



Going further

CORPORATE RESPONSIBILITY REPORT

DEPUIS 1976 EST®
AVENIRGLOBAL



92

91



GOING

At AVENIR GLOBAL, corporate responsibility is part of our DNA. As for every project we are involved in, we strive to go above and beyond. Our Corporate Responsibility Policy is a core component of our culture and guides us in how we conduct business.

FURTHER

We continuously search for ways to go further, to push our limits, both in terms of business—in 2019, the acquisition of Hanover, our sixth in five years, allowed us to expand into new markets such as the Middle East—and in terms of our corporate behaviour.

In 2019, we pushed our commitment to integrity and professional conduct further by launching a Firm-wide Code of Conduct, which serves as the foundation for the Firm's policies and procedures. 2019 also marked the first year of The Institute 301, the third level of our in-house, Firm-wide learning program. We welcomed a cohort of 12 senior leaders from across multiple brands and markets for a year-long program with the goal of strengthening their understanding and vision of the Firm, the business of the business, and the key role they play as leaders of a broader network.

Our people work tirelessly to help their clients succeed and work just as hard for their communities. We greatly value and encourage our people's commitment to local organizations supporting a wide range of causes, from hunger relief, youth and the elderly, to diversity and culture. And we are proud to continue our efforts of making our business practices more sustainable by recycling, composting and reducing our use of all types of consumables.

These commitments are part of who we are. We don't settle for "just enough"—we go further because we care. Through a series of actions—big and small—directed toward a common goal, we create a force that drives change.

Valérie Beauregard
Executive Vice-President, AVENIR GLOBAL

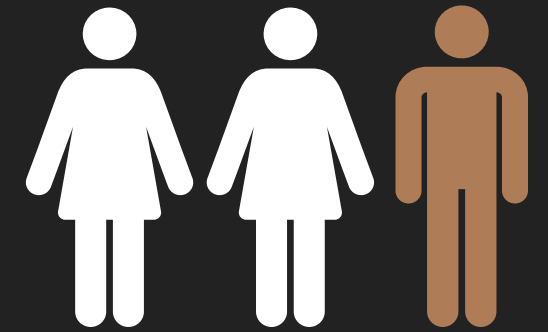
AVENIR GLOBAL

BY THE NUMBERS

1,000
employees

93% hold a university degree

34% completed graduate school



2/3 of our staff
ARE WOMEN

7,000
pro bono hours
IN LOCAL COMMUNITIES

MORE THAN
12,000
professional development
HOURS
logged in 2019

#1

HEALTHCARE
public relations
consultancy in the U.K.

#3

Food, Beverage
& **NUTRITION**
firm in North America

#1

FINANCIAL
Communications &
INVESTOR RELATIONS
practice in Canada

43 years of
SERVICE

33 languages
SPOKEN

55 PhD, PharmD,
MD, RD, medical
writers & editors
ON STAFF

85 OF EMPLOYEES
would recommend
the firm as a place
TO WORK IN
their field
(2018 SURVEY)

..... LARGEST
Canadian-owned
global communication firm

Our Corporate Responsibility Policy focuses on four key areas where we believe we can have the most impact: ethical conduct, social investment, environmental performance and human capital development.

Each is supported by operational guidelines and, where appropriate, annual performance metrics.



1

ETHICAL CONDUCT

We are committed to practicing public relations at the highest professional standards. Our Firm has strict policies and guidelines governing the conduct of its business, notably regarding confidentiality, ethics and conflicts of interest. We seek to provide collaborative and sustainable communication solutions to our clients.

2

HUMAN CAPITAL DEVELOPMENT

We select, compensate and promote our employees on the basis of merit, without discrimination on grounds of race, religion, ethnic origin, sexual orientation, age or disability. We offer an extensive range of professional development and training programs at the local, national and international levels for all categories of employees. We reward excellence internationally, nationally and locally, and each office offers its employees specific programs and benefits to foster their wellness and satisfaction.

3

SOCIAL INVESTMENT

We encourage employees to undertake pro bono work—the donation of communication counsel and services—for not-for-profit organizations on behalf of the Firm. We also make financial contributions to not-for-profit organizations in the communities where we operate and encourage employees to make financial contributions. We recognize employees for their pro bono work by incorporating this aspect into annual performance evaluations.

4

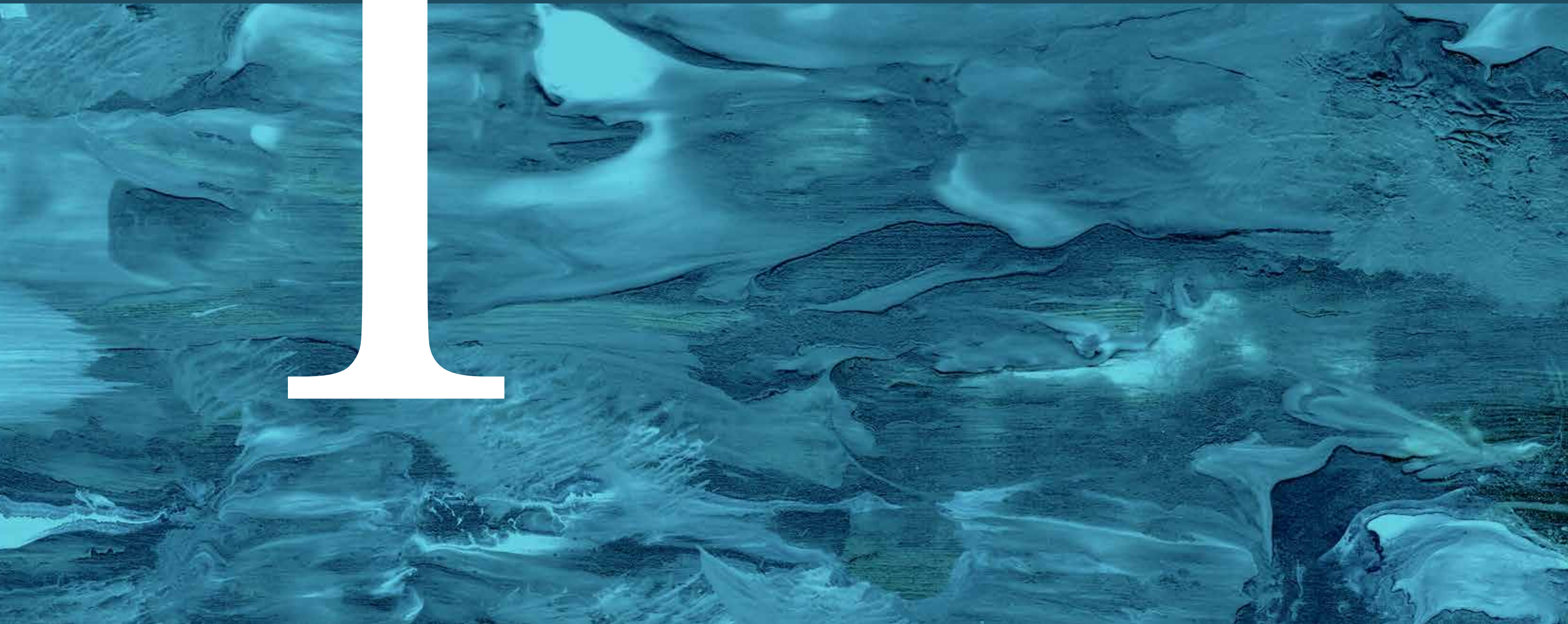
ENVIRONMENTAL PERFORMANCE

We work to minimize the Firm's environmental impact, specifically by reducing our direct paper and water consumption, recycling, conserving energy and procuring environmentally responsible goods and services. Local green committees are responsible for implementing environmental programs and monitoring our performance on an annual basis. The Firm encourages clients to integrate environmental concerns into their business and communications practices and counsels them to minimize their environmental impact in all of their communication efforts.





ETHICAL CONDUCT



ETHICAL CONDUCT

Our Code of Conduct

Maintaining the highest level of integrity and professional conduct in all of our daily activities has been paramount to shaping our Firm's reputation as a trusted advisor for 43 years.

Rooted in our core values, our Code of Conduct, which was newly adopted in 2019, is the foundation for all of the Firm's policies and procedures.

These commitments outline core standards for behaviour that our stakeholders can expect from each of us, in our multiple roles of employer, supplier, partner, client and global corporate citizen. They have been adopted by AVENIR GLOBAL and each of its brands.



WE RESPECT THE LAW AND OUR INDUSTRY CODES OF CONDUCT.

We respect local, national, and any other laws with an international reach, such as the UK Bribery Act, the US Foreign Corrupt Practices Act and the UK Modern Slavery Act where relevant, as well as all applicable industry and lobbying codes of conduct.



WE TREAT PEOPLE WITH DIGNITY AND RESPECT.

We are committed to providing a workplace free of harassment, and one in which all individuals are treated with dignity and respect. We select, compensate and promote our employees on the basis of qualifications and merit, without discrimination or concern for race, religion, national origin, gender, sexual orientation, age or disability. We recognize that workforce diversity creates a limitless source of ideas and opportunities; we actively seek out employees from a wide range of backgrounds, experiences and perspectives. We exhibit care and concern for the health and well-being of our employees and seek to help them strike a balance between work, family and other personal responsibilities. We celebrate the extraordinary achievements of colleagues.



WE MANAGE OUR RESOURCES WISELY.

We favour the accomplishment of work through synergy, which refers to the pooling of our people's skills, experience and creative abilities in all aspects of corporate life. We focus on a disciplined management approach that allows us to meet our profitability objectives while ensuring the long-term sustainability of our business.



WE APPLY FAIR BUSINESS PRACTICES.

We always base the offering and procurement of goods and services on price, quality, function and necessity and other market-specific criteria. We compete aggressively in our markets but do so equitably and ethically.



WE ARE COMMITTED TO QUALITY AND HIGH PROFESSIONAL STANDARDS.

Our work is grounded in research, insight and deep sector understanding, and seeks to create meaningful impact for our clients. We recognize our limitations and seek guidance when needed. We promote learning, excellence, innovation and continuous improvement.



WE ARE RESPONSIBLE GLOBAL CITIZENS.

Wherever we do business, we strive to make positive contributions to our local communities, both directly, and through our client work. The Firm supports not-for-profit organizations and projects that align with our culture, in addition to encouraging our employees' community involvement. As an organization, we seek to minimize our environmental impact and advise our clients to do the same. All of our offices follow our Corporate Responsibility Policy, which focuses on four key areas where we have the most impact: ethical conduct, social investment, environmental performance and human capital development.



WE ACT WITH HONESTY AND INTEGRITY AT ALL TIMES IN THE ADVICE WE PROVIDE CLIENTS AND THE WORK WE DO ON THEIR BEHALF.

All of our work must be able to pass the test of public scrutiny without placing clients' or the Firm's integrity, reputation or qualifications in question. We accurately represent the services we provide and the breadth and depth of our knowledge and our experience. We take responsibility for our own actions and expect others to do the same. We are always open and transparent when gathering information for a client or when seeking to attain a business objective. We encourage employees to express any concerns, and never wish to have employees conduct work that they do not personally believe in.



WE AVOID CONFLICTS OF INTEREST.

We conduct our personal activities, whether paid or unpaid, in ways that avoid any possible conflict of interest. This includes not offering and refusing to accept any financial interest, position, payment or other type of advantage that could create a real or apparent situation of lack of objectivity or of improper influence on the outcome of business decisions. In case of doubt, we consult senior colleagues and/or seek legal advice. We inform the appropriate persons of situations that could create such conflict as soon as we are aware of them.



WE PROTECT CONFIDENTIALITY AND SAFEGUARD PRIVACY.

Our relationships with clients are private and are not shared without consent. We presume that any information we receive in the course of our work is confidential, unless we know that the information is already public knowledge. Insider trading is expressly prohibited; client information, no matter its nature or source, shall not be used for personal gain or for the benefit of others.

We take active measures to protect all data and information against theft, loss or any use other than that established by the client, and actively comply with legislation related to data protection and privacy such as GDPR and CASL.

Our values

Fostering a people-centric culture has been an integral part of our approach since our inception. While our human resource policies embody this concern and commitment, for AVENIR GLOBAL, putting relationships with our clients and our people first is a matter of maturity and genuine leadership.

Our values underpin our relationships with each other and our clients. They are the foundation of our corporate culture and our guiding principles as we move forward.

Sharing the same values allows us to enjoy considerable autonomy and swiftness of action without compromising our operating brands. It also allows us to rapidly mobilize teams and bring together the most experienced individuals from across the network who are quickly united to address our clients' most pressing challenges.

QUALITY

Our raison d'être is the satisfaction of our clients. We strive to consistently provide them with work of the highest quality.

COMMITMENT

We hire motivated, committed people who love what they do.

INNOVATION

We constantly seek to improve in all areas and we foster a culture of innovation to ensure the ongoing development of new products and services to meet emerging client needs.

COLLABORATION

We believe that collaboration, team spirit and teamwork are essential to any success in business.

INTEGRITY

We believe that the best way to protect our reputation is to maintain a high level of integrity and professional conduct in all of our daily activities.

RESPONSIBILITY

We manage our business in a financially responsible way; our Firm's profitability is essential to its sustainability.

RESPECT

We believe that there can be no lasting success without mutual respect, and we promote courtesy in the workplace.

Mandatory ethics training

We recognize the need for training to ensure that everyone, irrespective of sector of geography, understands our ethical and business objectives and has received guidance in making the right decisions.

All AVENIR GLOBAL employees must take the following four mandatory Web-based training modules developed by the WPP family of companies, which includes AVENIR GLOBAL:

- » Anti Bribery & Corruption
- » WPP Code of Conduct: How We Behave
- » WPP Privacy and Data Security Awareness
- » Preventing Global Tax Evasion

SHIFT, PADILLA & AXON US *go further*

In 2019, in order to comply with U.S. federal and state laws, SHIFT, Padilla and AXON US undertook an initiative to provide all employees with Workplace Harassment Awareness and Prevention training, which educated them about all forms of inappropriate behaviour and the process for reporting incidents.

Industry codes of conduct the Firm adheres to:

CANADA

- » Alliance des cabinets de relations publiques du Québec A+ Accreditation
- » Canadian Investor Relations Institute Code of Ethics
- » Canadian Public Relations Society (CPRS) Code of Professional Standards
- » Registry of lobbyists of Canada
- » Registry of lobbyists of Quebec
- » Société québécoise des professionnels en relations publiques (SQPRP) Code of conduct

UNITED KINGDOM

- » Association of British Pharmaceutical Industry (ABPI)
- » Public Relations and Communications Association Code of Conduct

UNITED STATES

- » Academy of Nutrition and Dietetics
- » PR Council Code of Ethics and Principles
- » Public Relations Society of America (PRSA) Code of Ethics

INTERNATIONAL

- » Insights Association - CASRO and MRA
- » International Association of Business Communicators (IABC) Code of Ethics
- » International Committee of Medical Journal Editors (ICMJE)
- » WPP Code of Business Conduct



HUMAN CAPITAL DEVELOPMENT

HUMAN CAPITAL DEVELOPMENT

Numerous studies have shown that the more diverse and inclusive a company, the more successful it is. While our Firm is not completely there yet, we are proud to say that we are well on our way.

AVENIR GLOBAL
goes further

In 2019, AVENIR GLOBAL introduced a new category in its Achievement Awards program: the People Leader Award, presented to individuals who demonstrate a unique ability to guide and inspire others, which in turn contributes to the effective and efficient functioning of the Firm.

For example, our AVENIR GLOBAL colleagues speak 33 languages and 66 per cent of our staff is women. Diversity of perspectives, respect, creativity and collaboration are key words used by clients in feedback surveys to describe the culture within our Firm.

The collective impact of everyone working together produces a positive culture and tone from the outset ensuring we get the best results for our clients. The moment an individual joins the Firm, AVENIR GLOBAL's ongoing process toward creating a diverse, creative workforce and an inclusive, collaborative workplace begins. It is formalized through robust onboarding and professional development programs in which every new hire participates, introducing the employee to colleagues and programs in his home office, as well as those around the globe.

We continually refine and further develop our practices to ensure that our business, our culture, our offices and our people reflect today's society. At AVENIR GLOBAL, we believe that the best way to attract and inspire remarkably high-calibre individuals is to invest in people through our peer-nominated Achievement Awards program, offering continuous learning opportunities, and through the promotion of LGBTQ2 and women's leadership with external sponsorships and community partnerships—and to inspire others to do so as well.

2019 Best Workplaces in the U.K. (AXON)

2019 Best Workplaces for Women in the U.K. (AXON)

2019 Excellence in Wellbeing (AXON)

2018 Best Workplaces for Women in the U.K. (AXON & Madano)

MM&M Best Places to Work 2018 (AXON)

PRNews' 2018 Top Places to Work in PR

(AXON US & SHIFT Communications)

AXON CTS
goes further

In 2019, AXON CTS implemented a peer-led learning initiative program that resulted in four 1-hour sessions being held.

AXON UK
goes further

In 2019, AXON UK signed the Time to Change Employer Pledge, reinforcing the agency's commitment towards ending the stigma around mental health in the workplace. The pledge is supported by a comprehensive action plan, which will be implemented in an effort to positively impact the way that the AXON staff thinks and acts about mental health in the workplace.



AVENIR GLOBAL stands apart from other communications firms, having committed itself to fostering a learning culture. The goal of The Institute is to offer cutting-edge multi-platform learning opportunities to employees across our network. The Institute was launched in 2001, and close to 20 years later, we continue to explore new opportunities to feed our staff's curiosity while linking these activities to their professional review with our Learning Passport.

All of the Firm's learning programs—whether Firm-wide or local—are offered through The Institute.

The Institute recognizes that relevant learning activities take various forms, whether they be organized team sessions, self-directed initiatives, or external courses. The cornerstone of our program is the individual Learning Passport, which allows employees to monitor all their efforts, align them with their performance goals and showcase progress. The Institute's professional development program includes:

FIRM-WIDE, FORMAL LEARNING

We offer ongoing Firm-wide sessions, including our Bold Thinking Speaker Series webinars; The Institute 101, 201 and 301 face-to-face workshops for new employees, senior consultants and senior leaders; our signature Visionary Leadership Model training; and mandatory ethics training.

INDIVIDUAL MENTORING OR COACHING

We recognize that mentoring is a valuable developmental partnership for receiving constructive feedback and promoting leadership within the Firm. A formal mentoring program has been established in our Toronto and Montreal offices, pairing consulting staff with senior individuals. Ad hoc mentoring and individualized coaching programs are also recognized in mentees' Learning Passports.

LOCAL COURSE OFFERINGS

From lunch-and-learns to team or practice area sessions and guest speakers, employees have the opportunity to delve into a range of topics allowing for an increased sharing of expertise to meet local needs and interests.

SELF-DIRECTED LEARNING

We encourage employees to further expand their knowledge through self-directed activities such as keeping up to date through industry webinars, podcasts and readings. Our "Love a Little Learning" newsletter has a monthly theme, highlighting pieces curated by leaders across the network. The Firm offers a select number of licences to access thousands of the latest business, creative and technology skills training videos designed for 24/7 desktop and mobile learning through LinkedIn Learning.

2019

Achievement Awards

Every year, AVENIR GLOBAL presents Achievement Awards to employees who, through their exceptional contributions, reinforced the Firm’s values and vision, and promoted its growth and leadership position in the industry.

Among 139 nominations submitted by their colleagues, 74 laureates were selected this year for their accomplishments in six categories. The awards were presented during local ceremonies in each of our offices. In addition to the winners in local categories, AVENIR GLOBAL presents global recognition awards to celebrate extraordinary achievements.

AVENIR GLOBAL Way Award
Alan Dunton (SHIFT San Francisco)



The AVENIR GLOBAL Way Award is presented to the employee who best represents the Firm’s values and embodies our brand by applying bold thinking to solve challenges and establishing trusted relationships with clients and partners.

Alan Dunton took the reins of SHIFT’s San Francisco office in July 2018. He brought an energy and a “can-do” attitude that inspired his reports and had a swift and dramatic impact on office performance.

Alan is a leader who focuses not just on revenue growth and client retention, but also employee motivation. He cultivates a strong “family feel” atmosphere where people can learn from each other. He has brought an element of positivity, and developed a growth-oriented environment that emphasizes professional development and which is, most importantly, fun.

Luc Beauregard Award
Sarah Fox (Padilla New York)



The Luc Beauregard Award, dedicated to the memory of our founder, is presented to one of the AVENIR GLOBAL Achievement Awards winners whose stellar nomination and strong performance during the year truly stood out among all local laureates.

Since joining Padilla two years ago, Sarah Fox has been recognized as a great leader who goes above-and-beyond in client service. She is a mindful strategic team manager who nurtures growth among staff, is business minded, and is skilled in agency operations.

With her professionalism, business acumen, team player abilities, positive demeanor and mentoring skills, Sarah exemplifies the spirit of the Luc Beauregard Award.

2019 ACHIEVEMENT AWARDS
local winners

COMMITMENT & COLLABORATION ACHIEVEMENT AWARD

- Daniella Pfeifer (AXON Copenhagen)
- James McCary (AXON London)
- Rebecca Burbidge (AXON London)
- Sophie Herlihy (AXON London)
- Michelle Wolfson (AXON New York)
- Essi Turkson (Cherry)
- Karl Picard (Hanover Dublin)
- Mia Ayres (Hanover London)
- Samantha Brannan (Madano)
- Dayna Park (NATIONAL Halifax)
- Stéphanie Napky Couture (NATIONAL Montreal)
- Vincent Gagnon (NATIONAL Montreal)
- Tiéoulé Traoré (NATIONAL Ottawa)
- Marie-Pier Lambert (NATIONAL Quebec City)
- Meredith Adams (NATIONAL Toronto)
- Jillian Stead (NATIONAL Vancouver)
- Allison Mikita (Padilla New York)
- Nichole Gill (Padilla Richmond)
- Laurie Hainley (Padilla Washington)
- Shannon Steffen (SHIFT San Francisco)

BUSINESS DEVELOPMENT & MANAGEMENT ACHIEVEMENT AWARD

- Sam Walsh (Cherry)
- Barbara Cooreman (Hanover Brussels)
- Gary Cleland (Hanover London)

- Joe Derry-Malone (Hanover London)
- Sandra Allimadi-Ocitti (Hanover Middle East)
- Juliet Kitson (Madano)
- Bridget Burgess (NATIONAL Halifax)
- Edith Rochette (NATIONAL Montreal)
- Michel Lambert (NATIONAL Quebec City)
- Jane Taber (NATIONAL Toronto)
- David Heinsch (Padilla Minneapolis)
- Fred Lake (Padilla New York)
- Joel Erb (Padilla Richmond)
- Ashley Desrosiers (Padilla Washington)
- Darren Weiss (SHIFT San Francisco)

SUPPORT SERVICES ACHIEVEMENT AWARD

- Danni Buxton (Cherry)
- Kate Lawrie (Hanover London)
- Shelby Hirsch (NATIONAL Halifax)
- Camille Bélanger (NATIONAL Montreal)
- Melissa Wood (NATIONAL Ottawa)
- Aisha Saito (NATIONAL Toronto)
- Alice Vaught (Padilla Chicago)
- Lisa Ramos (Padilla New York)
- Jennifer Leahy (SHIFT Boston)

VISIONARY LEADERSHIP MODEL ACHIEVEMENT AWARD

- Melissa Lewis (AXON CTS)
- Sarah Schippers (AXON London)
- Tara Lohmann (Madano)
- Madeline Postle (NATIONAL Halifax)

- Hugo Morissette (NATIONAL Montreal)
- Tim Butters (NATIONAL Toronto)
- Alyssa Smith (NATIONAL Vancouver)
- Carrie Young (Padilla Minneapolis)
- Sarah Fox (Padilla New York)
- Kathryn Canning (Padilla Richmond)
- Natalie Smith (Padilla Richmond)
- Sarah Levy (Padilla Washington)
- Jennifer Toole (SHIFT Boston)

INNOVATION ACHIEVEMENT AWARD

- Leigh Ireland (Hanover London)
- Darren Fleetwood (Madano)
- Mel Hennigar (NATIONAL Halifax)
- Pascale Larouche (NATIONAL Montreal)
- Gisele Suen (NATIONAL Toronto)
- Grant Prentice (Padilla Chicago)
- Michael Garrison (Padilla Minneapolis)
- Jenna Finn (SHIFT Boston)

PEOPLE LEADER ACHIEVEMENT AWARD

- Daniella McCrorie (AXON CTS)
- Antonia Katsambis (AXON London)
- Elisabeth Mozel-Jury (AXON London)
- Simon Oldridge (Cherry)
- Gareth Morrell (Madano)
- Lee Stafford (NATIONAL Halifax)
- Judith Lebel (NATIONAL Montreal)
- Nancy Dale (NATIONAL Toronto)
- Justin Finnegan (SHIFT New York)



SOCIAL INVESTMENT



SOCIAL INVESTMENT

Wherever we do business, we strive to have a positive impact in our local communities. As well as having international reach, we are part of our local economic ecosystems and work with local businesses and suppliers where possible. We also play a role in social development where we work, and support causes that are important to our employees and our neighbours through fundraising efforts, volunteer drives, and by providing pro bono services.

In 2019, we devoted nearly 7,000 pro bono hours to organizations in a variety of sectors, such as healthcare and social services, education and learning, arts and culture, youth and seniors services, and more. We have built meaningful, long-lasting relationships with some organizations throughout our history, and we are always happy to make new connections with people working to make a difference.



~~~~~

Giving has always been an integral part of the AVENIR GLOBAL way. In addition to what we do as a Firm, we encourage our employees to volunteer on their own behalf and support causes they feel strongly about in order to make their community a better place to live for all.

~~~~~


GOING FURTHER FOR OUR COMMUNITIES

SNAPSHOTS OF SOCIAL IMPACT



NATIONAL OTTAWA APATHY IS BORING

Apathy is Boring is a non-partisan, charitable organization focused on educating all Canadian youth about democracy, so that they can become change-makers in their everyday lives.

During Canada's 2019 federal election period, NATIONAL Ottawa was proud to work with Apathy is Boring to help them boost public engagement as they ran their biggest ever nationwide get-out-the-vote campaign. NATIONAL helped the organization develop a strategy to engage traditional media, and assisted with media outreach, media training for their spokespeople, social media training for their communications team, and the development of two separate national Op-Eds, which were published in major Canadian news sources.

NATIONAL TORONTO THE SHOEBOX PROJECT

In December 2019, NATIONAL Toronto made gift-filled shoeboxes for local women impacted by homelessness as a part of The Shoebox Project for Women.

Each thoughtfully created and decorated shoebox was filled with items valued at around \$50 to enhance self-esteem and reduce feelings of isolation for women in need. Women displaced from their homes are often overlooked and the shoebox gift is a powerful reminder to a woman that she has not been forgotten and remains a valued and respected member of her community.



NATIONAL QUEBEC CITY LA FONDATION LES AMIS DE SAMUEL

Too many students don't have enough to eat, a situation that jeopardizes their chance of flourishing. For a 10th consecutive year, an army of volunteers, including many members of the NATIONAL Quebec City team, answered the call of Les Amis de Samuel foundation (created by Managing Partner Julie-Anne Vien in 2009) to take part in the "Marchands de bonheur" initiative on a cold December morning.

Their mission was to prepare food baskets for 155 underprivileged families of students from primary and secondary schools of the Quebec City area. The operation was once again a big success, generating smiles and stars in the children's eyes.

NATIONAL MONTREAL
CENTRAIDE OF GREATER MONTREAL

Continuing a long-standing tradition, NATIONAL Montreal once again supported Centraide of Greater Montreal in 2019. The highlight of the fundraising campaign was the always popular auction, in which more than 50 employees participated.

Prizes consisted of gifts from clients or partners, and several one-of-a-kind items donated or crafted by the employees themselves. Thanks to mobilization efforts from the committee composed of chair Mirabel Paquette along with Léa Blanchet, Christian Ahuet, Guillaume Lajoie, Nathalie Rhéaume and Maxime Debeauvais, NATIONAL Montreal raised over \$38,000 for Centraide.



NATIONAL VANCOUVER
LIFT PHILANTHROPY PARTNERS

LIFT Philanthropy Partners is a national, non-profit organization that works with social purpose organizations (SPOs) across Canada to improve their operations, accountability and measurement practices so they can deliver meaningful, lasting impact.

NATIONAL Vancouver works closely with the small but mighty team at LIFT to plan and implement effective strategies that clearly communicate the value they bring to expanding the capacity and reach of SPOs. In 2018 and throughout 2019, NATIONAL supported the launch and rollout of Better Beginnings, Bigger Impact, a unique initiative created to help 10 organizations expand their capacity and reach in order to deliver real change in the lives of Canadian newcomers. NATIONAL provided services in-kind to help LIFT better serve the selected organizations, including the development of a communications toolkit and a comprehensive online communications audit, and provided reports to help LIFT better understand where they could support SPOs in communicating their services and overall impact.

NATIONAL ATLANTIC
2019 MEMORIAL CUP

When the Halifax Mooseheads were to host the 2019 Memorial Cup—the Canadian Hockey League’s championship tournament—at Scotiabank Centre for the first time in nineteen years, naturally, NATIONAL Atlantic’s employees volunteered to help them bring it to life.

Besides drumming up excitement around this remarkable sporting event for Halifax, which many ended up declaring as “best ever,” our colleagues hosted the event’s sponsors and helped them make the most of this important partnership.



NATIONAL TORONTO
goes further

In June 2019, the NATIONAL Toronto team participated in a session led by experts from The 519, a City of Toronto agency promoting inclusion and respect for the 2SLGBTQIA communities. The workshop included skills for corporate and public spaces alike and highlighted the importance of seeking counsel to constantly improve how we work and treat one another.



AXON CTS & NATIONAL TORONTO
SECOND HARVEST

Members of the AXON CTS and NATIONAL Toronto teams took a day in the summer of 2019 to support Second Harvest in their Feeding Our Future program. Second Harvest is Canada’s largest food rescue charity, and Feeding Our Future is their summer lunch program.

Every day for 8 weeks in the summer, teams of volunteers prepare nutritious lunches, which Second Harvest then delivers to summer camps across the city, ensuring that children who get subsidized lunches during the school year will also be receiving at least one nutritious meal a day while attending summer camp. Our team got into the kitchen and some snazzy hairnets, and made almost 900 sandwiches for children’s camp lunches.



AXON UK & MADANO
MIND

In May 2019, a group of intrepid AXON UK and Madano explorers took on the Three Peaks Challenge—the UK’s most demanding hiking challenge—in support of the mental health charity Mind.

The challenge is a race against the clock to scale the three highest mountains in England, Scotland and Wales in under 24 hours. During Mental Health Awareness Week, the team successfully completed the challenge within the time limit, hiking 37 kilometers, ascending 3,604 meters, and raising a whopping £6,366.48 in donations for Mind. This was 354% of the team’s original fundraising target!

MADANO
& AXON UK
go further

In 2019, the AXON UK and Madano CSR Elective launched the Pro Bono Day Benefit; allowing every member of the team to take a day off to provide in-kind services to support the causes that matter to them most.



PADILLA MINNEAPOLIS
YOUTHLINK

For today's youth experiencing homelessness, living without shelter is a grim reality in many communities, but Minneapolis has a vital lifeline: YouthLink. Each year, the non-profit helps thousands of young people in crisis by providing them with a filling meal, clean clothes, a hot shower and a connection for a place to sleep.

In 2019, YouthLink received its own lifeline—a transformative \$1.4 million donation that would fund needed services and revitalize its Youth Opportunity Center. Padilla volunteered its time and expertise to help the organization publicize this transformational gift, conducting an immersive messaging session with its staff and leaders that led to the development of a strategic messaging platform capturing YouthLink's unique capabilities. Padilla also provided media training, media planning and outreach efforts that helped YouthLink secure quality media coverage for their dedication event, expanding awareness across the Twin Cities and beyond.



PADILLA RICHMOND
THE RICHMOND FORUM

Persuasive orators—from Patrick Henry to Oprah Winfrey—have delivered some of the world's greatest speeches in Richmond, Virginia. The Richmond Forum, the U.S.'s largest non-profit lecture series, has contributed to this proud tradition.

But with few public K-12 schools teaching speech or debate in the region, The Forum leaders saw an opportunity to expand their mission in the community. Their goal: for there to be competitive speech and debate teams in all public middle and high schools in the Richmond region by 2025. Padilla eagerly helped launch the Richmond Region Speech & Debate Initiative. Padilla designed the initiative's graphic identity and created a compelling digital presentation to build support for the initiative in the community, showing how speech training helps develop better students, college candidates, employees and citizens. The initiative, now in its first full programming year, supports teams in 21 of the region's 33 public high schools, with nine of these being brand new teams—well on the way to its 2025 goal.



SHIFT BOSTON & NEW YORK
MOVEMBER FOUNDATION

The Movember Foundation is saving and improving men's lives through projects focused on prostate cancer, testicular cancer, mental health and suicide prevention.

In November 2019, Jordan Surkin, Jim Joyal, Dave Heffernan, Dan Brennan, Justin Finnegan, Rick Murray, Ian Averback, Pete Buhler, and Jonathan Murray, known throughout the month as the "SHIFTy Staches," came together and grew their moustaches in the name of men's health. SHIFT promoted this effort through social media all month long. Within the first week, the SHIFTy Staches surpassed the \$1,000 goal and raced past \$2,000 shortly after. By the end of the wildly successful campaign, the SHIFTy Staches raised a total of \$6,852 for the Movember Foundation.

SHIFT SAN FRANCISCO
THE OCEAN CLEANUP

For nearly three years, SHIFT San Francisco Managing Director Alan Dunton has provided communications support to The Ocean Cleanup, a Dutch non-profit organization that builds advanced technology to rid the world's oceans of plastic debris.

At the end of 2019, Alan traveled to Vancouver to help the organization announce—and celebrate—the completion of Mission One, which culminated in its first retrieval of plastic from the Great Pacific Garbage Patch. At that event, which captured media attention from around the world, The Ocean Cleanup also announced that it would develop consumer products based entirely upon the plastic it retrieves from the oceans, as well as a partnership with DNV GL, a leader in industry certifications, to create a new open standard for verifying the origin of ocean plastic. Alan, who has never lived more than a few miles away from the Pacific Ocean, supports The Ocean Cleanup's global communications team as it continues to drive incredible, international recognition for the organization's technical accomplishments, as well as awareness for the need to remove plastic debris from the world's oceans.

CHERRY
THE TRUSSELL TRUST - SOUTHBANK FOODBANK

Southbank Foodbank is part of The Trussell Trust's network of 428 foodbanks, working to tackle food poverty and hunger in local communities across the U.K. Between 2018 and 2019, more than 5,000 people were fed by Southbank Foodbank, with 29% of clients being referred due to low income.

After attending a course at another London AVENIR GLOBAL company around Christmas time, Cherry's Peter Marshall spotted their donations for their local foodbank. Inspired by the initiative, he contacted Cherry's local foodbank, City Hope Church, which was less than 5-minute walk from the office, and organized a food drive to collect donations. The campaign received overwhelming support from the staff.

CHERRY
goes further

In 2019, Cherry launched its new employee volunteering policy, allowing employees up to two days per year to volunteer for a charity or cause close to their hearts.



HANOVER
DIMBLEBY CANCER CARE

For the past 15 years, Hanover has provided public relations, web and digital support to Dimbleby Cancer Care, a charity offering end of life support for cancer patients that was established in memory of the legendary BBC broadcaster Richard Dimbleby.

He was the first public figure to talk openly about his cancer in the 1960s, and the charity is now run by his equally distinguished broadcaster son Jonathan. In 2019, Hanover's Healthcare Communications team helped launch the charity's new "cancer map of Britain," securing national and broadcast coverage.



PROJECTS AND ORGANIZATIONS
WE SUPPORTED IN 2019

Here is a list of organizations we supported with office-level volunteering, pro-bono, in-kind services or monetary donations.

Academy of Nutrition and Dietetics Foundation	Fondation CERVO	Kids Code Jeunesse	Québec Bourse
Acadia University	Fondation de l'Université du Québec à Trois-Rivières	Le Cartel	Quebec Cancer Foundation
AfterWords Literary Festival	Fondation du Collège Notre-Dame	Le Devoir	Quincy Animal Shelter
Apathy is Boring	Fondation du Séminaire des Pères Maristes	Le Grand Costumier	Réseau Action TI
Art of City Building	Fondation Élan	Leukemia & Lymphoma Society	Save the Children
Atlantic Leadership Forum	Fondation Lépine Cloutier / Athos	LIFT Philanthropy Partners	Second Harvest
Atlantic Tennis Centre	Fondation Les Amis de Samuel	Little Brothers	SickKids
Atlantic Women's Venture Fund	Fondation Paul Gérin-Lajoie	Loran Scholars Foundation	St Christopher's Hospice
Big Brothers Big Sisters of Greater Halifax	Fondation Père Raymond-Bernier, s.v.	Maison St-Raphaël	St. Francis House
Bluenose Marathon	Forest Nova Scotia Envirothon	Making the Leap	St. John's Status of Women Council
Brigadoon Village	Fusion Halifax	Massachusetts Society for the Prevention of Cruelty to Children	St. Michael's Animal Care Committee
Canadian Blood Services	Galerie Antoine Ertaskiran	Memorial Cup Halifax	TEDxToronto
Canadian Cancer Society	God's Love We Deliver	Mind	The 519
Canadian Council for Aboriginal Business	Greater Chicago Food Depository	Montreal Canadiens Children's Foundation	The ACT Foundation
Canadian Ski Hall of Fame	Greater Minneapolis Crisis Nursery	Mount Saint Vincent University	The BrandLab
Capital Area Food Bank	Halifax Partnership	Movember	The BURG Classic Charity Tournament and Community Event
Centech	Healthcare Businesswomen's Association	Multiple Sclerosis Society of Canada	The Canadian Club of Montreal
Centraide of Greater Montreal	Heart UK	National Eagle Center	The Greater Boston Food Bank
CEPA Foundation	HeartWood Centre for Community Youth Development	Neil Squire	The Loppet Foundation
Chaire de recherche en oncologie ORL	Hope Cottage	New York Common Pantry	The Maritimes Energy Association
Chebucto Connections	Immigrant Services Association of Nova Scotia	NorthPoint Health & Wellness Center	The Nova Scotia Sea School
Collège Durocher Saint-Lambert	Intelligence Industrielle	NSCC	The Richmond Forum
Comité Femmes en philanthropie	International Association of Business Communicators (IABC)	Offshore Energy Research Association of Nova Scotia	The Shoebox Project for Women
Communities@Work	International Economic Forum of the Americas	Open Door Centre Halifax	The Virginia Home
Cradles to Crayons	Jean Paul Riopelle Foundation	Orchestre symphonique de Montréal	Théâtre Premier Acte
CreativeMornings Richmond	Jeune chambre de commerce de Québec	Orchestre symphonique de Québec	totaliQ
CURE Foundation	Jeunes musiciens du monde	Osprey 5k Run/Walk	Town of Marblehead
Dalhousie University	Junior Achievement Nova Scotia	Phoenix Youth Programs	United Way
Dimbleby Cancer Care	Kavanagh Club	Pine Street Inn	Virginia Home for Boys and Girls
Dress for Success Toronto		President's Group	Walker Art Center
Étudiants dans la course		Project Success	Webber Street
evenko foundation for emerging talent		Propel ICT	Wellspring
Feeding America		Public Policy Forum	World Press Freedom Day
Fenway Health		Public Relations Society of America	YES (Youth Employment Services)
Festival TransAmériques		Public Relations Without Borders	YouthLink
Fondation Airmedic		QEI Foundation	

Across the
AVENIR GLOBAL
network, our leaders
are also personally
involved in more than
80 organizations.

Our leaders' volunteer engagement in 2019

Ali Salam - Imagine Canada

Amy Fisher - Minnesota High Tech Association

André Bouthillier - Destination centre-ville Montréal, Société de développement Angus

Andrea Mandel-Campbell - Canadian Club

Andrew Molson - Molson Foundation, Institute for governance of private and public organizations, Concordia University Foundation, evenko foundation for emerging talent, The Montreal General Hospital Foundation, OSM Foundation, Montreal Neurological Institute and Hospital, Business / Arts, RMR Foundation, Scouts Canada, Québec Blue Cross

Ashley Desrosiers - Seaside Sustainability

Bob McNaney - LifeScape

Brian Ellis - Virginia Commonwealth University | Richard T. Robertson School of Media and Culture

Brian Prentice - Artistry Theater and Visual Arts

Charles Lewington - Royal Hospital Chelsea, The Bath Festival Orchestra

Dan Reilly - American Marketing Association - Minnesota

Dana Bossen - American Red Cross Minnesota Region - Twin Cities Area

Dave Heinsch - Catholic Community Foundation

Diana McLachlan - Right To Play

Doris Juergens - YES Montreal

Emma Lemon - Dundonald Primary School

François Crête - Nature Conservancy of Canada

Gavin Megaw - parkrun

Heath Rudduck - Minneapolis Parks Foundation, University of Minnesota | Masonic Cancer Center, Pillsbury United Communities

Jean-Alexandre D'Etcheverry - PAS de la rue

Jean-Pierre Vasseur - Maison Emmanuel

Jeff Ferrier - Public Affairs Association of Canada - British Columbia Chapter

Jeff Wilson - MENTOR Virginia, Richmond Public Relations Foundation, Virginia Communications Hall of Fame

John Parisella - Montréal International, Youth Fusion, Institute for Research on Public Policy, Institut de la confiance dans les organisations, Junior Chamber of Commerce of Montreal, The Montreal Centre for International Studies - University of Montreal

John Sparks - Hull Services

Judith Lebel - La Dauphinelle

Julie-Anne Vien - Fondation du Musée national des beaux-arts du Québec

Kathryn Tector - Sacred Heart School of Halifax, MetroWorks, United Way

Katina Shelton - RGC Gymnastics

Kevin McCann - Dalhousie University Advisory Council, Junior Achievement of Nova Scotia

Kristan Hines - Phoenix Youth, Dalhousie University

Kyle Kapustka - American Red Cross Minnesota Region - Twin Cities Area

Laura Cubillos - Action for Healthy Kids

Leah Kondes - Volunteers of America - Minnesota and Wisconsin

Leslie Molko - Société québécoise des professionnels en relations publiques

Lucy Hagger - Friends of the Earth - Richmond and Twickenham

Margo O'Hara - American Heart Association, Minnesota Health Strategy and Communications Network

Marie-Christine Garon - Club médaille d'or

Mark Boutet - Le cercle finance et placement du Québec

Mark Dailey - St. Michael's Church of England Primary School

Martin Daraiche - Arthritis Society

Matt Kucharski - Greater Twin Cities United Way, Pheasants Forever

Matthew Moth - FitzRoy, Canada-United Kingdom Chamber of Commerce

Matthew Sullivan - Arthur W. Page Society

Michael Evans - Mytime Active

Michael Prescott - Leaders as Change Agents, Bloodwise

Michael Zdanowski - UK Social Mobility Awards, Making The Leap

Michel Lambert - Société culturelle de Vanier, Société du domaine Maizerets, Fondation de santé et services sociaux Lévis-Lotbinière, Société d'histoire du sport de la Capitale Nationale

Michel Rochette - JURIPOP, Conseil des entreprises en technologies environnementales du Québec (CETEQ), American Chamber of Commerce in Canada (AMCHAM)

Michelle Renee - Out On Screen, United Girls of the World Society

Mirabel Paquette - Fédération des chambres de commerce du Québec, Public Relations Without Borders

Miranda Dini - Healthcare Communications Association (HCA)

Nancy Dale - Wellspring

Natalie Smith - VIRGINIAforever

Natalie Turner - PM Society Patient Engagement Interest Group

Nate Gilbraith - OutFront Minnesota

Nicole Delorme - The Canadian Club of Montreal

Pascale Soucy - Jeune Chambre de commerce de Québec

Pierre Guillot-Hurtubise - Théâtre de la ligue nationale d'improvisation

Rachel Rice - Financial Executives International - Twin Cities Chapter, Riverton Community Housing

Robert Lupien - Axion 50 plus, Fondation de l'Université du Québec à Trois-Rivières

Romina Oxborough - Healthcare Businesswomen's Association (HBA)

Sabrina Duguay - Les amis du Devoir

Sadie Knudson - The Advertising Federation of Minnesota (AdFed)

Sarah Levy - The Institute of Food Technologists

Sarah Young - Creative Destruction Lab, Develop Nova Scotia, Halifax Partnership, Mount Allison University, Young Presidents' Organization (YPO), YMCA of Greater Halifax/Dartmouth

Thomas Jollie - Children's Heartlink, East Town Business Partnership, Minneapolis Downtown Council, Boy Scouts of America

Tina Charpentier - Agricultural Relations Council



ENVIRONMENTAL PERFORMANCE



ENVIRONMENTAL PERFORMANCE

While we take great pride in collectively reducing our ecological footprint, we know that being environmentally conscious goes far beyond recycling, composting and double-sided printing.

NATIONAL
MONTREAL &
NATIONAL
TORONTO
go further

In 2019, NATIONAL Montreal and NATIONAL Toronto both launched composting initiatives and installed bins dedicated to collecting organic matter in key areas of the office.

PERFORMANCE INDICATORS

Multiple programs and measures are in place across the AVENIR GLOBAL network to reduce our environmental footprint. Here is an overview of how we're doing.

 **48%**
OF OUR OFFICES
**ARE LOCATED
IN A LEED
CERTIFIED**
(OR EQUIVALENT) BUILDING

100%
OF OUR OFFICES ARE
EQUIPPED WITH VIDEO
**CONFERENCING
CAPABILITIES
to reduce travel**

100%
OF OUR OFFICES HAVE
**PAPER, CAN
AND BOTTLE
recycling programs**

74% 
OF OUR OFFICES
HAVE BATTERY
RECYCLING PROGRAMS

22% OF OUR OFFICES HAVE
an organics
COLLECTION PROGRAM 



OFFICES HAVE AN
IT EQUIPMENT
RECYCLING PROGRAM

Now more than ever, green is
“in,” and at AVENIR GLOBAL,
we like to think that taking care
of our planet also stems from
taking caring of our people and
our communities. All across our
network, our teams not only
show interest in the environment,
they actually act on it.

OUR OFFICE *locations*

AVENIR GLOBAL

1155 Metcalfe Street, Suite 800
Montreal, Quebec H3B 0C1
Canada
T: +1 514-843-2343

Andrew T. Molson, Chairman

*Jean-Pierre Vasseur,
President and Chief Executive Officer*

*Valérie Beauregard,
Executive Vice-President*

*Royal Poulin, Executive Vice-President
and Chief Financial Officer*

*Ralph Sutton, President, Europe and Middle East,
and International Managing Partner*

Martin Daraiche, President, Canada

NATIONAL PUBLIC RELATIONS

MONTREAL

1155 Metcalfe Street, Suite 800
Montreal, Quebec H3B 0C1
Canada
T: +1 514-843-7171

Serge Paquette, Managing Partner

TORONTO

NATIONAL Public Relations and NATIONAL Capital Markets

320 Front Street West, Suite 1600
Toronto, Ontario M5V 3B6
Canada
T: +1 416-586-0180

Martin Daraiche, Interim Managing Partner

QUEBEC CITY

140 Grande-Allée Est, Suite 670
Quebec City, Quebec G1R 5M8
Canada
T: +1 418-648-1233

Julie-Anne Vien, Managing Partner

OTTAWA

81 Metcalfe Street, 2nd Floor
Ottawa, Ontario K1P 6K7
Canada
T: +1 613-233-1699

Gordon Taylor Lee, Managing Partner

CALGARY

Selkirk House
555 4th Avenue SW, Suite 2100
Calgary, Alberta T2P 3E7
Canada
T: +1 403-531-0331

Lorèn Lailey-Irvine, Managing Partner

ST. JOHN'S

Bain Johnston Centre
10 Fort William Place, 1st Floor
St. John's, Newfoundland and Labrador A1C 1K4
Canada
T: +1 709-754-9614

Ronalda Walsh, Associate Vice-President

SAINT JOHN

75 Prince William Street, Suite 210
Saint John, New Brunswick E2L 2B2
Canada
T: +1 506-672-1860

Anne McInerney, Associate Vice-President

HALIFAX

1625 Grafton Street, Suite 1600
South Tower
Halifax, Nova Scotia B3J 0E8
Canada
T: +1 902-420-1860

Sarah Young, Managing Partner

VANCOUVER

Box 34, One Bentall Centre
505 Burrard Street, Suite 620
Vancouver, British Columbia V7X 1M4
Canada
T: +1 604-684-6655

Paul Welsh, Managing Partner

AXON COMMUNICATIONS

TORONTO

AXON Clinical Trial Services
320 Front Street West, Suite 1600
Toronto, Ontario M5V 3B6
Canada
T: +1 416-586-0180
Chuck Johnston, Managing Partner

NEW YORK

4 World Trade Center
150 Greenwich Street, 48th Floor
New York, New York 10007
United States
T: +1 914-701-0100
Chuck Johnston, Interim Managing Partner

LONDON

160 Blackfriars Road, 7th Floor
Southwark, London SE1 8EZ
United Kingdom
T: +44 20 3595 2400
Miranda Dini, Managing Partner

BRIGHTON

Floor 4, SPACES
Mocatta House
Trafalgar Place
Brighton BN1 4DU
United Kingdom
T: +44 20 3595 2436
James Osborn, Director

COPENHAGEN

Hellebæk Klædefabrik
Nordre Strandvej 119 E
3150 Hellebæk
Denmark
T: +45 29 88 05 87
Tina Hahn, Vice-President

SWITZERLAND

T: +41 76 402 25 90
Reghu Venkatesan, Director

MADANO

LONDON

160 Blackfriars Road, 7th Floor
Southwark, London SE1 8EZ
United Kingdom
T: +44 20 7593 4000
Michael Evans, Managing Partner

CHERRY

LONDON

Elm Court, Royal Oak Yard
168-170 Bermondsey Street
London SE1 3TQ
United Kingdom
T: +44 20 7940 7310
John Goundry, Managing Director

HANOVER, MULTIPLE
AND THE PLAYBOOK

LONDON

Hanover
70 Gray's Inn Road
London WC1X 8BT
United Kingdom
T: +44 20 7400 4480

Charles Lewington, Chief Executive Officer

LONDON

The Playbook
Unit B
8-14 Vine Hill
London EC1R 5DX
United Kingdom
T: +44 20 3797 1091

Andrew Baiden, Managing Director

LONDON

Multiple
Soho Works, Shoreditch
Unit 4.07, 4th Floor, The Tea Building
56 Shoreditch High Street
London E1 6JJ
United Kingdom
Gabbi Cahane, Chairman

DUBLIN

Hanover
5 School House Lane East
Dublin 2
Ireland
T: +353 1 969 4086

Lorna Jennings, Managing Director

BRUSSELS

Hanover
Square de Meeûs 35
1000 Brussels
Belgium
T: +32 2 588 26 01

Christian Hierholzer, Managing Director

ABU DHABI

Hanover
Office 509
Building 6
Park Rotana Office Complex,
Khalifa Park
PO Box 769663, Abu Dhabi, UAE
T: +971 2 641 1030

Jonty Summers, Managing Director

DUBAI

Hanover
Office 207/208
Thomson Reuters Building 01
Dubai Media City
PO Box 502420, Dubai, UAE
T: +971 4 375 2737

Jonty Summers, Managing Director

PADILLA, SMS RESEARCH,
JOE SMITH AND FOODMINDS

MINNEAPOLIS

Padilla and SMS Research
1101 West River Parkway, Suite 400
Minneapolis, Minnesota 55415
United States
T: +1 612-455-1700

Matt Kucharski, President

*Dan Reilly, Senior Vice-President
(SMS Research Advisors)*

NEW YORK

Padilla
4 World Trade Center
150 Greenwich Street, 48th Floor
New York, New York 10007
United States
T: +1 212-229-0500

Fred Lake, Senior Vice-President

Pablo Olay, Vice-President

RICHMOND

Padilla and Joe Smith
101 West Commerce Road
Richmond, Virginia 23224
United States
T: +1 804-675-8100

Brian Ellis, Executive Vice-President

*Christian Markow, Founding Partner
& Chief Creative Officer (Joe Smith)*

CHICAGO

FoodMinds
330 South Wells, 4th Floor
Chicago, Illinois 60606
United States
T: +1 312-258-9500
Michelle Kijek, Senior Vice-President (FoodMinds)
Erin DeSimone, Senior Vice-President (FoodMinds)

WASHINGTON

Padilla and FoodMinds
1100 G Street NW, Suite 805
Washington, D.C. 20005
United States
T: +1 202-684-6058
Sarah Levy, Vice-President (FoodMinds)

SAN FRANCISCO

FoodMinds
456 Montgomery, 15th Floor
San Francisco, California 94104
United States
T: +1 650-860-5010

Laura Cubillos, Executive Vice-President (FoodMinds)

SHIFT COMMUNICATIONS

BOSTON

120 St. James Avenue, 6th Floor
Boston, Massachusetts 02116
United States
T: +1 617-779-1800
Rick Murray, Managing Partner

Annie Perkins, Managing Director

SAN FRANCISCO

456 Montgomery Street, 15th Floor
San Francisco, California 94104
United States
T: +1 415-591-8400
Alan Dunton, Managing Director

NEW YORK

4 World Trade Center
150 Greenwich Street, 48th Floor
New York, New York 10007
United States
T: +1 646-756-3700
Annie Perkins, Managing Director

In 2019, AVENIR GLOBAL held a Firm-wide contest to select photos that would be permanently displayed at the reception area of our Montreal headquarters. We received more than 140 unique photos that all illustrate our growth and the great diversity of talent and individuals in our company.

The pictures below, along with those appearing throughout this document, were all taken from this contest.



