



Responsible Investment Association



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## STRATEGIC PRIORITIES 2018-2021

This document sets out the RIA's strategic priorities over the three-year period from June 2018 to June 2021.



# 5 STRATEGIC PRIORITIES FOR DRIVING RI IN CANADA

The RIA will focus on five core strategic priorities to drive the adoption of Responsible Investment in Canada's retail and institutional markets:

1

## MARKET EDUCATION

Driving demand for responsible investments

To drive demand, the RIA will:

- Engage and educate asset owners and investment consultants about responsible investing.
- Raise awareness of responsible investment among the investing public.
- Develop and promote tools for retail and institutional investors to navigate towards the RI products, services, and advice of RIA Members.

2

## INTEGRATION

Developing RI capacity of investment professionals

To develop the RI capacity of investment professionals, the RIA will:

- Support the development of RI literacy and RI expertise for RIA Members. This involves delivering, refining, and promoting RI training and certification for advisors, portfolio managers, analysts and other professionals including beginners and experienced practitioners.
- Facilitate working groups to enable peer-learning and collaboration among RIA Members.
- Collaborate with financial associations and other industry stakeholders to broaden the RIA's reach and amplify our impact.
- Host conferences, webinars, and other events to provide education and networking opportunities for RIA Members.

3

## ADVOCACY

Shifting public policy and regulation

To shift public policy and regulation towards frameworks that are more conducive to responsible investment, the RIA will:

- Proactively engage with regulators and government to promote a policy/regulatory environment that is conducive to responsible capital markets (in compliance with Lobbying Act).
- Respond to policy/regulatory consultations that are relevant for responsible investing.
- Facilitate collaboration for RIA members who are engaged with policy and regulation.

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## BRAND & REPUTATION

Strengthening the RIA's reputation as the hub and leading voice for RI in Canada

To safeguard and strengthen our brand and reputation, the RIA will:

- Provide a strong voice for the RI industry via mainstream, industry and social media outlets.
- Deliver excellent services to RIA Members via programs, events, and other member benefits, including annual consultations to solicit member feedback on our work.
- Strengthen efforts to be a truly national organization. This includes coordinating events across Canada and developing content in both of Canada's official languages.

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## CAPACITY BUILDING

Building the RIA's financial and human capital resources

To provide the foundation for executing on all of these priorities, the RIA will:

- Ensure a strong and sustainable financial base to enable the achievement of these goals.
- Build revenues to strengthen organizational capacity, with a core focus on retaining and growing the RIA's membership base and delivering a financially-successful annual conference.
- Develop human capital resources to deliver the highest level of service to RIA Members.

### Taking RI to the Next Level

The Responsible Investment Association (RIA) is pleased to present its strategic priorities for driving the adoption of responsible investment (RI) in Canada's retail and institutional markets.

Responsible investing, which incorporates environmental, social, and governance (ESG) factors into investment decisions, can be a powerful tool to improve risk management and enhance long-term returns while contributing to positive societal change.

RI has grown rapidly in recent years, yet nearly three-quarters of Canadian investors know little or nothing about it. We need to change that.

This document provides a blueprint for taking RI to the next level in Canada. We look forward to working with RIA Members to catalyze more responsible & sustainable capital markets.

#### Questions?

If you have any questions or are interested in becoming an RIA Member, please contact: [membership@riacanada.ca](mailto:membership@riacanada.ca).

The RIA will report on progress via the following channels:

	<b>Canadian RI Trends Report</b>	<ul style="list-style-type: none"> <li>• Will track asset trends in retail and institutional markets, including quantity (total assets) and quality (assets allocated to various RI strategies/themes).</li> <li>• Will also track progress on policy developments related to RI in Canada.</li> </ul>
	<b>RIA Investor Opinion Survey</b>	<ul style="list-style-type: none"> <li>• Will track investor perspectives on RI and various issues related to responsible investing.</li> <li>• Will also ask questions related to policy/regulation to support our advocacy efforts.</li> </ul>
	<b>RIA Annual Report</b>	<ul style="list-style-type: none"> <li>• Will report on growth of RI training and certification, media traction, event attendance, collaborative initiatives and other fundamentals such as member growth, financials, etc.</li> <li>• First annual report will be published in advance of 2019 AGM.</li> </ul>
	<b>Track Total AUM of Member Firms</b>	<ul style="list-style-type: none"> <li>• In addition to tracking the growth of RI AUM in Canada, we will also track and report total AUM of our member firms to measure and communicate our overall scale of influence.</li> </ul>
	<b>Track Advisor Assets</b>	<ul style="list-style-type: none"> <li>• We will also track and report the assets of our advisor members to measure progress and market penetration.</li> </ul>