



# Capitals Hub Canada

PRESENTS

Re-defining value for a net zero,  
nature positive, and equitable  
Canadian economy.



A COP15-PARALLEL LAUNCH EVENT

# AGENDA

December 16, 13:00-18:00 EST.

[Registration link](#)



13:00	Opening of the session Land acknowledgement
13:10	Opening remarks from Capitals Coalition
13:25	<b>High-level panel:</b> Catalyzing systemic change for a net zero, nature positive, and equitable Canada.
14:50	<b>Expert Panel:</b> Why hasn't this worked yet? The underutilized role of behavioural science in catalyzing change.
16:15	Closing remarks
16:25	Networking cocktails

## OPENING REMARKS

# Capitals Coalition



Mark Gough

Chief Executive Officer, Capitals Coalition

Mark Gough is the CEO of the Capitals Coalition, a global collaboration of business, governments and civil society that is transforming the way decisions are made by including the value provided by nature and people.

Previously, Mark led the Natural Capital Coalition and was on the board of the Social and Human Capital Coalition. He championed and delivered the uniting of these two communities, creating a unified, systemic, collaborative approach.

Mark has worked extensively in the private sector, leading programs and strategy for The Crown Estate and Reed Elsevier (now RELX), as well as advising many more.

Among other board and advisory positions, Mark is at present on the Steering Committee for the Global Commons Alliance.

## HIGH-LEVEL PANEL

# Catalyzing systemic change for a net zero, nature positive, and equitable Canada.



Jay Ritchlin



Livia  
Arrigoni



Pamela  
Steer



Senator  
Rosa Galvez



Sxwpilemaát Siyám  
/ Chief Leanne Joe



Eva Wu  
Moderator

SEE BELOW FOR SHORT BIOGRAPHIES



EXPERT PANEL

Why hasn't this worked yet?  
The underutilized role of behavioural science  
in catalyzing change

---



Anne-Marie  
Hubert



Karen  
Restoule



Dr. Brooke  
Struck



Sanjay  
Khanna



David Steuerman  
Moderator

SEE BELOW FOR SHORT BIOGRAPHIES

# PANEL DESCRIPTIONS

---



## High-level Panel

While many in society recognize that humanity's choices are at the root of environmental change and pervasive societal inequalities, these same stakeholders often struggle to agree on common approaches to reversing these trends. This panel brings together key Canadian thought leaders from Indigenous communities, government, civil society, finance, and business, to explore how we might overcome our differences to decisively and effectively tackle our collective problems.

## Expert Panel

Efforts to mitigate and possibly reverse global crises such as environmental degradation and societal polarization have not shown results that are commensurate with the scale of these crises. This is particularly striking given that we have been trying to deal with these problems for decades, yet they only seem to be getting worse. Behavioural science has often been looked to as a driver for change—but has thus far demonstrated underwhelming outcomes. This panel will explore the opportunities to leverage behavioural science more credibly, notably by combining it with leading-edge practices in collective deliberation involving foresight, strategy, design thinking, and other methods.



# Capitals Hub Canada

Catalyzing systemic change  
for a net zero, nature positive,  
and equitable Canada.

## HIGH-LEVEL PANEL SPEAKER BIOS



Jay is Director-General for Western Canada and Director for Nature Programs at the David Suzuki Foundation. He leads his team in efforts to achieve the David Suzuki Foundation's vision that we all act every day on the understanding that we are one with nature. He has more than 20 years' experience working on solutions to environmental challenges including open net-pen aquaculture, offshore oil and gas, marine fisheries, toxins and seafood. Jay previously worked on pulp, paper and toxics issues and spent four years working in commercial fisheries. He has also worked in the U.S. Congress on foreign policy and military issues and spent several years working with Greenpeace in the U.S. and Canada. He holds a Biology degree from Kenyon College, Ohio.

Jay Ritchlin



# Capitals Hub Canada

Catalyzing systemic change  
for a net zero, nature positive,  
and equitable Canada.

## HIGH-LEVEL PANEL SPEAKER BIOS



**Livia Arrigoni**

Livia Arrigoni is a Partner at Deloitte and is the Leader of the Sustainability and Climate Change practice in Quebec.

She has more than 18 years of experience with high profile clients in three countries: Canada, Italy and the UK. After moving to Montreal in 2013, she conducted a variety of advisory and assurance projects for Canadian public companies in a variety of sectors, including banks and institutional investors.

Some of her recent engagements include ESG strategy, decarbonization plans and roadmaps, gap assessments and benchmarking in the context of international sustainability standards and initiatives. Livia has also assisted many clients in developing ESG reporting roadmaps, sustainability data, methodologies, processes and controls.

Sustainability and environment have been core passions for Livia since childhood. She believes that sustainable business practices, including considering biodiversity and climate implications, benefit both enterprise value and society at large.

Livia holds a Master Degree in Management at the Bocconi University of Milan and completed an Executive MBA at McGill-HEC.





# Capitals Hub Canada

Catalyzing systemic change  
for a net zero, nature positive,  
and equitable Canada.

## HIGH-LEVEL PANEL SPEAKER BIOS



Pamela Steer

As president and CEO of Chartered Professional Accountants of Canada (CPA Canada), Pamela (FCPA, FCA, CFA) leads one of the largest professional accounting bodies in the world, with more than 220,000 members.

Prior to assuming this role, she was the chief financial and corporate strategy officer at Payments Canada where she oversaw the organization's finance and corporate planning functions. Previously, she was the chief financial officer and head of finance and employer services with the Workplace Safety and Insurance Board. Over the course of her career, Pamela has worked in the technology and financial services industries (pensions, insurance), including publicly traded, private and regulated entities in Canada and abroad.

Today, Pamela sits on the City of Toronto Investment Board and the board of Michael Garron Hospital. She is an active and founding member of the advisory board for the Institute for Sustainable Finance. She is a past Chair of the CFA Society Toronto and was a founding member of the Canadian Chapter of the Accounting for Sustainability CFO Leadership Network.

Pamela is a CPA Fellow and holds the Chartered Financial Analyst and Chartered Business Valuator designations. In 2019, she was awarded Canada's CFO of the Year.



# Capitals Hub Canada

Catalyzing systemic change  
for a net zero, nature positive,  
and equitable Canada.

## HIGH-LEVEL PANEL SPEAKER BIOS



Senator  
Rosa Galvez

The Honourable Rosa Galvez is an environmental engineer, an independent senator at the Senate of Canada, and President of ParlAmericas' Parliamentary Network on Climate Change. She was a professor at Laval University in Québec for over 25 years and was Chair of its Civil and Water Engineering department from 2011 to 2016. She specializes in pollution control, water and wastewater treatment, municipal and hazardous waste, sustainable development, impact assessment and climate risk to infrastructure.

At the Senate, she is a member of the Standing Senate Committee on National Finance and the Senate Standing Committee on Energy, the Environment and Natural Resources which she chaired during the 42nd Parliament. In 2021, she was the sponsor in the Senate of the Canadian Net-Zero Emissions Accountability Act, providing an accountability framework for the Canadian federal government to achieve its net-zero emissions goal by 2050. She was also recipient of the Clean50 Award 2021 for her parliamentary work on climate and the environment.

In March 2022, she published a white paper on Aligning Canadian Finance with Climate Commitments, which led to the introduction of Bill S-243, the Climate-Aligned Finance Act, legislation to help guide Canada's financial sector in its transition to a net-zero economy.



# Capitals Hub Canada

Catalyzing systemic change  
for a net zero, nature positive,  
and equitable Canada.

## HIGH-LEVEL PANEL SPEAKER BIOS



Sxwpilemaát Siyám  
/ Chief Leanne Joe

Sxwpilemaát Siyám, also known as Chief Leanne Joe, of the Squamish Nation, is one of sixteen Hereditary Chiefs of the Squamish Nation and the first female Chief of her Lackett Joe Family. She shares her traditional name with her late father, Sxwpilem Siyám, Chief Philip Joe. Sxwpilemaát Siyám is also a descendent of the Kwakwaka'wakw speaking people and carries the traditional name of Q-Gee-Sea Loud and the Thomas family of the Tseil-Waututh Nation. Sxwpilemaát Siyám was born and raised on the beautiful shores of North Vancouver while having close relations to her roots on the east coast shores of Vancouver Island. Her family lives in her husband's ancestral territory of the Sylix and Nlaka'pam speaking people, aka Merritt, BC.

Sxwpilemaát Siyám holds space in many organizations, focusing her work on Economic Reconciliation, rematrician and education. She currently serves as a Trustee for the Squamish Nation Trust, Board member of the New Relationship Trust and the Women in Leadership Foundation and advisory to other committees. Her educational background includes a B.A. in Business, CED Certificate, and other related training and experience.

Her greatest role is being a mom. Her son is paying witness to the legacy work she embodies every day.





# Capitals Hub Canada

Catalyzing systemic change  
for a net zero, nature positive,  
and equitable Canada.

## HIGH-LEVEL PANEL SPEAKER BIOS



Eva Wu  
Moderator

Eva Wu holds a B.Sc Environment (Hon) from McGill University where she is currently a J.D/B.C.L law candidate.

Her work has largely involved leading and advising organizations spanning the high Arctic to Antarctica. She was the 2017 Parks Canada Youth Ambassador, named Top 25 Under 25 Environmentalist by The Starfish Canada and an Arctic Inspiration Prize Laureate for North in Focus, an NGO she co-founded with Indigenous partners addressing youth suicide.

Eva served on the Board of Directors for Sierra Club Canada Foundation and the Arctic Youth Network, which she co-founded. She worked with the Myko Social Score platform in developing an app to reduce personal carbon footprints, followed by a brief career in corporate consulting with Deloitte, where she helped businesses launch operations in the digital world, largely in relation to global trade, taxation, and sustainability.

Currently Eva is a research assistant to Prof. Marie-Claire Cordonier Segger at the Universities of Cambridge and Waterloo, authoring and editing articles and book on Indigenous economic development through treaties and trade under the UN SDG and the UNDRIP frameworks. She is also a Legal Research Fellow with the Centre for Sustainable Development Law and Managing Editor for InterGentes, the McGill Journal of International Law and Legal Pluralism.





# Why hasn't this worked yet? The underutilized role of behavioural science in catalyzing change

## Capitals Hub Canada

EXPERT PANEL  
SPEAKER BIOS



Anne-Marie  
Hubert

Anne-Marie Hubert, C.M., C.Q., CPA, LL.D  
Eastern Canada Managing Partner, EY

Convenor to drive convergence and adoption of sustainability standards and to accelerate reallocation of private and public sector capital to sustainable growth

Anne-Marie is known for her positive outlook and ability to bring people from diverse backgrounds together to achieve common goals. Actively involved with the investment industry, she works with government authorities, the scientific community, policy makers and industry associations to drive convergence and adoption of sustainability standards, and to accelerate the reallocation of private sector and public sector capital towards sustainable practices. Working closely with Finance Montreal and Montreal International, she was part of the coalition that led the IFRS Foundation to select Montreal as the location to coordinate the activities across the Americas for the establishment of International Sustainability Standards. She continues to work closely with the coalition to help smaller and medium-sized companies apply sustainability disclosure standards, to tailor investor disclosure requirements (ISSB standards) so they are proportionate and can be phased in to ensure global inclusion and to drive coordinated efforts for capacity building (countries, standard setters, industry associations, corporations, investment industry).



# Why hasn't this worked yet? The underutilized role of behavioural science in catalyzing change

## Capitals Hub Canada

EXPERT PANEL  
SPEAKER BIOS



Karen Restoule is an established executive in change leadership, policy development and implementation, and Indigenous relations, taking on challenges with a relational and results-driven approach. She is Co-Founder of BOLD Realities, working to advance economic reconciliation and advises Shared Value Solutions, an environmental consulting firm working with Indigenous communities towards self-determination. Karen has served First Nations leadership as Director of Justice at Chiefs of Ontario, advancing strategic policy solutions to legacy challenges. Through a prior appointment to Tribunals Ontario, she led the modernization of Ontario's administrative justice system.

Karen is a graduate of the University of Toronto and of the University of Ottawa's French Common Law Program. She serves on a number of boards, has received awards for her contribution to society, and is a contributor to thehub.ca Karen is Ojibwe from Dokis First Nation and a beneficiary of the Robinson Huron Treaty 1850.

Karen Restoule



# Why hasn't this worked yet? The underutilized role of behavioural science in catalyzing change

## Capitals Hub Canada

EXPERT PANEL  
SPEAKER BIOS



Brooke Struck is a strategy consultant working with accelerators in the social & environmental innovation spaces; he helps them to clarify their value propositions and align their programming and governance to support the delivery of that value. Previous to launching his own practice, Brooke was Research Director at The Decision Lab, a consultancy that integrates behavioural insights into (digital) design.

Dr. Struck holds a PhD in the philosophy of science, and spent several years working in innovation policy, for the Canadian federal government, the European Commission and the US National Science Foundation. His focus currently is on how to build coalitions of actors across sectors and geographies, so as to define common agendas and mobilize concerted action.

Brooke Struck





# Capitals Hub Canada

## Why hasn't this worked yet? The underutilized role of behavioural science in catalyzing change

EXPERT PANEL  
SPEAKER BIOS



Sanjay Khanna

Sanjay Khanna is chief futurist of SK Futures Inc. a strategic foresight consultancy dedicated to enhancing the resiliency of individuals, organizations, and communities during our "era of converging crises." Sanjay's perspective and prescience inspire wiser thinking on strategy, risk, and innovation in private, public, social, and academic sectors.

Sanjay has published influential papers covering topics such as converging crises with Baker McKenzie, and strategic foresight and the future of work with The Diversity Institute at Toronto Metropolitan University and Future Skills Centre. He is an advisor on humanitarian action on climate and the environment for Médecins Sans Frontières Canada and on foresight and behavioral sciences for The Decision Lab, as well as an Expert Reviewer of the Intergovernmental Panel on Climate Change (IPCC) in Working Group II (Impacts, Adaptation and Vulnerability).

Sanjay is an Adjunct Professor at McMaster University, where he lectures in—and is an advisory board member of—the Master of Public Policy in Digital Society Program. Sanjay is on the Program Faculty of the Law of Emergencies Certificate Program at Osgoode Professional Development, York University. He is Visiting Lecturer at the Royal College of Art, the world's number 1 art & design university, and Project Partner of its new Liveable Planet Challenge Lab.





# Why hasn't this worked yet? The underutilized role of behavioural science in catalyzing change

## Capitals Hub Canada

EXPERT PANEL  
SPEAKER BIOS



David Steuerman (BSc Honours (1990) University of Toronto, MA (1994) Carleton University) joined Global Affairs in 1997. He has served in a number of different positions both at Headquarters and Overseas in the Trade, Political and Development streams. Recent assignments have included Deputy Director (Multilateral) in the Greater China Division, Deputy Director (Strategic Policy, Corporate and Small Arms) in the Weapons Threat Reduction Program, and Deputy Director in the US Commercial Policy Division.

He also spent 5 years in the United Nations Secretariat for the Convention on Biological Diversity as the Business and Biodiversity Program Officer. He has served overseas in Japan and speaks Japanese. He is married and has a daughter. David is also a practitioner and instructor in Aikido (3rd Degree Black Belt) and scuba dives when he has the chance.

David Steuer  
Moderator

# ORGANIZATIONAL CONTEXT



Capitals Hub Canada (CHC) is the Canadian Hub of the Capitals Coalition; an international coalition that aims to re-define value in decision making.

**Purpose:** To mainstream the inclusion of natural, human, and social capital in decision-making across the public and private sectors. We believe organizations make better informed decisions by understanding their impacts and dependences on all forms of capital. This enables a resilient Canadian economy by strengthening the social fabric and natural world that our economic and financial systems depend on.

**Vision:** A thriving, regenerative, and resilient Canadian economy.

**Mission:** CHC facilitates access to resources, engages with private and public sector, and encourages collaboration between those seeking to embed the value of nature and societal wellbeing into decision-making and those with the expertise to guide them.

Our three levers for change are:

Educate – Advocate – Collaborate

Our economic systems, and the decisions that underpin them, are based on financial value, or financial capital. However, as Indigenous Communities have shared through Traditional Knowledge and as we have experienced over the past decade, there are deep-rooted interdependencies between our societal wellbeing, planetary health, and our economic stability.

Our Hub support organizations in Canada in shifting from short-term financial performance-based decision-making to incorporate value-based thinking that accounts for the holistic wellbeing of nature, society, and people.

In partnership with policymakers, organizations, and Indigenous communities, across all sectors, we explore and help shape what a Canadian approach to capitals thinking looks like. To achieve this, we catalyze action and leveraging aspects of the Natural Capital Protocol and Social and Human Capital Protocols.