Business of a Better World | CSR | - |
| | A Five-Step Approach to Engaging Investors on Sustainability | ESG | - |
| | Are Companies and Stakeholders Focusing on the Same Sustainability Priorities? | CSR | 1/Oct/18 |
| | State of Sustainable Business 2018 | Social Purpose | 18/Sep/18 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|----------|---|----------------|-----------|
| | Redefining Sustainable Business: Management for a Rapidly Changing World | Social Purpose | Jan/18 |
| | BSR and the State of CSR: What We Mean When We Say 'CSR' | CSR | 5/Feb/13 |
| FSG | Companies that Lead With Authentic, Ambitious Purpose Can Capture Value From Six Sources | Social Purpose | 24/Jul/19 |
| | 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 |
| | Opportunities and challenges in a dynamic environment: Global perspectives for Canadian private companies | Social Purpose | 2019 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--------------------|--|----------------|--------|
| | 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 | How purpose-led missions can help Europe innovate at scale | Social Purpose | Dec/19 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---------------|--|----------------|----------|
| | Five ways that ESG creates value | ESG | Nov/19 |
| | Inequality: A persisting challenge and its implications | Social Purpose | Jun/19 |
| | Navigating a world of disruption | CSR | Jan/19 |
| | Catalyzing the growth of the impact economy | Social Purpose | Nov/18 |
| | Value and resilience through better risk management. | | Sep/18 |
| | 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 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--------------------------------|--|----------------|-----------|
| | Sustainable Development Goals Industry Matrix | SDG | 2015 |
| | Sustainable Insight: The essentials of materiality assessment | Social Purpose | 2014 |
| Bank of Montreal | Generation Why! Take notice of millennials – they’re devoted, educated, and focused to succeed. | Social Purpose | Jul/17 |
| GlobeScan | The 2019 Sustainability Leaders Survey | CSR | 2019 |
| | From Good Governance to Purpose and Profit | Social Purpose | 2019 |
| Imagine Canada | Profit, Purpose and Talent: Trends and Motivations in Corporate Giving & Volunteering | Social Purpose | Nov/19 |
| The Conference Board of Canada | Sustainability Practices: 2018 Edition – Trends in Corporate Sustainability Reporting in North America | CSR | 24/Dec/18 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---|--|----------------|-----------|
| | 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 |
| Association of Corporate Citizenship Professions | Corporate Social Responsibility: A Brief History | CSR | - |
| Task Force on Climate – Related Financial Disclosures | Second TCFD Status Report Publication | CSR | 5/Jun/19 |
| 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 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--|--|----------------|-----------|
| Mallen Baker | Podcast for Change Makers | Social Purpose | Various |
| | The ambition to sell sustainability | Social Purpose | 25/Sep/18 |
| 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 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--|---|----------------|------------|
| | 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 |
| 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 |
| International Journal of Corporate Social Responsibility | A literature review of the history and evolution of corporate social responsibility | CSR | 2019 |
| Futurpreneur Canada | What is Social Purpose Business? | Social Purpose | 2019 |
| Bloomberg | The Sustainability Imperative: Business and Investor Outlook | CSR | 2018 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---------------------------|---|----------------|-----------|
| ERM | Materiality Assessments: Update on Industry Practices and Conforming with the GRI Standards | Social Purpose | 2017 |
| United Way Lower Mainland | The purpose of change | Social Purpose | 7/Nov/17 |
| Lawson Lundell LLP | The New Corporate Governance: Corporate Purpose and Corporate Leadership | Social Purpose | 15/Feb/19 |
| Cone Communications | 2017 Cone Gen Z CSR Study: How to Speak Z | Social Purpose | 2017 |



Goodman Sustainability Group Recommended Reading List

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 |
| | Corporate Social Responsibility: Recommendations to the European Commission by the subgroup "Corporate Social Responsibility" of the Multi-Stakeholder Platform on the Implementation of the Sustainable Development Goals in the EU | CSR | - |
| | Circular Economy | ESG | - |
| | Non-financial reporting | CSR | - |
| | Sustainable Finance Directory | ESG | Various |
| CSR Europe | Innovating with Purpose: Perspectives from the SDG 9 Leadership Forum | SDG | 16/Apr/19 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|-----------------------------------|--|----------------|-----------|
| | 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 |
| | 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 Initiative (GRI) | Member State Implementation of Directive 2014/95/EU | Social Purpose | 2017 |
| | G4 Sustainability Reporting Guidelines: Reporting Principles and Standard Disclosures | CSR | 2013 |
| Steenstrup Stordrange | EU reform of Corporate Social Responsibility reporting | CSR | 1/Jan/17 |



Goodman Sustainability Group Recommended Reading List

| 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 |
| UNITED NATIONS | | | |
| United Nations | Inquiry into the Design of a Sustainable Financial System | CSR | various |
| | Making Waves: Aligning the Financial System with Sustainable Development | CSR | Apr/18 |
| | Shifting Gears: How the world's leading financial centres are entering a new phase of strategic action on green and sustainable finance | | Mar/19 |
| | Sustainable Finance Progress Report | | Mar/19 |



Goodman Sustainability Group Recommended Reading List

| | | |
|---|-----|------------|
| Digital Finance and Citizen Action | | Feb/19 |
| 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 |
| Report of the World Commission on Environment and Development – Our Common Future | | 4/Aug/1987 |



Goodman Sustainability Group Recommended Reading List

| INTERNATIONAL ORGANIZATIONS | | | |
|-----------------------------------|---|-----|----------|
| G7 – 2018 Summit | G7 Symposium on Investing in Growth That Works for Everyone | CSR | 2018 |
| | 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. | CSR | 2017 |
| | Overview | | |
| International Monetary Fund (IMF) | IMF and the Sustainable Development Goals | ESG | 8/Mar/18 |
| | Restoring Ethics to Economics | SP | Mar/18 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|-----------------------------------|--|----------------|-----------|
| | From Ambition to Execution: Policies in Support of Sustainable Development Goals | ESG | 22/Sep/15 |
| 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 | Policy Pathways for the New Economy | CSR | 3/Nov/19 |
| | Sustainability is now mission critical for businesses. | Social Purpose | 24/Sep/18 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---|---|----------------|-----------|
| | 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 |
| | Purpose or profit: which would give you more job satisfaction? | Social Purpose | 28/Jul/16 |
| | Sustainability Policy | Social Purpose | 13/Jul/15 |
| The Organization for Economic Co-operation and Development (OECD) | Annual Report on the OECD Guidelines for Multinational Enterprises 2018 | CSR | 2019 |
| | OECD Guidelines for Multinational Enterprises | CSR | 2015 |
| International Institute for Sustainable Development | Progressing National SDGs Implementation | CSR | Mar/18 |
| | Library (various) | CSR | Various |



Goodman Sustainability Group Recommended Reading List

5. ENVIRONMENT: Climate Change & Business Risk

| Organization | Article | Topic | Date |
|---------------------|--|----------------|-----------|
| The Economist | The rights and wrongs of central-bank greenery | Context | 12/Dec/19 |
| The Intercept | Bill McKibben On How Climate Crises and New Technologies Will Change What It Means To Be Human | Context | 19/Oct/19 |
| The Washington Post | Reframing climate change as a story of human evolutionary success | Social Purpose | 15/Oct/19 |
| The Guardian | ‘Greenwashing’: fossil fuel execs to hold invite-only forum at UN climate summit | Context | 18/Sep/19 |
| The Globe and Mail | Is the high-priced game of zero vehicle emissions worth it? | Context | 14/Oct/19 |
| | Canada’s oil sands producers race to cut carbon footprint | Context | 23/Aug/19 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|----------------------------|--|---------|-----------|
| Scientific American | Carbon Pricing Is Not a Fix for Climate Change | Context | 16/Aug/19 |
| Canada's National Observer | Six places where carbon pricing is working | Context | 22/Jul/19 |
| 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 |



Goodman Sustainability Group Recommended Reading List

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



Goodman Sustainability Group Recommended Reading List

6. ESG: Ratings & Measurement

| Organization | Article | Topic | Date |
|---|---|-------|------------|
| The Globe and Mail | The truth about whether you can really make market-beating returns by investing ethically | ESG | 15/Nov/19 |
| Harvard Business Review | The Tyranny of Numbers | ESG | Sep-Oct/19 |
| | Don't Let Metrics Undermine Your Business | ESG | Sep-Oct/19 |
| McKinsey & Company | More than values: The value-based sustainability reporting that investors want | ESG | Jul/19 |
| Medium | The Curious Case of ESG Ratings | ESG | 4/Dec/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 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---|---|-----|-----------|
| | 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 |
| 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 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|---|--|-----|-----------|
| Sustainability Accounting Standards Board | SASB Materiality Map | ESG | 2018 |
| Responsible-investor.com | EU Action Plan Articles | ESG | Various |
| Fortune | How to Measure Stakeholder Returns | ESG | 12/Nov/19 |



Goodman Sustainability Group Recommended Reading List

7. Benefit Corporations

| Organization | Article | Topic | Date |
|--|--|----------------------|-----------|
| Miller Thomson | B.C. Benefit Corporation Update | CSR | 16/May/19 |
| | B.C. Considers Benefit Corporation | CSR | 21/Jun/18 |
| Legislative Assembly of British Columbia | Bill No. 24 Business Corporations Amendment Act, 2019 – receives Royal Assent May 16, 2019 | CSR / Social Purpose | 16/May/19 |
| The Globe and Mail | The benefits of benefit corporations | CSR | 15/May/19 |
| B Lab | Benefit Corporation 101 | CSR | - |
| Conscious Company | What's the difference between a B Corp and a Benefit Corporation | CSR | 4/Apr/15 |
| Benefit Corporation | Benefit Corporations & Certified B Corps | CSR | 2019 |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--------------------|--|-----|-----------|
| Andrew Weaver, MLA | Introducing a bill to enable BC companies to be incorporated as benefit corporations | CSR | 14/May/18 |
| Triple Pundit | Third Party Standards for Benefit Corporations | CSR | 6/Mar/12 |
| Lawson Lundell LLP | To B or Not to B: Benefit Companies Arrive in Canada | CSR | 19/Jun/19 |



Goodman Sustainability Group Recommended Reading List

8. Board Risk Management

| Organization | Article | Topic | Date |
|---|--|------------|-----------|
| Harvard Law School Forum on Corporate Governance and Financial Regulation | Thoughts for Boards of Directors in 2020 | Governance | 10/Dec/19 |
| Deloitte | The Effective Not-for-Profit Board: A value-driving force | Governance | 2013 |
| Chartered Professional Accountants of Canada | 20 questions not-for-profit board directors should ask about overseeing management of risk | Governance | 2009 |
| Grant Thornton | 5 steps to effectively manage third-party risk | Governance | 19/Jul/18 |
| PwC | Not-for-Profits: Developing effective corporate partnerships | Governance | 2018 |
| Maclean's Magazine | Book Review: With Charity for All: Why Charities are Failing and a Better Way to Give | Governance | |



Goodman Sustainability Group Recommended Reading List

| | | | |
|--|---|------------|-----------|
| Nous Group | Managing change in the not-for-profit sector: don't accept second best | Governance | Dec/16 |
| Journal of Applied Corporate Finance | A Framework for Risk Management | Governance | 1994 |
| Journal of Public Money and Management | New development: Integrating risk management in management control lessons for public sector managers | Governance | |
| The Journal of Risk & Insurance | Enterprise Risk Management and the Cost of Capital | Governance | 26/Sep/16 |
| Harvard Business Review | A Better Way of Managing Major Risks: Strategic Risk Management | Governance | |
| McKinsey & Company | Building board-management dynamics to withstand a crisis: Addressing the fault lines | Governance | Sep/2019 |
| | Transforming risk efficiency and effectiveness | Governance | Apr/19 |
| | The neglected art of risk detection | Governance | Nov/17 |
| | The Board Perspective | Governance | Mar/18 |