



CPP  
INVESTMENT  
BOARD

# **COMMUNICATIONS AND STAKEHOLDER RELATIONS POLICY**

**May 13, 2008**

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**1.0 OVERVIEW**

**1.1 Preface**

This document contains the policies that the CPP Investment Board will adhere to in managing communications and relations with its stakeholders and the media.

The Communications and Stakeholder Relations Policy (“Policy”) has been approved by the Board of Directors. It reflects the requirements under the *Canada Pension Plan Investment Board Act* (“Act”), and *The Regulations* (“Regulations”).

**1.2 Purpose**

The purpose of the Policy is to ensure the communications of the CPP Investment Board meet the requirements of the Act, the Regulations, and the CPP Investment Board corporate strategy.

**2.0 RESPONSIBILITIES**

**2.1 Compliance**

Directors, Officers and Employees will comply with the Policy.

**3.0 IMPLEMENTATION**

**3.1 Communications Strategy**

All communications with media or stakeholder groups should be planned in consultation with the Senior Vice-President, Communications and Stakeholder Relations (SVP CSR) or his/her designate to ensure a consistent, co-ordinated and professional approach to communicating with external audiences.

**3.2 Spokespersons**

The President & CEO is the principal spokesperson for the CPP Investment Board related to the organization’s vision and strategy.

The Chairperson is the principal spokesperson for the Board of Directors. The Chairperson will work with the President & CEO and the SVP CSR to foster constructive communications and stakeholder relations.

The SVP CSR or his/her designate will act as general spokesperson for the CPP Investment Board.

When an Officer or Employee is contacted for comment on the CPP Investment Board or to represent it, he or she will inform and consult with the SVP CSR, or his/her designate to determine the most appropriate course of action. The SVP CSR or his/her designate will determine the appropriate spokesperson and provide appropriate media support in preparation for all media interviews.

Senior Vice-Presidents and Vice-Presidents may act as spokespersons in their area of responsibility following consultation with the SVP CSR and with the President & CEO if deemed necessary by the SVP CSR

Directors will advise the President & CEO and the SVP CSR if they are contacted for comment on the CPP Investment Board or to represent it. Directors will only be involved in external communications with the approval of the President & CEO and the Chairperson.

### **3.3 Media Enquiries**

Developing and maintaining effective relationships with the media is important to facilitate the flow of information between the CPP Investment Board and its stakeholders.

All media enquiries will be directed to the Communications and Stakeholder Relations (CSR) department. Comment to media will only be offered by those authorized to do so by the CSR department.

Enquiries from the media will be directed to the SVP CSR or his/her designate who will evaluate the request, respond directly or through a designate when appropriate or gather the necessary background information and direct the request to the President & CEO or the Chairperson, or the appropriate spokesperson.

Background briefings and interviews are subject to prior approval by the President & CEO and will be developed in collaboration with the SVP CSR

### **3.4 Official Languages**

The CPP Investment Board will respect the equal status of Canada's two official languages as established by the *Charter of Rights and Freedoms* and the *Official Languages Act*.

English and French reports required by law will be issued simultaneously. Other published materials and information may be issued in bilingual or unilingual versions, subject to an evaluation of costs. In all cases the requirements under the *Official Languages Act* will be paramount.

**3.5 No Selective Disclosure**

The CPP Investment Board will not selectively disclose information to stakeholders or the media. It will not disclose information regarding investments under consideration or not completed, and we respect third-party confidentiality agreements. We comply with federal and provincial laws and regulations regarding such matters as privacy.

**3.6 Annual and Quarterly Reports**

The Act requires the CPP Investment Board to produce an annual report and quarterly financial statements, deliver copies to the federal and provincial finance ministers and make copies available to the public.

For the first three quarters of the fiscal year, quarterly financial statements will be delivered to finance ministers within 45 days of the end of each quarter and released to the public.

The annual report will be delivered to finance ministers within 60 days of the end of each fiscal year and released to the public and Parliament.

Annual and quarterly financial statements will contain the information required under the Act and Regulations and such other information as Management may determine and the Board of Directors approves.

**3.7 Public Meetings**

The CPP Investment Board will hold public meetings at least once every two years in each of the nine participating provinces to discuss its most recent Annual Report and give interested Canadians an opportunity to comment. Notice and the content of such meetings will be in accordance with the Act.

**3.8 Stakeholder Enquiries**

Enquiries regarding publicly available information will be dealt with promptly by the SVP CSR or his/her designate. Whenever possible, stakeholders will be referred to the CPP Investment Board's Website.

Enquiries from finance ministers or senior government officials generally will be referred to the SVP CSR who will arrange the appropriate response.

**3.9 Speeches and Presentations**

Prior to accepting invitations for speeches and presentations, Officers and employees will consult with the SVP CSR or his/her designate.

**3.10 Website**

The CPP Investment Board's Website will be used as the primary means of public, media and business-to-business communications.