



# CCGG

Canadian Coalition  
for Good Governance

## Member Value Proposition

### Key Value Propositions for CCGG Membership:

1. Shows Your Commitment & Contribution
2. Assists in Fulfilling Your Stewardship Obligations
3. Amplifies Your Team's Efforts
4. Offers Research and Education
5. Provides Opportunities to Influence and Develop

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### Shows Your Commitment and Contribution

CCGG is dedicated to advancing governance at Canadian public companies, which benefits all investors. Membership publicly demonstrates your commitment to good governance.

- ✓ Strong “voice of the shareholder” – By joining forces, we have more influence with companies, regulators and other key stakeholders. The more members, the bigger CCGG’s voice and the bigger your voice.
- ✓ Significant collective ownership – Members typically own between 10% and 20% of companies we engage with.
- ✓ Publicly visible commitment – CCGG proudly and publicly shares its membership roster, and we encourage members to refer to your CCGG membership in your annual report and ESG reporting.

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### Assists in Fulfilling Your Stewardship Obligations

CCGG helps members meet their stewardship obligations. Membership assists members in fulfilling several of the responsibilities outlined in CCGG’s Investor Stewardship Principles.

- ✓ Effective company engagement – CCGG’s engagement program has positively impacted companies’ behaviour, including broad-based adoption of majority voting and say on pay.
- ✓ Collaborate with other investors – Members collaborate on policy development, regulatory input and engagement.
- ✓ Work with policy makers – Through CCGG’s submissions to regulators, CCGG members have input into shaping the policy that regulates Canadian capital markets.’

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## Amplifies Your Team's Efforts

Regardless of in-house resources dedicated to investment stewardship, membership can amplify your internal efforts. For most members, CCGG membership “pays for itself” by reducing in-house efforts, increasing efficiency and extending their impact.

- ✓ Engagement coordination – CCGG dialogue with independent directors enables in-house efforts to be more impactful and more comprehensive.
  - ✓ Fundamental research – In-depth view of an issuer’s governance strengths and weaknesses adds an edge to in-house research.
  - ✓ Policy development – Influence policy and regulatory frameworks.
  - ✓ PRI signatory questionnaire – CCGG membership automatically allows members to answer affirmatively to several PRI membership questions, resulting in better grades.
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## Offers Research and Education

Staying on top of key governance issues, including environmental and social matters, is vital to remaining competitive and relevant. CCGG is a one-stop resource for accessing leading research and policy development, in Canada and globally, enabling you to educate your employees, at no added cost beyond annual membership dues.

- ✓ Frequent and timely webinars accessible to members only.
  - ✓ White papers and other research, plus an ability to discuss issues directly with CCGG professional staff.
  - ✓ Engagement training modules to help members’ in-house staff maximize the effectiveness of their interactions with Canadian companies.
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## Provides Opportunities to Influence and Develop

CCGG is successful because of the dynamic relationship between its core professional staff and member-driven committees. Committee work provides relationship- and skill-building opportunities. Member volunteers both contribute and develop in equal measure.

- ✓ Public Policy Committee – Debate and dialogue on the future of governance-related industry and public policy (e.g. takeover bid regulation, gender diversity disclosure, early warning system).
- ✓ E&S Committee – Share best practices and subject expertise, and help shape and advance E&S governance standards for Canadian companies.