



CIRANO

*Knowledge into action*



AUTORITÉ  
DES MARCHÉS  
FINANCIERS

*Main partner*



# Responsible investment and corporate social responsibility

Webinar for participants in the Bourstad 2023 Competition  
March 6, 2023, 7pm

## Guest Experts

Mr. Thomas Estinès, Co-CEO, Responsible Investment Group

Mr. Michel Magnan, CIRANO Fellow, Professor at Concordia University

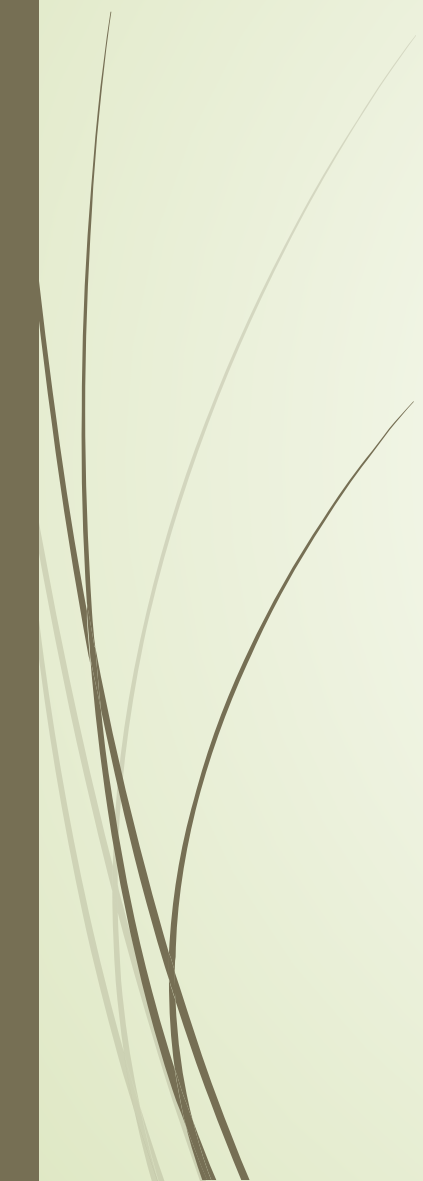
# Content

- Welcome to all
- Responsible investment in the Boursad Challenge  
Paul Bourget, Boursad Project Director, CIRANO
- Preparing the annual report on sustainable finance issues - Shareholder proposals  
**Thomas Estinès**, Co-CEO  
Responsible Investment Group
- Investing in the ESG era  
**Michel Magnan**, Fellow CIRANO  
Professor, Concordia University





# Responsible investment in the Boursstad competition

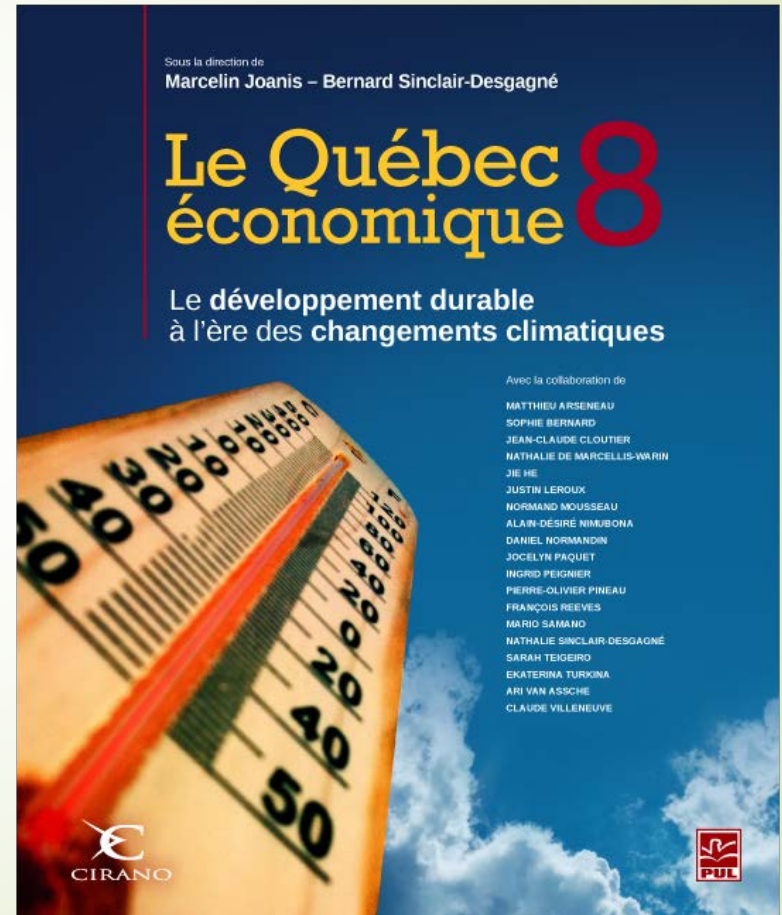
- Guide to Responsible Investment
  - Concepts in responsible investment and sustainable development
  - Responsible investment aspects of the Boursstad platform
  - Qualification test for the Responsible Investment component in the 2023 Boursstad Challenge
- 

# Bourstad 2023 Responsible Investment Guide

- Definition of responsible investment
- Responsible Investment Strategies
- Some history
- ESG performance
- ESG performance evaluation
- IR specialists
- Industrial strategy and sustainable development 1- Clean technology clusters
- Industrial strategy and sustainable development 2 - The circular economy
- Responsible investment in a Bourstad simulation

# Guide to Responsible Investment 2023

- Includes 2 sections from the book *Le développement durable à l'ère des changements climatiques* published by CIRANO in the fall of 2019
- Available in free access on the [publisher's website](#)








# Responsible investment in Bourstad simulations

- ▶ Bourstad Challenge - Responsible Investment Guide
  - ▶ Documentation/Educational Content/Guide to Responsible Investment
- ▶ Responsible investment aspects of portfolio management
  - ▶ Investor sensitivity to socially responsible investment
  - ▶ Taking into account extra-financial risks in the strategy
  - ▶ Justification of transactions according to ESG factors
- ▶ Responsible investment component of the Bourstad Challenge
  - ▶ Online qualification questionnaire between March 13 and March 26, 2023
  - ▶ 40 questions, including 2 essay questions
  - ▶ Automated evaluation
- ▶ Responsible Investing Awards for High School and College
  - ▶ 1<sup>er</sup> grand prize, \$1000
  - ▶ 2<sup>e</sup> Grand prix, \$500
- ▶ Grand Prize for Responsible Investing among general public participants: \$1000



# ESG justification

Type of justification 	Justification	
Environmental aspects 	The firm is implementing a circular operations management system that begins at the conception phase.	
Social aspects 	The firm has set up a scholarship program to support young entrepreneurs	
Governance Aspects 	According to S&P Global, the firm has the best score in its industry for matters relating to governance.	

# Qualification test for the Responsible Investment component of the 2023 Bourstad Challenge

- Objective questions
  - About 40 questions
- 2 structured essay questions



# Administration settings

- Administration period
  - Start date: March 13, 2023, 8:00 a.m. (EDT)
  - Ends: March 26, 2023, 11:59 PM EDT
- Access control limited to participants in the 2023 Bourstad Challenge
- The members of a tandem take the test individually
- Maximum 2 attempts to pass the test
- Maximum duration: 90 minutes

# 2 questions for development

- Question 1: Write a shareholder proposal for a company traded in the 2023 Boursstad 2023 Challenge
- Question 2 - Present 3 current issues in responsible investment and sustainable development

Note: the press release announcing the online qualification test contains the precise wording of these questions

# Qualification test-Communiqué

Simulation Français Ian Gascon

## Documentation

English  French

**RESOURCES**

- All
- Information on securities
- How it works**
- Contest rules
- Educational content
- Knowledge tests
- Autorité des marchés financiers
- CFA Montréal
- FinEcoLab Games from CIRANO
- Honor roll
- To the Bourstad Challenge contestants

<a href="#">ABC - Beginner's Kit - Content</a> Ajouté: 2019-10-04 20:46	<a href="#">ABC - Teacher's Kit - Content</a> Ajouté: 2020-08-20 20:30	<a href="#">Displaying Bourstad Anytime if you have more than one account</a> Ajouté: 2020-04-22 11:03
<a href="#">Guidelines for Completing the Responsible Investing Qualification Test (2020)</a> Ajouté: 2020-03-12 18:05	<a href="#">How to make a transaction in a Bourstad simulation</a> Ajouté: 2017-12-19 16:59	<a href="#">Online release of the qualification test for the Responsible Investment component (2023)</a> Ajouté: 2023-03-06 10:40

# Qualification Test - Guidelines

**BOURSTAD**

197 611.58 \$

2023 Boursstad Challenge -

**Sustainable Investment in the Boursstad Challenge** , March 9, 7 p.m. (Thomas Estinès, GIR, and Michel Magnan, Concordia University)

Simulation

- Dashboard
- Management
- Transaction
- Portfolio
- Responsible Investment Test**

Ranking

- Boursstad Challenge

Resources

- Documentation
- Notifications
- Detailed report

Franglais 13

## Guidelines for Completing the Responsible Investing Qualification Test

### Test administration

- The qualification test for the Responsible Investment component will be administered online between March 13, 2023, 8 a.m. (EDT) and March 26, 2023, 11:59 p.m. (EDT)
- This test is offered exclusively to participants of the 2023 Boursstad Challenge
- The qualification test for the Responsible Investment component is an individual test, even for those who participate in the simulation within a tandem; when the 2 members of a tandem wish to complete the qualification test, they must do so individually.
- The time allocated to pass the test is 90 minutes.
- Each participant in the contest is limited to 2 attempts to pass this test

### Additional information

An email communication was sent to all participants in the Boursstad Challenge on March 6, 2023. This communication can be found in the documentation system:

# Preparation of the annual *ESG Trends Report* The shareholder proposal



- ▶ **Thomas Estinès,**  
MBA, Adm. A
- ▶ Co-General Manager  
Responsible Investment  
Group
  - ▶ Working at GIR since  
2013
- ▶ Responsible Investment  
Analyst  
Desjardins
  - ▶ 2013-2016
- ▶ Jury member of the  
Bourstad Challenge  
since 2016

# Conference: Investing in the ESG era

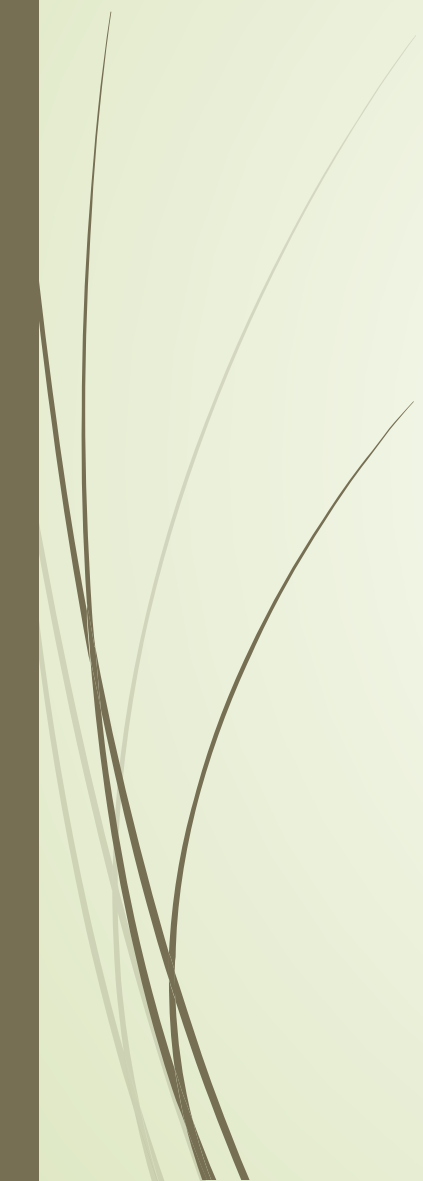


Michel Magnan,  
Professor of Accounting,  
Concordia University  
Fellow CIRANO

- ▶ Distinguished University Research Professor, Accountancy, John Molson School of Business, Concordia University
- ▶ Stephen A. Jarislowsky Chair in Corporate Governance
- ▶ Distinguished Member of the Ordre de l'excellence en éducation du Québec



# Acknowledgements

- To Mr. Thomas Estinès, Co-CEO of the Responsible Investment Group
  - To Mr. Michel Magnan, CIRANO Fellow, Professor at Concordia University
  - To the CIRANO Events Coordinator, Ms. Manon Blouet
  - To all those who attended this third webinar
- 



**CIRANO**  
*Allier savoir et décision*

Partenaires Or



**OCRCVM**  
Organisme canadien de  
réglementation du commerce  
des valeurs mobilières



**LA PROMESSE TD**  
**PRÊTS À AGIR**

Main partner



**AUTORITÉ  
DES MARCHÉS  
FINANCIERS**



**CFA  
Montréal**

Partenaires Argent



**HYPRA  
SOFT**

Media partner

**les affaires**



**quotemedia**



**GiR**  
votes // actions