

Frequently Asked Questions

General

How many organizations participated in the 2022 Annual Report Card?

82 of Canada's 500 largest public companies, private companies, federal and provincial crown corporations, co-operatives and Canadian subsidiaries of foreign-owned corporations participated in the 2022 Annual Report Card.

How many organizations will participate in the 2023 Annual Report Card?

We have invited Canada's largest 500 organizations by revenue. (Public companies, private companies, federal and provincial crown corporations, co-operatives and Canadian subsidiaries of foreign-owned corporations).

Why should we collect this data?

What gets measured gets done. Many business leaders care and want to do better when identifying bias in their organizations but aren't sure how. Thoughtful leaders collect this data and use it to create more inclusive workplaces.

TSX-listed mining company Franco-Nevada is one of The Prosperity Project's Founding Partners. "Not only does the data help organizations identify where they can do better in achieving their diversity goals, but the process can contribute to employees feeling heard and valued," says President and CEO Paul Brink.

Each organization will receive a complimentary individualized benchmarking report.

Read a summary of our roundtable of executives and KPMG in Canada experts to learn how your company can mobilize this data. Please find it in the Using Personal Data to Meet Gender and Non-Gender Diversity Goals section of the [2022 Annual Report Card](#), beginning on page 26.

Will our organization's data be published?

No. Individual organization's data will not be published. Data will only be presented in aggregate.

What are the deadlines to participate?

Please contact us via email by August 31, 2022, at data@canadianprosperityproject.ca to confirm your participation. The survey is open from October 7 – November 1, 2022.

Frequently Asked Questions

General

Is there a fee to participate in the 2023 Annual Report Card?

No.

Will The Prosperity Project identify any organizations invited to participate but decline?

No.

Did only organizations with thousands of employees participate in previous Annual Report Cards?

No. There were small organizations with between 50 and 200 employees who participated.

How much support can we expect from The Prosperity Project?

We will support you every step of the way. We offer a series of information sessions you can attend to get more information and ask questions. We also provide a Glossary of terms you can find here. To support you in collecting the data, we have created an optional secondary survey that you can use within your organization to collect the data if you don't already have it. We can also provide you with a customizable e-mail that invites women to participate and outlines the benefits of completing the survey. If you still have questions, you can email us at data@canadianprosperityproject.ca to request complimentary support.

Frequently Asked Questions

Data Collection and Privacy

Did any organizations that participated in the 2022 Annual Report Card collect the data from their employees for the first time?

Yes. We provided organizations with an optional survey (the “secondary survey”) to use to collect this information from employees. You can find a copy of the 2023 Annual Report Card secondary survey in the FAQ Appendix and request a link to the survey by emailing data@canadianprosperityproject.ca. We can also provide you with a customizable e-mail that invites women to participate and outlines the benefits of completing the survey. Many of these organizations also attended our information sessions for additional support.

I am worried that we won't have a high response rate. How do we encourage our employees to complete the survey?

In the fall of 2021, we brought together a roundtable of executives and KPMG in Canada experts to answer this question. You can find what you need to know in the Collecting Personal Data Lead Practice section of the [2021 Annual Report Card](#), beginning on page 23.

The first step in asking colleagues to self-identify is building trust. It is essential that employees self-identify voluntarily. It is an individual choice. Second, explain why the data is being collected, why now and lay out the “what’s in it for me” from the employees’ perspective. It is also imperative that you protect each individual’s privacy. We recommend that you explain to employees how the data is being collected and stored, who will have access to it, what it will be used for, and how it will be protected.

How will The Prosperity Project ensure that our data is treated confidentially and securely?

Each participating organization will receive an anonymous link so that you can enter your data independently using our surveying platform, Qualtrics XM. For background on the security measures, please visit <https://www.qualtrics.com/platform/security/>.

There will be three key custodians of the raw data to protect privacy. Survey data will be extracted, cleaned, and anonymized and provided to The Prosperity Project’s Analytics Partner, KPMG in Canada.

Will it be possible for someone reading the Annual Report Card to determine our organization’s results?

No. If there are fewer than eight organizations in a sector, data will be combined with data from other sectors to guarantee the anonymity of individual organizations.

Frequently Asked Questions

Completing the Survey

How do I confirm participation?

Please confirm participation on or before August 31 via email at data@canadianprosperityproject.ca using the Subject Line: Gender Diversity Study Confirmation.

How do I access the live survey?

Once you have confirmed participation, a survey link will be emailed to you on October 7, 2022, when the survey opens, and will remain open until November 1, 2022.

I need more information about the survey's diversity terms and leadership levels. What definitions should we use?

The Prosperity Project has produced a glossary of terms included in the survey. It can be accessed [here](#).

If you still have questions, email us at data@canadianprosperityproject.ca.

Do we have to answer all the questions?

Yes. We appreciate your efforts and time.

Do we include American employees for the Senior Management and Pipeline to Senior Management sections (Questions 19-34)?

No. Please do not include Executive Officers' direct reports (Senior Management) and their direct reports (Pipeline to Senior Management) as the survey's focus is Canadian women. Please keep this in mind when entering the total numbers in Questions 19-21 and 27-29. You can find a copy of the 2023 Annual Report Card Survey in the FAQ appendix.

What if we have some data but not all the data requested?

To support you in data collection, we have created a secondary survey that you will find in the FAQ Appendix. You can request a link to the live survey at data@canadianprosperityproject.ca. We can also provide you with a customizable e-mail that invites women to participate and outlines the benefits of completing the survey. If there are still questions where you don't have data, you can indicate on the survey that you don't have the data for that question.

Frequently Asked Questions

Completing the Survey

Should we count new staff members and staff on leave?

Yes. The Annual Report card captures a snapshot of your organization. Please count any persons employed as of September 30, 2022.

Can I start the survey, then finish it another time?

Yes. Qualtrics saves your responses when you navigate to a new page within the survey. If you use your survey link on the same browser within two weeks, you will be able to continue from where you left off.

Appendix: Survey

Thank you for your participation in The Prosperity Project 2023 Annual Report Card on Gender Diversity and Leadership. This is an opportunity for your organization to be recognized for leading the way in addressing ESG issues by collecting intersectional data on women's representation at the leadership level in Canada's largest public companies, private companies, federal and provincial crown corporations, co-operatives, and Canadian subsidiaries of foreign-owned corporations.

Your organization has been selected as part of our sample of 500 organizations. Our groundbreaking research focuses on i) the Board of Directors, ii) Executive Officers (defined in accordance with the annual information form for public companies or the CEO and CEO's direct reports in crown corporations, privately held companies, co-operatives and Canadian subsidiaries of foreign-owned corporations), iii) Executive Officers direct reports (Senior Management), and iv) Senior Management direct reports.

We will publish aggregated data only, broken down by industry, on the representation of women at these four levels including those who identify as women of colour, Indigenous (First Nations, Inuit, Métis), Black, 2SLGBTQIA+, and/or living with disabilities, as at September 30, 2022. Industry (classified in accordance with NAICS) data is combined with data from other industries when there are fewer than eight organizations from one industry to guarantee anonymity.

You will be providing valuable workplace data that we strongly believe will promote and improve gender, racial, 2SLGBTQIA+, and Indigenous diversity in corporate Canada. By answering these survey questions, you also consent to The Prosperity Project and KPMG in Canada using your answers to create The Prosperity Project 2023 Annual Report Card on Gender Diversity and Leadership.

Your survey responses are anonymous. You are NOT asked to state names or identify employees in your survey responses. The Prosperity Project and KPMG in Canada will aggregate the responses so that each organization will receive a summary of the overall results. The Prosperity Project and KPMG in Canada will not report your organization's survey responses to any other organization. We are grateful for your participation in this survey. Please be reminded that it should be completed strictly on a voluntary basis.

Questions? Please see the FAQ on our website at www.canadianprosperityproject.ca and dial into one of our information sessions. We can be reached at data@canadianprosperityproject.ca. The Prosperity Project (TPP) is a volunteer-driven, registered charity founded in 2020 to support the economic empowerment of women and underscore the economic importance of gender equality. We thank you for your support!

Appendix: Survey

Organization Information

Q1 What is the name of your organization?

Q2 Please confirm your fiscal year end (mm/dd).

Board Composition

Q3 Please enter the total number of Corporate Directors as at September 30th, 2022:

Q4 Please enter the total number of Corporate Directors who identify as the following as at September 30th, 2022:

☐ Women

☐ Men

☐ Non-binary / gender non-conforming

☐ Undisclosed

Q5 Please enter the total number of Corporate Directors who identify as Indigenous (First Nations, Inuit, Métis) and also identify as women as at September 30th, 2022:

☐ Total

☐ We do not collect / cannot disclose this data

Q6 Please enter the total number of Corporate Directors who identify as Black and also identify as women as at September 30th, 2022:

☐ Total

☐ We do not collect / cannot disclose this data

Q7 Please enter the total number of Corporate Directors who identify as People of Colour (not white, Black, or Indigenous) and also identify as women as at September 30th, 2022:

☐ Total

☐ We do not collect / cannot disclose this data

Q8 Please enter the total number of Corporate Directors who identify as persons with disabilities and also identify as women as at September 30th, 2022:

☐ Total

☐ We do not collect / cannot disclose this data

Q9 Please enter the total number of Corporate Directors who identify as 2SLGBTQIA+ and also identify as women as at September 30th, 2022:

☐ Total

☐ We do not collect / cannot disclose this data

Appendix: Survey

Executive Office Composition

Clarification: Executive office composition includes the CEO and the CEO's direct reports.

Q10 Please enter the total number of Executive Officers as at September 30th, 2022:

Q11 Please enter the total number of Executive Officers who identify as the following as at September 30th, 2022:

☐

Women

☐

Men

Non-binary / gender non-conforming

☐

Undisclosed

Q12 Please enter the total number of Executive Officers who identify as Indigenous (First Nations, Inuit, Métis) and also identify as women as at September 30th, 2022:

☐

Total

☐

We do not collect / cannot disclose this data

Q13 Please enter the total number of Executive Officers who identify as Black and also identify as women as at September 30th, 2022:

☐

Total

☐

We do not collect / cannot disclose this data

Q14 Please enter the total number of Executive Officers who identify as People of Colour (not white, Black, or Indigenous) and also identify as women as at September 30th, 2022:

☐

Total

☐

We do not collect / cannot disclose this data

Q15 Please enter the total number of Executive Officers who identify as persons with disabilities and also identify as women as at September 30th, 2022:

☐

Total

☐

We do not collect / cannot disclose this data

Q16 Please enter the total number of Executive Officers who identify as 2SLGBTQIA+ and also identify as women as at September 30th, 2022:

☐

Total

☐

We do not collect / cannot disclose this data

Senior Management Composition

Clarification: Canadian Executive Officers' direct reports are Canadian direct reports, regardless of where they reside. Please do not include non-Canadian direct reports of non-Canadian "Executive Officers" as the survey's focus is Canadian women.

Q17 Please enter the total number of people who are the Executive Officers' direct reports as at September 30th, 2022:

Appendix: Survey

Q18 Please enter the total number of people who are the Executive Officers' direct reports who identify as the following as at September 30th, 2022:

- ☐ Women
- ☐ Men
- ☐ Non-binary / gender non-conforming
- ☐ Undisclosed

Q19 Please enter the total number of people who are the Executive Officers' direct reports who identify as Indigenous (First Nations, Inuit, Métis) and also identify as women as at September 30th, 2022:

- ☐ Total
- ☐ We do not collect / cannot disclose this data

Q20 Please enter the total number of people who are the Executive Officers' direct reports who identify as Black and also identify as women as at September 30th, 2022:

- ☐ Total
- ☐ We do not collect / cannot disclose this data

Q21 Please enter the total number of people who are the Executive Officers' direct reports who identify as People of Colour (not white, Black, or Indigenous) and also identify as women as at September 30th, 2022:

- ☐ Total
- ☐ We do not collect / cannot disclose this data

Q22 Please enter the total number of people who are the Executive Officers' direct reports who identify as persons with disabilities and also identify as women as at September 30th, 2022:

- ☐ Total
- ☐ We do not collect / cannot disclose this data

Q23 Please enter the total number of people who are the Executive Officers' direct reports who identify as 2SLGBTQIA+ and also identify as women as at September 30th, 2022:

- ☐ Total
- ☐ We do not collect / cannot disclose this data

Pipeline to Senior Management Composition

Clarification: Canadian Senior Management's direct reports are Canadian direct reports, regardless of where they reside. Please do not include non-Canadian direct reports of non-Canadian "Senior Management" as the survey's focus is Canadian women.

Q24 Please enter the total number of Senior Management's direct reports as at September 30th, 2022:

Q25 Please enter the total number of Senior Management's direct reports who identify as the following as at September 30th, 2022:

- ☐ Women
- ☐ Men
- ☐ Non-binary / gender non-conforming
- ☐ Undisclosed

Appendix: Survey

Q26 Please enter the total number of Senior Management's direct reports who identify as Indigenous (First Nations, Inuit, Métis) and also identify as women as at September 30th, 2022:

Total

☐ We do not collect / cannot disclose this data

Q27 Please enter the total number of Senior Management's direct reports who identify as Black and also identify as women as at September 30th, 2022:

Total

☐ We do not collect / cannot disclose this data

Q28 Please enter the total number of Senior Management's direct reports who identify as People of Colour (not white, Black, or Indigenous) and also identify as women as at September 30th, 2022:

Total

☐ We do not collect / cannot disclose this data

Q29 Please enter the total number of Senior Management's direct reports who identify as persons with disabilities and also identify as women as at September 30th, 2022:

Total

☐ We do not collect / cannot disclose this data

Q30 Please enter the total number of Senior Management's direct reports who identify as 2SLGBTQIA+ and also identify as women as at September 30th, 2022:

Total

☐ We do not collect / cannot disclose this data

Thank you very much for joining us in this important Initiative to shine a light on organizations that are at the forefront of tackling gender, racial and Indigenous diversity in leadership roles in Canada's largest organizations.

We will be pleased to share an advance copy of our 2023 Annual Report Card on Gender Diversity & Leadership with you in February 2023.

We would like to thank our 2023 Annual Report Card Founding Partners & Sponsors AGF Investments, BMO Financial Group, CPP Investments, Franco-Nevada, The Globe and Mail, KPMG in Canada, NEO Exchange, RBC, TELUS, and WCM (Women in Capital Markets). If you would like to become a Partner or Sponsor, please reach out to Andrea Spender at andrea.spender@canadianprosperityproject.ca. To learn more about The Prosperity Project, please visit www.canadianprosperityproject.ca.