

**01**

**Building ESG trust with investors is an uphill battle.**

77% of Canadian investors believe that companies frequently overstate or exaggerate their ESG progress when disclosing results, and 72% don't believe companies will achieve their ESG or DEI commitments.

**02**

**Investors expect a rise in ESG-related litigation.**

82% of Canadian investors anticipate more litigation as a result of companies not delivering on ESG promises.

**03**

**Investors are pushing for climate action.**

76% of Canadian investors expect companies to establish and communicate a net zero plan – however, 71% of Canadian investors are concerned companies are not effectively executing on these pledges.

**04**

**Investors believe that employee activism signals a healthy workplace culture.**

78% of Canadian investors say a workplace culture that fosters employee empowerment is important for building trust. 72% of Canadian investors believe employee activism is indicative of a healthy workplace culture.

**05**

**Investors hold the Board accountable for company culture.**

A majority (53%) of Canadian investors think it is important for the Board of Directors to be held accountable for maintaining a positive company culture.

**06**

**Investors believe aggressive measures of activism lead to change.**

73% of Canadian investors are more interested in taking an activist approach to investing, and 57% indicate they would take aggressive activist measures. 77% of Canadian investors proactively approach activists with ideas for effecting change.

**07**

**Employee welfare and environment are among top activist issues in Canada.**

Canadian investors are most likely to engage in shareholder activism on employee welfare, executive compensation, company culture and eco efficiency of a company's operations.

**08**

**Retail investors are emerging as the next disruptor.**

68% of Canadian investors agree that conversations taking place within online communities influence investment decisions, and 71% of Canadian investors believe 'Meme Stocks' represent a targeted attack against institutional investors.