
Responsible Investment Association
STRATEGIC PRIORITIES 2021-2024



VISION STATEMENT

The Responsible Investment Association (RIA) aims to drive the growth and development of responsible investment (RI) in Canada's retail and institutional markets, with a vision to align capital with sustainable and inclusive development as codified in the Paris Agreement and the UN Sustainable Development Goals.

Given Canada's position as one of the largest energy producers in the world and its need to improve diversity & inclusion in business leadership, the RIA's priority themes include a just energy transition and a diverse & inclusive business landscape in Canada. Stewardship and impact investing are recognized as important strategies for catalyzing sustainable and inclusive development.

THE RIA'S ACTIVITIES WILL FOCUS ON FIVE CORE STRATEGIC PRIORITIES FOR THE THREE-YEAR PERIOD FROM 2021 TO 2024:

01.

EDUCATE

Education is an essential component of driving demand for RI and supporting market development. The RIA will promote education about all RI strategies including ESG integration, screening, thematic investing, stewardship, and impact investing, with the latter two positioned as catalytic strategies for investors to enable a sustainable and inclusive business landscape.

To promote industry education, the RIA will:

- Support the development of RI literacy and RI expertise among 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, events, webinars and virtual events to provide education and networking opportunities for RIA Members.

To promote market education, the RIA will:

- Promote education and awareness of RI among the investing public.
- Develop and promote tools and resources for investors to navigate towards the RI products, services, and advice of RIA Members.

02.

CATALYZE

The RIA will play a leadership role in catalyzing market development and promoting market integrity in Canada with respect to RI. To do this, the RIA will:

- Encourage and promote the adoption of leading RI practices.
- Promote transparency and accountability among industry participants.
- Lead and support collaborative initiatives with RIA Members and partners to help align capital with sustainable and inclusive development.

03.

ADVOCATE

To advance a policy/regulatory environment that is conducive to RI, the RIA will:

- Advocate for the implementation of the recommendations of Canada's Expert Panel on Sustainable Finance.
- Engage with regulators and government to promote policies and regulatory frameworks that are conducive to sustainable and inclusive capital markets.
- Respond to policy/regulatory consultations that are relevant to RI in Canada.
- Facilitate collaboration for RIA members who are engaged with policy and regulation.

04.

BUILD

To build its brand and reputation as the hub and leading voice for RI in Canada, the RIA will:

- Provide a strong voice for the Association via mainstream, industry and social media outlets.
- Deliver excellent and relevant services to RIA Members via programs, events, research and other member benefits, including 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.

05.

GROW

The RIA will continue to focus on growing its financial and human capital resources to strengthen its capacity to deliver on the above strategic priorities. The RIA will:

- Ensure a strong and sustainable financial base to enable the achievement of strategic priorities.
- Grow revenues to strengthen organizational capacity, with a core focus on retaining and growing the RIA's membership base and delivering financially successful events and programs.
- Diversify revenue streams to support long-term growth and resilience.
- Grow its human capital resources with a view to developing, attracting, and retaining top talent and being an employer of choice.

REPORTING ON PROGRESS

The RIA will provide regular news updates via monthly newsletters, and will formally report on progress towards its strategic priorities via the following channels:



RIA Annual Report

We will report annually on the RIA's activities, programming and progress towards its five strategic priorities.



Biennial Canadian RI Trends Report

We will track asset trends in retail and institutional markets, including quantity (total assets) and quality (assets allocated to various RI strategies/themes).



Annual RIA Investor Opinion Survey

We will track individual investors' level of interest in RI and their perspectives on timely ESG issues.



Track Total AUM of Member Firms

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.