

SOCIAL PURPOSE



Goodman
Sustainability
Group



Goodman Sustainability Group Recommended Reading List

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Harvard Business Review... 55

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1. CORPORATE SUSTAINABILITY: News & Current Affairs

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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
	The End of Shareholder Primacy? The Agenda with Steve Paikin	Social Purpose	19/Sep/19
tvo	U.S. corporate leaders swing left to fix 'frayed' American dream: Don Pittis	Social Purpose	20/Aug/19
CBC	Davos elite back corporate social responsibility, but 'their words are bigger than their actions'	Social Purpose	18/Jan/20
CNBC	Fortune CEO Alan Murray discusses the shift behind the new definition of a corporation	Social Purpose	19/Aug/19
	Marni Soupcoff: Let's Talk – about that terrible master's thesis slamming Bell's good deeds	Social Purpose	31/Jan/20
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



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	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
The Washington Post	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
	Employees Speak Out – Against Their CEOs	Social Purpose	1/Feb/20
The Wall Street Journal	Capitalism Draws Fire, Despite Strong Global Economy	Social Purpose	19/Jan/20
	Larry Fink's Latest Sermon	Social Purpose	17/Jan/20



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	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
	Social-Justice Warriors Won't Listen, but You Should	Social Purpose	11/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
	Larry Fink's 2020 Letter to CEOs: A Fundamental Reshaping of Finance	Social Purpose	2020
BlackRock	Larry Fink's 2019 Letter to CEOs: Purpose & Profit	Social Purpose	2019



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	Larry Fink's 2018 Letter to CEOs: A Sense of Purpose	Social Purpose	2018
	CEO activism: The risks and rewards of speaking out	Social Purpose	12/Jan/18
Financial Review	Telus Social Purpose Initiatives	Social Purpose	2019
Telus	CEO Letter to Investors: Good Business and Doing Good are Mutually Inclusive	Social Purpose	2018
	Davos 2020: What Mattered	Social Purpose	27/Jan/20
McKinsey & Company	25 ideas that will shape the 2020s	Social Purpose	19/Dec/19
Fortune	Purpose Leads to Performance	Social Purpose	22/Nov/19
	The Future of Capitalism	Social Purpose	22/Oct/19
	America's CEOs Seek a New Purpose for the Corporation	Social Purpose	19/Aug/19
	Davos 2020: The race for global scale	Context	26/Jan/20
RBC	Amazon's Jeff Bezos and Other CEOs Are Suddenly Roasting Each Other. I Want In.	Social Purpose	15/Apr/19
Barron's	How the World's Largest Pension Manager Is Trying to Make ESG Investing More Popular	ESG	12/Apr/19



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	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
	The Value of Virtue	Social Purpose	23/Jun/18
	Move Over Millennials, It’s Gen Z’s Turn to Kill Industries	Social Purpose	7/Aug/18
Bloomberg	Why Are We Here?	Social Purpose	Nov-Dec/19
Harvard Business Review	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



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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
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
Managing 21st-Century Political Risk	Social Purpose	May-Jun/18



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	The New World of Risk	Social Purpose	May-Jun/18
	The Right Way for Companies to Publicize Their Social Responsibility Efforts	Social Purpose	2/Apr/18
	How to Quantify Sustainability's Impact on Your Bottom Line	Social Purpose	13/Oct/17
	Competing on Social Purpose	Social Purpose	Sep – Oct/17
	The Comprehensive Business Case for Sustainability	Social Purpose	21/Oct/16
	The Ecosystem of Shared Value	Social Purpose	Oct/16
	The Type of Socially Responsible Investments That Make Firms More Profitable	ESG	14/Apr/15
	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	Are You Leveraging Connection And Progress To Become A Go-To-Brand Like Amazon, Harley-Davidson And Southwest?	Social Purpose	11/Mar/20



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The Power of Purpose: The Business Case For Purpose (All The Data You Were Looking For Pt 1)	Social Purpose	7/Mar/20
The Power of Purpose: The Business Case For Purpose (All The Data You Were Looking For Pt 2)	Social Purpose	7/Mar/20
Purpose At Work: Why BlackRock's CEO's Letter Is A Wake-Up Call to All Brands	Social Purpose	17/Jan/20
Corporate Social Responsibility, Purpose Brands and Gen-Z	Social Purpose	13/Mar/19
The Power of Purpose: The 7 Elements Of A Great Purpose Statement (Part 1)	Social Purpose	18/Feb/20
The Power of Purpose: The 7 Elements Of A Great Purpose Statement (Part 2)	Social Purpose	18/Feb/20
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
Corporate Responsibility: What To Expect in 2020	Social Purpose	9/Jan/20



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	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
	The Remarkable Rise Of ESG	ESG	11/Jul/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
	Business as the Greatest Platform for Change with Marc Benioff (Salesforce)	Social Purpose	3/Oct/19
TechCrunch	It's the End of CSR as We Know It, and I Feel Fine	Social Purpose	20/Jan/20
Triple Pundit	Discover the New Purpose of Business: Social Responsibility	Social Purpose	16/Jan 20
	Who Are the Millennials Driving Sustainable Growth?	Social Purpose	16/Jan/20
	How Brands Communicated Purpose in 2019	Social Purpose	01/Jan/20



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	CVS Quite Cigarettes to Americans Would Too – And It Worked	Social Purpose	28/May/19
	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
	Brand Activism: Turning Your Purpose Into Action	Social Purpose	8/Mar/19
Entrepreneur	Nonprofits and consumer brands borrow from each other’s playbook to engage millennials	Social Purpose	3/Mar/20
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
	Climate change has made ESG a force in investing	ESG	5/Dec/19
The Economist	What companies are for	Social Purpose	22/Aug/19
	Big business is beginning to accept broader social responsibilities	Social Purpose	22/Aug/19



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	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
	Sustainable investment joins the mainstream	ESG	25/Nov/17
	Britain risks losing its edge on stewardship	ESG	12/May/19
Financial Times	‘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
	It’s time to rethink the social contract for our rapidly changing world	Social Purpose	16/Feb/20
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



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	In the age of Greta, Big Oil blew it by not becoming Big Energy	Context	11/Oct/19
	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
	Agencies of Change: Finding Common Ground for Purpose and Profit	Social Purpose	29/Jan/19
Medium	Common purpose: how organizations bring value to society	Social Purpose	13/Apr/18
	Business Have Been Practicing Social Responsibility For Decades, But Is That Really A Good Thing?	CSR	27/Nov/19
Newsweek	Employee Engagement on the Rise in the U.S.	Social Purpose	26/Aug/18
Gallup	Som Seif: What's in it for investors to invest in ESG/Responsible Funds?	ESG	6/Nov/18
AdvisorAnalyst.com	The inconvenient truth about responsible investing: An FP investigation	ESG	25/Nov/19
Financial Post	Terence Corcoran: Is corporate social responsibility killing Alberta oil?	CSR	14/Nov/18



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	Davos Has a Credibility Problem	Context	21/Jan/20
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
	How some very brave Amazon workers are pushing Jeff Bezos out of his comfort zone	Social Purpose	29/Feb/20
The Star	Is your employer doing well by doing good? How to assess your company's commitment to making a profit with purpose in mind	Social Purpose	4/Jan/20
	EU to force large companies to report on environmental and social impacts	CSR	28/Feb/18
The Guardian	'Communications and social purpose is mission-critical for organisations – Edelman's Michelle Hutton	Social Purpose	17/Mar/19
PR Week	A crisis of legitimacy	Social Purpose	5/Jun/19
Strategy + Business	Common Purpose: Realigning Business, Economies, and Society	Social Purpose	25/May/17



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	It's time to train accountants in sustainability	ESG	16/Sep/18
The Conversation Canada	GPIF's Mizuno Makes Bold AI, ESG Predictions	ESG	18/Dec/17
Chief Investment Officer	2019 Trust Barometer: Employers Emerge As Most Trusted Institution	Social Purpose	21/Jan/19
The Holmes Report	New Research: SDG Targets & GRI Indicators Materiality in ESG / Sustainability Reporting Released by G&A Institute	ESG	12/Dec/18
Business Wire	How Social Purpose Makes Good Business Sense	Social Purpose	-
BCBusiness	The disruptors: How B Corp's founders took purposeful business to the next level	CSR	14/Dec/18



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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
	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



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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
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



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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
	A Leadership Agenda for the Next Decade: Wining the ‘20s	Social Purpose	14/Dec/18
	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
	Total Societal Impact: A New Lens for Strategy	Social Purpose	Oct/17



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	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
	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



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	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	2020 Edelman Trust Barometer	Social Purpose	19/Jan20
	How Brands Can Earn Trust	Social Purpose	18/Jun/19
	Trust and Brands: The Next Giant Step	Social Purpose	18/Jun/19
	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



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	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
	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



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	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
	Purpose is everything	Social Purpose	15/Oct/19
	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
	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



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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
Accenture	Seeking responsible leadership	Social Purpose	20/Jan/20
Ontario Chamber of Commerce	Ontario Economic Report 2020	Context	2020
McKinsey & Company	How purpose-led missions can help Europe innovate at scale	Social Purpose	Dec/19
	Five ways that ESG creates value	ESG	Nov/19
	Getting personal about change	Social Purpose	Aug/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



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	Value and resilience through better risk management.	Social Purpose	Sep/18
	Sustainability's deepening imprint	Social Purpose	Dec/17
	Making the most of corporate social responsibility	CSR	Dec/09
Kantar	Igniting Purpose-Led Growth	Social Purpose	2020
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
	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
Just Capital	Putting Stakeholder Capitalism Into Practice In 2020: 3 Key Actions To Create Value For Your Workers	Social Purpose	Feb/20



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IMD	Finding purpose through social innovation	Social Purpose	Jul/19
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
	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



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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
	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



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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
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 PANDEMIC: Leadership in a Crisis

Organization	Article	Topic	Date
e27	Coronavirus is driving the world into an economic slump. How to cope up?	Coronavirus	13/Feb/20
Forbes	5 Organizations That Are Responding in Inspiring And Holistic Ways To The Coronavirus Crisis	Coronavirus	2/Apr/20
	5 Ways Costco Continues To Focus On Customer Experience During The Coronavirus Pandemic	Coronavirus	26/Mar/20
	50 Ways Companies Are Giving Back During The Coronavirus Pandemic	Coronavirus	17/Mar/20
	The First Big Test For Stakeholder Capitalism	Coronavirus	11/Mar/20
The Economist	By invitation: Mark Carney on how the economy must yield to human values	Coronavirus	16/Apr/20
	How corporate leaders should act in a crisis	Coronavirus	21/Mar/20
	Covid-19 is spreading rapidly in America. The country does not look ready	Coronavirus	12/Mar/20
	Covid-19 is foisting changes on business that could be beneficial	Coronavirus	5/Mar/20
	The right medicine for the world economy	Coronavirus	5/Mar/20



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Business 2 Community	How PR Can Respond to the Coronavirus Contagion	Coronavirus	18/Feb/20
Chief Sustainability Officer	Coronavirus: a crucial CSR issue	Coronavirus	6/Mar/20
National Post	Shockproofing Canada: Inside Canada Goose’s pivot from parkas to medical gowns	Coronavirus	21/Apr/20
The Globe and Mail	To stay hidden or to brave fear? What ancient Athens can teach us about the COVID-19 pandemic	Coronavirus	17/Apr/20
The New York Times	Big Business Pledged Gentler Capitalism. It’s Not Happening in a Pandemic.	Coronavirus	13/Apr/20
	How Business Should Change After the Coronavirus Crisis	Coronavirus	10/Apr/20
	It’s Time for the Business Community to Step Up	Coronavirus	18/Mar/20
The Star	Some Canadian companies have been great corporate citizens in the face of crisis – what made them step up?	Coronavirus	12/Apr/20
S&P Global Intelligence	The Positive Impact Scorecard	Coronavirus	15/Apr/20
Ethical Corporation	We need a radically different form of leadership to come out the other side of Covid-19	Coronavirus	15/Apr/20
	We need to harness and channel the desire of companies to help communities during Covid-19	Coronavirus	15/Apr/20
Reuters	European politicians, CEOs, lawmakers urge green coronavirus recovery	Coronavirus	14/Apr/20



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Fleishman Hillard High Road	Can we return to a global “normal”? A look at consumer attitudes beyond Canada	Coronavirus	17/Apr/20
BlackRock	BlackRock’s COVID-19 Response: Our Commitment to People and Communities	Coronavirus	23/Mar/20
Triple Pundit	The Covid-19 Crisis is an ESG Issue: Here’s What That Means For U.S. Businesses	Coronavirus	25/Mar/20
The Wall Street Journal	With Business Turned Upside Down, CEOs Face Monumental Leadership Challenge	Coronavirus	22/Mar/20
The Guardian	Yes, small businesses are suffering – but some are helping to fight coronavirus	Coronavirus	19/Mar/20
Just Capital	Capitalism Meets Coronavirus: Our Daily Policy Blog	Coronavirus	22/Apr/20
Global News	Looking for work? Loblaws needs your help during the COVID-19 crisis	Coronavirus	23/Mar/20
CTV News	Sobey’s employees will receive ‘hero pay’ during COVID-19 pandemic	Coronavirus	23/Mar/20
Cision	Maple Leaf Foods expands efforts to support front line workers, communities and health care providers during Covid-19 pandemic	Coronavirus	23/Mar/20
CNBC	Op-Ed: Corporate leadership means putting lives first	Coronavirus	8/Apr/20



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5. 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
From Urgency to Action: Business and the SDGs, CSR Europe White Paper		SDG	2019



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	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
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



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	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	CSR	Mar/19
	Sustainable Finance Progress Report	CSR	Mar/19
	Digital Finance and Citizen Action	CSR	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



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	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
INTERNATIONAL ORGANIZATIONS			
G7 – 2018 Summit	G7 Symposium on Investing in Growth That Works for Everyone 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	CSR	2018
G20 – 2017 Summit	Hamburg Update: Taking Forward the G20 Action Plan on the 2030 Agenda for Sustainable Development.	CSR	2017



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	Overview		
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
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



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	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



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6. ENVIRONMENT: Climate Change & Business Risk

Organization	Article	Topic	Date
CNN	Ex-Unilever CEO: Climate action will 'unlock economic growth'	ESG	3/Mar/20
Triple Pundit	Post Davos: The Elite's New Climate Narrative Has Dangerous Flaws	Context	7/Feb/20
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



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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
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



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EY	Climate change: The investment perspective	CSR	2016
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



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7. ESG: Ratings & Measurement

Organization	Article	Topic	Date
Triple Pundit	What Are Europe's Top Companies in ESG Communications?	ESG	13/Jan/20
	Why the ESG 'Relevancy Gap' is Bad Business	ESG	13/Jan/20
The Globe and Mail	Even a simple ESG lens can add a new dimension to stock picking	ESG	7/Jan/20
	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
	How Board Members Really Feel About ESG, from Deniers to True Believers	ESG	19/Apr/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	Ratings that Don't Rate: The Subjective World of ESG Ratings Agencies	ESG	7/Aug/18



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Governance and Financial Regulation	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
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
Diligent Insights	Why Directors Say ESG Is Overblown	ESG	5/Nov/19



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8. 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
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



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9. Board Risk Management

Organization	Article	Topic	Date
Harvard Law School	Thoughts for Boards of Directors in 2020	Governance	10/Dec/19
	The Board and ESG	Governance	25/Feb/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	7/Mar/13
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



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Journal of Public Money and Management	New development: Integrating risk management in management control lessons for public sector managers	Governance	1/Mar/19
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	16/Mar/16
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