

# Summit on Business for Social Good



**June 14<sup>th</sup>, 2024**

**Terminal City Club, Vancouver**

**Peter P. Dhillon Centre for Business Ethics**

**UBC Sauder School of Business**

# 2024 Summit on Business for Social Good: Balancing Purpose and Profit

Businesses are increasingly responding to the multiple crises we face, like climate change, social and economic inequities, and global health issues. Some businesses are integrating social responsibility, sustainability, equity and inclusion, and reconciliation into their strategy and operations. Other businesses are providing options for individuals to choose healthy, prosocial, and sustainable behaviours that have a collective positive impact. We call this *business for social good*—business actions that benefit the planet and the people that live on it. As the demands on business grow and evolve, a pressing question arises: How can businesses find the balance between purpose and profit?

Our Friday morning summit brings together the business expertise of industry leaders and the research insights of academic leaders to explore this question. Our featured speakers will present in pairs to share their unique perspectives. After each pair, attendees will have time to reflect, discuss, and formulate questions to feed into a moderated discussion.

After the morning summit, academic researchers will convene for 1.5 days of research talks highlighting research at the intersection of behavioural science, business, and the social good. At the end of the summit and conference, we aim to generate an evidence-based, research-driven agenda for how business can lead with purpose; a business-informed and responsive agenda for new cross-disciplinary academic research about how business can be a vehicle for social good; and a plan for further increasing awareness and demand for business for social good among employees, customers, and the wider community.

Thank you for attending. We look forward to learning from one another and working together for social good!



*Kirstin Appelt, Darren Dahl, Jon Evans, David Hardisty, Carol Liao, Rebecca Paluch,  
Jen Park, Christie Stephenson, Katherine White*

## Schedule at a Glance

Terminal City Club  
837 West Hastings Street, Vancouver BC V6C 1B6

### Summit on Business for Social Good: Balancing Purpose & Profit

Friday, June 14 Morning  
Metropolitan Ballroom

8:00am – 8:30am	Registration & Breakfast sponsored by RBC
8:30am – 8:50am	Welcome
8:50am – 10:10am	“Defining Business for Social Good” sponsored by KPMG Tabatha Bull & Jiamei Bai
10:10am – 10:30am	Break
10:30am – 11:50am	“Debating Business for Social Good” sponsored by Deloitte Glen Clark & Ronnie Chatterji
11:50am – 12:00pm	Closing



Participate and share questions via <https://www.slido.com> using code #socialgood.



*Where possible, we have reduced the emissions associated with this event. We worked with Ostrom Climate, one of North America’s leading carbon management solutions providers, to offset emissions by contributing to [projects](#) that remove the equivalent amount of emissions from the atmosphere.*

# Program | Summit on Business for Social Good

## Summit on Business for Social Good: Balancing Purpose & Profit

Friday, June 14 Morning  
Metropolitan Ballroom

8:00 – 8:30 am      **Registration and Breakfast** sponsored by RBC

8:30 – 8:50 am      **Welcome**



Participate via <https://www.slido.com> using code #socialgood.

### Land Acknowledgement by Dennis Thomas-Whonoak

*Executive Director of Indigenous Business Initiatives & Engagements, UBC Sauder School of Business*

### Opening Remarks by Darren Dahl

*Dean and Innovate BC Professor, UBC Sauder School of Business*

8:50 – 10:10 am      **“Defining Business for Social Good”** sponsored by KPMG



After each set of speakers, attendees will have time at their tables to discuss and brainstorm questions for the moderated discussion. Share questions via [slido.com](https://www.slido.com) using code #socialgood.

### Empowering Indigenous Economies: A Journey of Leadership and Resilience

#### Tabatha Bull

*President and CEO of the Canadian Council for Indigenous Business*

How can you make a meaningful contribution to further economic reconciliation with Indigenous Peoples and Communities? Tabatha Bull will share what she has learned as the leader of a highly respected organization promoting Indigenous business interests, through making unprecedented headway in being present and heard at some of the highest levels of government and in corporate Canada. Additionally, Tabatha will reflect on her journey from working as a professional engineer in a male-dominated industry to becoming a CEO, all while balancing personal responsibilities and commitments as a fully engaged mother, daughter, wife, and friend.

*Tabatha Bull is Anishinaabe, a proud member of Nipissing First Nation. As President and CEO of the Canadian Council for Indigenous Business (CCIB), she is dedicated to rebuilding and strengthening the path towards reconciliation and fostering a prosperous Indigenous economy for the benefit of all Canadians. Tabatha frequently provides input to the Senate and House of the Parliament of Canada and serves on many boards and committees, including the Dexterra Group, Wigwamen Inc., Ontario Chamber of Commerce, and Catalyst CEO Advisory Board in Canada. Tabatha was named 2022 CEO of the Year by the Ontario Chamber of Commerce.*

## Leading with Purpose to Build Values and Value

### Jiamei Bai

*Partner at McKinsey and Senior Vice President of Member Engagement at lululemon (on secondment)*

What are the building blocks of a company? A customer, a product, a group of employees, woven together through a culture, and connected through a shared mission and purpose. To create an enduring business for good, all of these elements must work together, but the distinctive companies are intentional in knowing where to lead. Jiamei Bai will talk about a few examples of these choices businesses make, big or small, and how profits and social good could be synergetic.

*Jiamei Bai is a Consumer and Retail Partner at McKinsey & Company, where she combines a passion for design and deep analytical background to serve global brands and investors on topics of strategy, consumer insights, loyalty, and omnichannel growth. Jiamei is currently on secondment to lululemon as the Senior Vice President of Member Engagement. She previously spent 10 years leading transformation programs across sectors including financial services, resources, and manufacturing. Jiamei holds an MBA and an MS in Biomedical Engineering from UBC and a Bachelor's degree in Mechanical Engineering from the University of Waterloo.*

### Moderator: Carol Liao

*Distinguished Fellow at the Peter P. Dhillon Centre for Business Ethics, UBC Sauder School of Business, and Associate Professor of Law, UBC Peter A. Allard School of Law*

10:10 – 10:30 am **Break**

10:30 – 11:50 am **“Debating Business for Social Good”** sponsored by Deloitte



*After each set of speakers, attendees will have time at their tables to discuss and brainstorm questions for the moderated discussion. Share questions via [slido.com](https://www.slido.com) using code #socialgood.*

## The Limits of Business for Social Good: Glen Clark in Conversation with Elicia Salzberg

### Glen Clark

*Senior Advisor to Rogers Communications and Tiny Ltd. and former Premier of British Columbia*

### Elicia Salzberg

*Senior Associate Dean and Lecturer in Law and Business Communications, UBC Sauder School of Business*

What is the role of business in society? In this open conversation, Glen Clark will share his experiences as Premier of British Columbia with the NDP party and as a senior executive with the Pattison Group. Glen's unique journey has shaped his views on the ways in which business can contribute to society.

*Glen Clark is a senior advisor to Rogers Communications and Tiny Ltd. Prior to that he was the President and COO of The Jim Pattison Group. He is also a member of the Board of Directors of Westshore Terminals Investment Corporation, an export terminal company and TERSA Earth, a small biotechnology startup. Prior to his corporate roles, Glen served as Premier of British Columbia, Minister of Finance and Corporate Relations, and Minister of Employment and Investment. He holds a Bachelor of Arts degree from Simon Fraser University, and a Master's degree in Community and Regional Planning from the University of British Columbia.*

## **The Evolving Shape of Business for Social Good**

### **Ronnie Chatterji**

*Mark Burgess & Lisa Benson-Burgess Distinguished Professor of Business and Public Policy, Duke University, and co-author of "Can Business Save the Earth?"*

How is the relationship between business and society changing around the world? Ronnie Chatterji will leverage his insights as a leading researcher on corporate social responsibility and former economic adviser to two U.S. Presidents to discuss the renewed debate over the wisdom of managing and measuring the environmental, social, and governance (ESG) indicators of firm performance. At the same time, there is increasing skepticism of the ability of business to make a positive impact on society. Rising polarization and economic nationalism are also challenging the capabilities of business to make impact across national borders. Where do business practitioners who want to improve society go from here? Ronnie will provide an explanation for why the consensus on ESG is changing, what it means for business leaders and how to craft strategies for doing good and doing well over the long term.

*Aaron "Ronnie" Chatterji, Ph.D. is the Mark Burgess & Lisa Benson-Burgess Distinguished Professor of Business and Public Policy at Duke University. Ronnie works at the intersection of academia, public policy and business, investigating the most important forces shaping our economy and society. He is the co-author of two books, "Can Business Save the Earth?" and "The Role of Innovation and Entrepreneurship in Economic Growth". Ronnie has worked in both the Biden and Obama Administrations in senior economic policy positions, including mostly recently leading the implementation of the \$52 billion CHIPS and Science Act.*

### **Moderator: Kate White**

*Senior Associate Dean and Watkinson Professorship in Sustainability, UBC Sauder School of Business*

11:50 am – 12:00 pm

**Closing**

### **Closing Remarks by Susannah Pierce**

*President and Country Chair, Shell Canada, and Advisory Board Member, Peter P. Dhillon Centre for Business Ethics, UBC Sauder School of Business*

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## Grant Winners

### Peter P. Dhillon Centre for Business Ethics: Business for Social Good Research Grant

The Business for Social Good Research Grant supports innovative, early-stage graduate student research that examines how business can be a force for social good.

Congratulations to our 2023-2024 grant awardees!



**First Place:** Xuhui Chen, Finance PhD student, and advisors Dr. Lorenzo Garlappi and Dr. Ali Lazrak

**Second Place:** Shangwen Yi, Marketing and Behavioural Science PhD student, and advisor Dr. David Hardisty

**Honourable Mentions:**

1. Xixi Hu, Marketing and Behavioural Science PhD student, and advisor Dr. Yi Qian
2. Sepide Sadeghi, Management Information Systems PhD student, and advisor Dr. Ning Nan
3. Natalie Chu, Management Information Systems MSc student, and advisor Dr. Ron Cenfetelli

The call for grant proposals for 2024-2025 is open until July 15. Learn more at <https://www.sauder.ubc.ca/thought-leadership/research-outreach-centres/peter-p-dhillon-centre-business-ethics/grants>.



## About the Peter P. Dhillon Centre for Business Ethics

The Peter P. Dhillon Centre for Business Ethics was established in 2015 to promote business ethics at the UBC Sauder School of Business and within the business community and public at large. The Dhillon Centre views business ethics as encompassing how individuals and companies can operate in ways that promote integrity, compassion, inclusion, responsibility, and societal good. We consider business ethics to be a spectrum with ethical leadership and decision making by individuals on one end, and organizational values, strategies, and practices that foster responsible business on the other end of the continuum.

Our vision of responsible business for social good is a just, sustainable, and prosperous society enabled by business embracing ethics, sustainability, and social responsibility. The Centre's mission is to serve as the heart of UBC Sauder's diverse approach to advancing ethics and responsible business through the facilitation, creation, and dissemination of values-based research and by educating current and future business leaders on ethics, sustainability, and social responsibility. Learn more at <https://sauder.ubc.ca/DhillonCentre>.

## Our Behavioural Insights Partners

**Decision Insights for Business & Society** (UBC-DIBS; <http://sauder.ubc.ca/dibs>) is a behavioural research and policy solutions initiative at UBC Sauder School of Business tackling major societal and planetary challenges by improving our understanding of decision-making, encouraging long-term behaviour change, and working together toward an environmentally, economically, and socially sustainable future.

1. **Partner with us** to apply behavioural science research to challenges your organization faces.
2. **Learn with us** to develop the applied behavioural science knowledge and skills to tackle sticky problems and create positive change.
3. **Join us** by attending our seminar series or annual conference (see below), listening to our podcast, or checking out our BI wiki (<https://blogs.ubc.ca/biwiki/>).



**2024 BIG Difference BC**  
Applying Behavioural Insights to Urgent Challenges

Online • Friday, November 1, 2024 • <https://BIGdifferenceBC.ca>



## Notes

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Thank You!