Moving in the right direction

2022

Corporate Responsibility Report

AVENIRGLOBAL



No matter the challenges, we must roll up our sleeves and continue moving in the right direction.









Three years of navigating a global pandemic, economic turmoil, and social movements have brought new challenges for people and organizations around the world

This context has only reinforced our desire to make a difference as a Firm. Our chairman Andrew Molson often likes to use the idiom "Onward and upward" whenever we face adversity. We think this ties in nicely with the theme of this year's Corporate Responsibility Report—no matter what comes our way, no matter the challenges, we must roll up our sleeves and continue moving in the right direction, while leaning on the five pillars of our Corporate Responsibility Policy (p. 04) to guide our actions.

To ensure we are staying the course, we need to measure our progress; that's why this year, we decided to introduce new performance indicators for each section of our report to better track how we hold up to our commitments year after year. These metrics are highlighted throughout this document.

Three years after the launch of our Firm-wide diversity and inclusion program, we are seeing a growing number of initiatives emerging at the global, national, and local levels (p. 06). We are proud to see that the principles of diversity, equity, and inclusion are finding their way in more and more areas of our business practices and culture.

Professional development has always been a core element of our culture, but we continue to create new learning opportunities for our employees (p. 24). In 2022, we launched a new program—Destination Digital—destined to increase the digital literacy and skills of our staff. We also introduced a new tool, the Learning Passport, to help employees take charge of their professional growth.

We are also proud to see that our people are continuing to support causes they care about—whether on their own behalf or through Firm-led initiatives—in order to make a real difference in their community (p. 36).

As a Firm that aspires to be at the centre of what matters, it is essential to keep our commitments alive and in constant evolution to ensure they reflect the expectations of our employees, our clients, and our communities.

We hope that you will enjoy discovering how we are making a difference throughout this document.

Valérie Beauregard

Executive vice-president



Our Corporate Responsibility Policy

Our Corporate Responsibility Policy focuses on five key areas where we believe we can have the most impact: diversity and inclusion, ethical conduct, human capital development, social investment, and environmental performance. Each is supported by operational guidelines and, where appropriate, annual performance metrics.



Diversity and inclusion

Ethical conduct

Human capital development

04 Social investment

Environmental performance

We are committed to diversity and inclusion in our Firm, our industry, and society. We work together with all our brands to help educate, empower, and celebrate people across our network. We know that, collectively, our unique experiences give us greater insight into the world around us. When our curiosity is fueled and our voices are heard, we are all inspired to do greater thinking.

We are committed to practicing public relations according to 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 communications solutions to our clients.

We select, compensate, and promote our employees based on 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 nationally and locally, and each office offers its employees specific programs and benefits to foster employee wellness and satisfaction.

We encourage employees to undertake pro bono work—the donation of communications counsel and services—for not-for-profit organizations on behalf of the Firm. We also make financial contributions to not-for-profit organizations in 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.

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. In some offices, employee-led committees are responsible for implementing environmental programs. The Firm encourages clients to integrate environmental concerns into their business and communications practices and counsels them to minimize their environmental impact in all their communications efforts.

Diversity and inclusion

AVENIR GLOBAL understands the importance of committing to diversity and inclusion (D&I) in our Firm, our industry, and society.

A D&I Council comprised of nine representatives from across our brands leads the AVENIR GLOBAL D&I program and the implementation of network-wide initiatives. The goal is to enhance our culture to embrace each person's uniqueness and allow for each of our employees to bring their true selves to work to produce great work for our clients.

The Council is supported by local champions whose role is to bring the global mission to life in every office. Each brand is encouraged to adapt the program locally using the D&I framework as a guide. They can identify and address their own opportunities through the adoption of best practices and the implementation of local initiatives that focus on talent, community, industry, and clients.



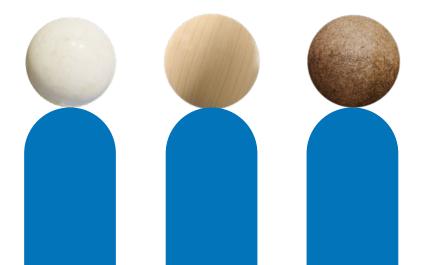
Our statement

Be inspired. Be you.

At AVENIR GLOBAL, we celebrate differences that make you unique. Only collectively can our unique experiences give us greater insight into the world around us. When our voices are heard and curiosity fueled, we are inspired to do greater thinking.

Our pillars

AVENIR GLOBAL's D&I program is guided by three pillars that support all brands and bind our focus as a Firm. These pillars guide each initiative across the network. Our brands are encouraged to use these pillars to identify and address their own D&I opportunities.



Educate

Together, we will raise awareness and share knowledge around diversity and inclusion.

Empower

Together, we will create a culture that empowers employees to bring their true selves to work.

Celebrate

Together, we will authentically celebrate our differences and unique perspectives.

Diversity and inclusion by the numbers

50

languages spoken by our employees 2/3

of our staff are women

49%

of our offices are managed by women

89

D&I Council members,
Champions and
Supporters across
the network

2

Firm-wide webinars as part of our "Inspiring Conversations" series



Diversity and inclusion initiatives

AVENIRGLOBAL

INSPIRING CONVERSATIONS

AVENIR GLOBAL held two Firm-wide webinars on topics related to diversity and inclusion. The first one explored the topic of civility in the workplace with guest speaker Dr. Lew Bayer, CEO of Civility Experts Inc., discussing the causes of incivility and how it impacts our mental and physical health, our adaptive capacity, and our relationships in the workplace. The second webinar featured Dr. Alexander Curmi, host of The Maudsley Learning Podcast and trainee psychiatrist, to discuss the importance of raising awareness on mental health and the detrimental impact of stigmatizing language, such as "mad," "crazy," and "psycho." Both webinars were attended by more than 100 participants.

REMOVING BIAS IN RECRUITMENT

Based on the results of a network-wide survey, AVENIR GLOBAL's Diversity and Inclusion Council recommended improvements in a few key areas, including recruitment and the need for more diverse talent. To support this goal, the Council developed a series of guidelines and resources titled "Removing bias in recruitment" to help all hiring managers and interviewers tackle unconscious bias and expand hiring practices to attract more candidates from diverse backgrounds. The guidelines were shared globally across the network.









GLOBAL ACCESSIBILITY AWARENESS DAY

To raise awareness for Global Accessibility Awareness Day on May 19, AXON reviewed three case studies during an all-company meeting to showcase their efforts to improve digital accessibility—both in-house and externally. For example, the efforts of the newly updated AXON brand were presented, emphasizing the colours consciously chosen to enhance visual accessibility. The AXON Clinical Studies team presented a case regarding patient recruitment and retention in a clinical study for people with myelin oligodendrocyte glycoprotein antibody disease and maintaining accessibility at the forefront of our minds, work, and counsel. This initiative was very well received across the company and colleagues were keen to learn more about how to weave accessibility into both internal and external efforts.





SPARKS INITIATIVE

Cherry created the SPARKS initiative to provide career opportunities to hungry young creatives from diverse backgrounds and to challenge the agency's creative thinking. The initiative originated from a fundamental belief that creativity can and should come from everywhere and that, to spark the very best ideas, nurturing diversity of thinking is essential. The inaugural SPARKS initiative consisted of a three-month placement for two young creatives—Kingsley, with an ambition to pursue copywriting, and Antonio, in art direction. They worked across internal and client projects to gain exposure and learn how to harness and refine their raw thinking and ideas. Their final project, the Cherry Garden, was shortlisted in the Diversity & Inclusion Initiatives category at the 2023 PM Society Awards, which recognizes a creative campaign executed by an agency to highlight an internal diversity, equity, and inclusion initiative.



madano

ALLYSHIP AS A CENTRAL THEME

Allyship was a central theme of Madano's diversity and inclusion activity in 2022, acting as a common thread to educate, empower, and celebrate diversity. The agency ran an internal engagement campaign in June, educating colleagues on how to be better allies to the LGBTQ+ community through community events, TED Talks, and exhibitions to visit. Madano also ran a series of three foundational training courses led by an external trainer, providing a safe space for colleagues to discuss challenging issues and situations, and empower each other to share experiences and uplift marginalized voices. These were attended by over 70% of the staff and the course is now compulsory for all new hires. Finally, they hosted a drag bingo night which saw approximately half of the company attend a celebratory evening of a proud queer experience.



N|A|T|I|O|N|A|L

NATIONAL DAY FOR TRUTH AND RECONCILIATION

In the days leading up to the National Day for Truth and Reconciliation, celebrated in Canada on September 30, Canadian colleagues were given the opportunity to learn more about how to develop and maintain sustainable relationships with Indigenous communities through a series of initiatives. A one-hour webinar presented the Pivallianiq program—a NATIONAL initiative that has been supporting communities of Nunavik (Quebec's northern region) in beautifying their environments and homes for II years. Another webinar introduced staff to the practice of "Two-Eyed Seeing" (Etuaptmumk in Mi'kmaw), which is defined as learning to see from one eye with the strengths of Indigenous knowledge, and from the other eye with the strengths of mainstream knowledge, and how the fundamentals of Indigenous engagement can be integrated into our consulting practices.



hanover

SOCIAL MOBILITY FOUNDATION

For the past four years, Hanover has been partnering with the Social Mobility Foundation, a charity which aims to make a practical improvement in social mobility for young people. In 2022, the agency was included for the first time in the Foundation's Top 75 of their Annual Employer Index—the U.K. authority on employer-led social mobility. The Index is an essential tool that has helped Hanover develop their social mobility strategy, broadening their recruitment channels including a very successful apprenticeship program, increasing diversity, and providing additional financial support and guidance to their employees, which is particularly important following the pandemic and amidst the cost-of-living crisis.





padilla

PRIDE MONTH

One of Padilla's largest company-wide diversity and inclusion initiatives in 2022 was related to Pride Month in June. This spanned from agency-wide programming for Pride to separate, local-level Pride programming in each office. Padilla offices supported local LGBTQ+ businesses, conducted lunch-and-learn sessions, facilitated conversations, and donated to LGBTQ+ non-profits. Agency-wide programming included a "Bubble Break" conversation with Rich Ferraro, Chief Communications Officer of Gay & Lesbian Alliance Against Defamation (GLAAD) and Executive Producer of the GLAAD Media Awards. The agency also posted a piece titled "Pride at Padilla"—a Q&A with some of our LGBTQ+ employees and allies—to their corporate blog.



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 question of maturity and genuine leadership.

Our values underpin our relationships with each other and with 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 mobilize teams more rapidly and bring together the most experienced individuals from across the network, who are able to quickly work as one to address our clients' most pressing challenges.





Our values

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.

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.

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.

Quality

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

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 46 years.

Rooted in AVENIR GLOBAL's core values, our Code of conduct is the foundation for all of the Firm's policies and procedures.

These commitments outline core standards for behavior 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, 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 five key areas where we have the most impact: diversity and inclusion, 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.



Initiatives on ethics

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ETHICS AND INFORMATION SECURITY TRAINING

In 2022, AVENIR GLOBAL launched a mandatory ethics training program for all staff. Employees were required to complete a 30-minute online course on workplace harassment. Two more courses—one on conflicts of interests and the other on diversity, equity, and inclusion—were added to the curriculum in early 2023. In addition, AVENIR GLOBAL started an ongoing training and awareness program on information security, through which employees are required to complete a 15-to-30-minute online course every quarter. Both the ethics and information security courses are now part of the mandatory onboarding program for all new employees across the network.



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
- Office of the Registrar of Lobbyists of British Columbia
- Registry of lobbyists of Canada
- Registry of lobbyists of Quebec
- Société québécoise des professionnels en relations publiques (SQPRP)
 Code of conduct

UNITED KINGDOM & IRELAND

- Association of British Pharmaceutical Industry (ABPI)
- · Irish PR's Code of Conduct for Persons Carrying on Lobbying Activities
- Office of the Registrar of Consultant Lobbyists
- Public Relations and Communications Association Code of Conduct
- PRII Code of Professional Practice for Public Affairs & Lobbying
- Transparency of Lobbying, Non-Party Campaigning and Trade Union Administration Act 2014

UNITED STATES

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

INTERNATIONAL

- European Federation of Pharmaceutical Industries and Associations (EFPIA)
- ICH Good Clinical Practice (GCP)
- Insights Association CASRO and MRA
- International Association of Business Communicators (IABC)
 Code of Ethics
- International Committee of Medical Journal Editors (ICMJE)

Human capital development



At AVENIR GLOBAL, we believe that the best way to attract and inspire remarkably high-calibre individuals is to invest in people.

Over the course of their journey with the Firm, employees can participate in a variety of professional development programs offered at the local, national, and international levels, and for all categories of employees. We encourage our colleagues to pursue learning opportunities—both internal and external—that tie in with their personal development goals and ensure they are well supported in their professional growth.

We also believe in celebrating outstanding achievements through our Firm-wide employee recognition programs such as the peer-nominated Achievement Awards and the Thank You Awards that reward performance that goes beyond expectations.

We continually refine and further develop our practices to ensure that our business, our culture, our offices, and our people reflect today's society.



Human capital development by the numbers

21,388

professional development hours logged in 2022 **42**

participants to the Institute IOI and 20I sessions 7

Firm-wide webinars as part of our Destination Digital training program

100

participants to our Visionary Leadership Model workshops

92

employees rewarded as part of the Achievement Awards program

81

employees rewarded as part of the Thank You
Awards program

22

industry awards won in 2022



Workplace awards

AVENIR GLOBAL is an employer of choice. Here is a list of workplace awards that our brands received in the last two years.



2022 Best Workplaces for Women in the U.K.

AXON

2022 Best Workplaces for Wellbeing in the U.K.

AXON

2022 Great Place to Work in the U.K.

AXON

2021 Best Workplaces for Women in the U.K

AXON

2021 Great Place to Work in the U.K.

AXON

2022 Best Workplaces for Women in the U.K.

Cherry

2022 Best Workplaces for Wellbeing in the U.K.

Cherry

2022 Great Place to Work in the U.K.

Cherry

2021 Best Workplaces for Women in the U.K.

Cherry

2021 Great Place to Work in the U.K.

Cherry

institute

AVENIR GLOBAL stands apart from other communications firms, having committed itself to fostering a learning culture.

All of the Firm's learning programs—whether Firm-wide or local—are offered through The Institute. The goal of The Institute is to offer cutting-edge multi-platform learning opportunities to employees across our network. The Institute recognizes that relevant learning activities take various forms, whether they be organized team sessions, self-directed initiatives, or external courses.

The Institute was launched in 2001, and more than 20 years later, we continue to explore new opportunities to feed our staff's curiosity.



Firm-wide, formal learning

Individual mentoring or coaching

Local course offering

Self-directed learning

We offer ongoing Firm-wide programs, including 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 the Destination Digital program, focused on digital literacy and skills.

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

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

We encourage employees to further expand their knowledge through self-directed activities such as industry webinars or seminars, podcasts, readings, or online courses.

Initiatives from across the network



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LEARNING PASSPORT

In 2022, AVENIR GLOBAL released a platform called the Learning Passport, which acts as a personal journal allowing employees to track and showcase their professional development efforts by logging the training activities they undertake and setting yearly learning goals. This information is automatically shared with their immediate supervisor to foster conversations around their professional growth.



AVENIRGLOBAL

DESTINATION DIGITAL

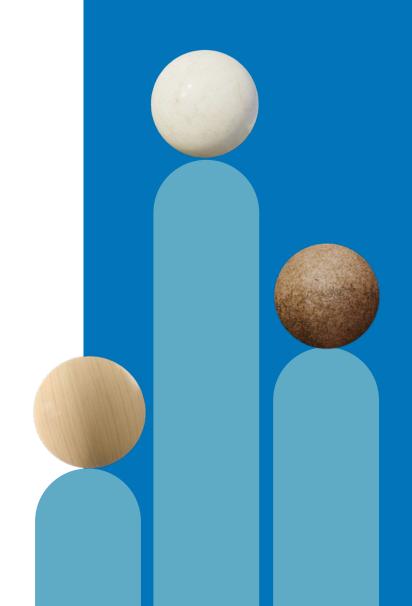
In 2022, AVENIR GLOBAL launched the Destination Digital program, which was developed to help consultants of all levels stay current with digital trends, tools, and best practices. The program's curriculum includes a series of webinars, Digital Conversations, where digital experts from the AVENIR GLOBAL network as well as occasional guest speakers discuss various topics related to new technologies, and a collection of recommended blogs, podcasts, and resources curated by our digital experts. Seven webinars were organized since the launch of the program, with more than 100 employees attending each event.

Achievement Awards

Every year, AVENIR GLOBAL presents 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 200 nominations submitted by colleagues,
91 laureates were selected in 2022 for their accomplishments
in seven categories. The awards were presented during local
ceremonies in each of our offices.

In addition to the winners in local categories, AVENIR GLOBAL also presented global recognition awards to two individuals to celebrate extraordinary achievements.



2022 Luc Beauregard Award



JON HARVEY
Cherry

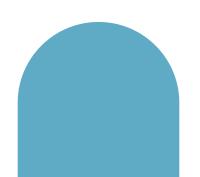
The Luc Beauregard Award, dedicated to the memory of our founder, is presented to one of the AVENIR GLOBAL Achievement Awards winners whose stellar nomination and strong performance during the year truly stood out among all local laureates.

Jon Harvey has been described by his peers as the benchmark of what a leader should be. In two years as director of Digital Services at Cherry, he was able to build a supportive and collaborative environment for his team to thrive in. Under his leadership, the Digital team broke out of its shell and turned into a proud and pivotal team within the agency.

Jon pushed the Digital team to build relationships and get known across the agency by sharing tips and knowledge with the rest of the organization. He encourages the team to get better through training and courses and to share back their learnings with each other or across the organization through lunch-and-learns. Jon excels at seeing where people's

interests lie and making sure they can grow in the direction they are passionate about. He puts a lot of effort into supporting and mentoring every member of his team, tailoring his approach for each person. His emotional intelligence, empathy, and integrity, as well as his honest approach to leadership have been emphasized by many of his peers.

Jon also stands out for his sense of innovation and his vision, which he conveys to his team and across the agency. He has done an amazing job at inspiring the Digital team to come up with new ideas, encouraging them to engage conversations with clients about their digital landscape so that Cherry can come up with stronger and better-fitted proposals, and to believe in the major role they can play in the future of the health advertising industry.



2022 AVENIR GLOBAL Way Award



MICHELLE RENEE
NATIONAL Vancouver

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.

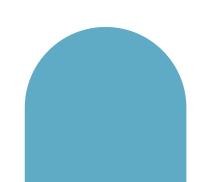
Michelle Renee, vice-president, Creative Strategy at NATIONAL, is sought after for her ideas, opinions, and problem-solving skills not only within her team in Vancouver and Calgary, but across the entire Firm.

While being a major positive driving force enabling the transformation of NATIONAL in Western Canada, Michelle went above and beyond in supporting and collaborating with teams across the wider AVENIR GLOBAL group—stepping in as acting creative director for our Atlantic offices and tackling branding work for Madano on-site in London, among other examples—managing time zones, clients, and colleagues, all with grace and humour, and doing so because she chooses to make a difference.

Michelle encourages her colleagues to innovate and experiment while allowing the space and permission to fail and learn. Her energy, her willingness to get to know people, and the way she just enjoys being part of the team have the effect of a "huge buzz of electricity", as one colleague described it.

Michelle's skill set is wide and diverse and is beautifully balanced by a passion for the work she does, the people she works with, her family, and the people she chooses to engage with throughout her very large global community. She is a regular public speaker on LGBT2Q+ rights, supports the Firm's diversity, equity, and inclusion initiatives, and sits on the Board of Directors for the United Girls of the World Society.

Michelle's desire to do good and collaborate is something we can all learn from. In all her interactions with people, Michelle represents humility and humanity, passion and compassion, and truly embodies the AVENIR GLOBAL values.



2022 Achievement Awards local winners

THE SUPPORT SERVICES ACHIEVEMENT AWARD

- Marie-France Couture (AVENIR GLOBAL Montreal)
- Simon Leblanc (NATIONAL Montreal)
- Evelyn Schueneman (NATIONAL Toronto)
- Joanne Leclerc (NATIONAL Atlantic)
- David Norman (AXON London)
- Holly Bailey (AXON London)
- Kieran Glackin (Madano)
- Peter Marshall (Cherry)
- · Becky Law (Cherry)
- Marie Denniston (Padilla Minneapolis)
- Davee Ek (Padilla Minneapolis)
- Ian Banker (AVENIR GLOBAL Minneapolis)
- Sherry Watkins (FoodMinds Chicago)

THE COMMITMENT AND COLLABORATION ACHIEVEMENT AWARD

- Andrew Ross (NATIONAL Montreal)
- Lynda Pelletier (NATIONAL Montreal)
- Carolyn Gagnon (NATIONAL Toronto)

- Amelia Chant (NATIONAL Ottawa)
- Cintia Rodriguez (NATIONAL Vancouver)
- Rachel Cunningham (NATIONAL Atlantic)
- Megan Dexter (NATIONAL Atlantic)
- Sumeeta Prihar (AXON Clinical Studies)
- · Sharon Raja (AXON Clinical Studies)
- Jaclyn Confalone (AXON London)
- Kirsty Fallowfield (AXON London)
- Florence Anderson (AXON London)
- Rebecca Coleman (Madano)
- Michael Tilley (Cherry)
- Lucy Jupp (Hanover London)
- Ilaria Piccato (Hanover London)
- Stephanie Epstein (SHIFT Boston)
- Colleen Furey (SHIFT Boston)
- Perry Lowder (Joe Smith Richmond)
- Carla Curle (FoodMinds San Francisco)
- · Maliya Rooney (Padilla Richmond)
- Sarah Hess (Padilla New York)
- Carson Creehan (Padilla Washington)
- Monica Kessinger (Joe Smith Richmond)

THE BUSINESS DEVELOPMENT & MANAGEMENT ACHIEVEMENT AWARD

- Eric Aach (NATIONAL Montreal)
- Meaghan Beech (NATIONAL Toronto)
- Sunny McKechnie (NATIONAL Vancouver)
- Mary Navas (NATIONAL Atlantic)
- Tara Lohmann (Madano)
- Ben Marshall (Madano)
- Zita Vymetak (Cherry)
- Ailsa Renton (Hanover London)
- Sarah Geist (SHIFT Boston)
- Moira Allison (FoodMinds Chicago)
- Jennifer Baybutt (Padilla Richmond)

THE VISIONARY LEADERSHIP MODEL ACHIEVEMENT AWARD

- Leslie Molko (NATIONAL Montreal)
- Julien Provencher-Proulx (NATIONAL Montreal)
- Johanne Marceau (NATIONAL Quebec City)
- Samantha Krupa-Carbone (NATIONAL Toronto)

- Anna Woodmass (NATIONAL Ottawa)
- Bridgette Slater (NATIONAL Calgary)
- Anna Rennie (AXON London)
- Kathleen Daly (AXON London)
- Mark Dailey (Madano)
- Heather van der Merwe (Cherry)
- Darren Weiss (SHIFT San Francisco)

THE INNOVATION ACHIEVEMENT AWARD

- Margarita Bader (NATIONAL Toronto)
- Marie Labrosse (NATIONAL Atlantic)
- Shannon Frederick (NATIONAL Atlantic)
- Bethan Kingsford (AXON London)
- James Roberts-Scott (Cherry)
- Megan Fredette (SHIFT Boston)
- Paul Brink (Padilla Minneapolis)
- Candice Eley (Padilla Richmond)
- Kris Patrow (Padilla Minneapolis)
- Thea Buri (Padilla Minneapolis)
- Julie McCracken (Padilla Richmond)

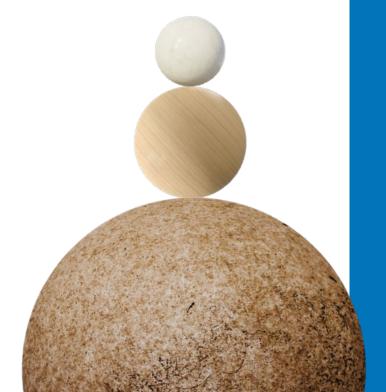
THE PEOPLE LEADER ACHIEVEMENT AWARD

- Sébastien Boudreau (NATIONAL Montreal)
- Michel Lacroix (NATIONAL Montreal)
- Anne Yourt (NATIONAL Toronto)
- Kathy Rammage (NATIONAL Toronto)
- Jordan Redshaw (NATIONAL Calgary)
- Kristan Hines (NATIONAL Atlantic)
- Sheniz Farah (AXON London)
- Kelvin Morgan (Madano)
- Jon Harvey (Cherry)
- Bree Flammini (FoodMinds Chicago)
- Amy Jensen (Padilla Minneapolis)

THE DIVERSITY AND INCLUSION ACHIEVEMENT AWARD

- Larry Markowitz (NATIONAL Montreal)
- Yvan Loubier (NATIONAL Quebec City)
- Melissa Lewis (AXON Clinical Studies)
- Luke Hounslow (AXON London)
- Will Hyslop (Madano)
- Fiona Wells (Cherry)

- Luke Davies (Hanover London)
- Stephanie Chan (Padilla Richmond)
- Kristan Ingraham (Padilla New York)
- Rosa Johnson (Padilla Minneapolis)



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. 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.



Social investment by the numbers



3,000

hours of pro bono hours in local communities 125

projects and organizations supported by our brands

191

organizations supported by our leaders



Snapshots of our social impact

AXON

REFUGE AND MAGIC BREAKFAST

AXON ran a series of charitable initiatives to address the cost-of-living crisis in their local community. The team held a Christmas raffle and donated the proceeds to Refuge, the U.K.'s largest domestic abuse organization, an important cause as the cost-of-living crisis is forcing survivors of domestic abuse to choose between staying with abusive partners or risking financial destitution. AXON topped up the proceeds from the raffle, for a total donation of £436. AXON also supported Magic Breakfast, a U.K.-based charity which aims to end hunger as a barrier to education in U.K. schools through the provision of healthy breakfasts to children living with food insecurity. AXON provided pro bono support to help Magic Breakfast tell the story that every child should have a fair chance to sit in their classroom among their peers hungry to learn, not simply hungry. AXON also donated £450 or the equivalent of nearly 1,400 breakfasts as part of a fundraising effort.







BLACKFRIARS SETTLEMENT

Blackfriars Settlement works with local communities in London's South East London borough to create opportunities to make life better and more inclusive, recognize and celebrate different needs, and build a sense of belonging to create a place of safety. Throughout 2022, Cherry continued its partnership with Blackfriars Settlement, supporting them with the running and hosting of six events for their Positive Ageing and Mental Health programs. The Cherry volunteers supported the charity with behind-the-scenes tasks (cooking, cleaning, organizing), as well as front-of-house activities (serving, chatting, and dancing with the patrons) across various events. Thanks to their hard work, the Cherry volunteers have been key contributors to the success of these events.



hanover

CAMPAIGN AGAINST LIVING MISERABLY

In July 2022, a team of IO employees from Hanover took part in a IO km run in London—under 32-degree heat—for the benefit of the Campaign Against Living Miserably (CALM). CALM is the U.K.'s leading movement against suicide, the single biggest killer of men under the age of 45 in the country. Hanover has been supporting the organization for seven years. CALM works to change the conversation on mental health and suicide by challenging stereotypes and the stigma that prevents people from talking about suicide, doing so through music, comedy, sport, and anything in between to get that message across and to help people find the strength to seek help.



madano

MUMMY'S STAR

Mummy's Star is the only charity in the U.K. and Ireland dedicated to supporting women and birthing people diagnosed with cancer during pregnancy or within a year of birth. Mummy's Star approached Madano in 2022 for support in building their online profile. Social and digital media is key to engaging supporters, raising awareness of the signs and symptoms of cancer in pregnant people, and engaging healthcare professionals to advocate for better education and care for those diagnosed with cancer. Over a four-month period, Madano has conducted research using proprietary stakeholder mapping technology KIITE (Key Influencer Insight Targeting and Engagement) to identify influencers and build a concerted influencer engagement plan. The influencer map, social strategy, and refreshed visual templates were built into a toolkit and shared during a half-day social workshop aimed to upskill employees on creating engaging content and building online communities.

padilla

ESOPHAGEAL CANCER ACTION NETWORK

Esophageal cancer is one of the deadliest forms of cancer and fastest-growing cancer among American men. Esophageal cancer is also preventable, provided it is caught early enough. Padilla employees have been affected by esophageal cancer personally with the recent loss of a beloved colleague to the illness. In honour of their friend and colleague, Fred Lake, Padilla employees participated in the Steps to Save Lives Virtual 5K, an event organized by Esophageal Cancer Action Network (ECAN) to raise funds to fuel medical research and increase awareness for those at risk so the disease can be detected in the early, treatable stages. Funding also provides educational programming and support for patients and families at risk. Padilla had over 30 teammates actively participating, with dozens more donating. Padilla was recognized by ECAN as the top fundraising team for the 2022 Steps to Save Lives, with over \$3K in donations.







N|A|T|I|O|N|A|L

ARTÈRE FOUNDATION

The ARTÈRE Foundation was created to financially support the social reintegration activities of people recovering from a stroke as well as their significant others. In May 2022, the NATIONAL Quebec City team supported the organization of the Foundation's first fundraising event—a fun rally which took place in the Rivière-Saint-Charles linear park in Quebec City. NATIONAL contributed to the creation of visual assets, posters, and social media content, supported the organization of the event, and helped with logistics on-site. The funds raised allowed ARTÈRE to offer the Fitness and Mobility Exercise (FAME) group training program, a clinically tested program that has been shown to improve strength, balance, cardiovascular fitness, bone density, and reduce falls in people working to regain mobility following a stroke.



SHIFT/

UNITED WAY

SHIFT and the Padilla family of brands held a Thanksgiving contribution campaign in all seven SHIFT/Padilla office locations across the United States for the organization United Way. United Way is an international network of over I,800 local nonprofit fundraising affiliates. From the SHIFT headquarters in Boston, donations went to the United Way of Massachusetts Bay and Merrimack Valley to support access to early education, improve academic and career opportunities for the youth, and help meet basic needs (food, clothing, shelter and safety) in communities where the shortage is the most pressing.

Projects and organizations we supported in 2022

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

- Action for Healthy Kids
- · African Rainbow Family
- Alberta Seniors & Community Housing Association
- AmCham Quebec
- American Society for Nutrition
- · Apathy is Boring
- ARTÈRE Foundation
- Association of Ukrainians in Great Britain
- A-T Society
- Ataxie Canada (Fondation Claude St-Jean)
- · Atlantic Business
- Autisme sans limites
- · AVC Aphasie Laval
- Bankside Open Spaces Trust
- Bénévoles d'expertise
- Benjo Philanthropic Fund

- Benny&Co. Foundation
- · Big Sisters of BC Lower Mainland
- Black Minds Matter
- · Blackfriars Settlement
- Blu3 DAO
- · Brain Injury Canada
- Breast Cancer Now
- Brigadoon Village
- British Liver Trust (Love Your Liver)
- British Red Cross
- Campaign Against Living Miserably
- · Canadian Global Affairs Institute
- Canadian Paralympic Committee
- Cancer Research UK (Shine Night Walk)
- Canine Haven Rescue
- Centech

- · Centraide of Greater Montreal
- Cercle des ex-parlementaires de l'Assemblée nationale du Québec
- Children's Hospital of Richmond at Virginia
 Commonwealth University
- CHU Sainte-Justine Foundation
- Collaboration Santé Internationale
- · Comic Relief
- Confédération des organismes de personnes handicapées du Ouébec
- Conseil des entreprises en technologie environnementale du Québec
- East Coast Music Awards
- Ernst & Young
- Esophageal Cancer Action Network
- Fédération des chambres de commerce du Québec
- · Feeding America
- Fondation de l'Université du Québec à Trois-Rivières

- Fondation des jeunes de la DPJ
- Fondation du Musée national des beaux-arts du Québec
- Fondation Raoul-Barré
- Fondation René-Lévesque
- Fondation Yvon Deschamps
 Centre-Sud
- · Fondation Les Amis de Samuel
- Future of Hockey Lab
- Galerie Bradley Ertaskiran
- Gay & Lesbian Alliance Against Defamation
- Global Business Forum
- HealthPartners
- Help Ukraine
- Hospice Halifax
- International Association of Business Communications
- International Economic Forum of the Americas
- Itasca Project
- Jessie's Centre
- Kidney Foundation of Canada (Quebec)

- La Cantine pour tous
- La Chapelle spectacles
- La Dauphinelle
- Little Brothers
- M&A Club Canada
- Macmillan Cancer Support (Macmillan Coffee Morning)
- Magic Breakfast
- Maison de la Famille Rive-Sud
- Mass Technology Leadership Council (Boston TechJam)
- Métro Média
- MetroWorks (Ampersand Café)
- Minneapolis Parks Foundation
- Minneapolis Regional Chamber (Minnesota Keystone Program)
- Minnesota Arts & Culture Coalition
- Minnesota Technology Association (MnTech)
- Montréal Centre-Ville
- Montreal Holocaust Museum
- Multiple Sclerosis Society of Canada
- Mummy's Star
- Neuro Partners
- Nocturne Halifax
- North American Indigenous Games
- Northern Star Scouting (Boy Scouts of America)
- One Drop Foundation
- Opportunities Yukon

- PartenaireSanté-Ouébec
- Pathway
- Phare de Cap au Saumon
- Pheasants Forever
- Pillsbury United Communities
- Princess Margaret Cancer Foundation
- Public Affairs Association of Canada
- Public Policy Forum
- Public Relations Society of America (Donald Padilla Award)
- Queen's Feminist Leadership in Politics
- Refuge
- Réseau des Centres de Ressoures
 Périnatales du Québec
- Royal Columbian Hospital Foundation
- Sandpiper Ventures
- Société de développement Angus
- Société du Domaine Maizerets
- TELUS Friendly Future Foundation
- The BrandLab
- The Canadian Club of Montreal
- The Foundation for Genocide Education
- The Minnesota Arts & Culture Coalition
- The Montreal Children's Hospital Foundation

- The Montreal General Hospital Foundation
- · The Priory School
- The Ukrainian Canadian Congress
- The Walrus
- Tsawwassen First Nation (British Columbia)
- Twin Cities PR BIPOC Career Explorer

- United Way of Halifax
- United Way of Massachusetts Bay and Merrimack Valley
- V3 Sports
- · Vide ta sacoche
- · Women in Governance
- YMCA of Greater Halifax/ Dartmouth
- Youth Employment Services
- YWCA Halifax (Women's Leadership Collaborative)





Our leaders' volunteer engagement in 2022

Across the AVENIR GLOBAL network, our leaders are also personally involved with close to 200 organizations.

Alan Dunton – The Ocean Cleanup

Alexandre Boucher – École de l'Étoiledu-Nord, Fondation Les Amis de Samuel, Canadian Cancer Society

Alexandre Dumas – Association des pompiers de Montréal, Fondation du Centre jeunesse de la Montérégie, Fondation Yvon Deschamps Centre-Sud

Amy Fisher – Minnesota Technology Association, Public Relations Society of America (Technology Section)

André Bouthillier – Fondation René-Lévesque, Montréal Centre-Ville, Société de développement Angus

Andrew Molson – Molson Foundation, Institute for Governance of Private and Public Organizations, Concordia University Foundation, The evenko foundation for emerging talent, OSM Foundation, The Neuro (Montreal Neurological Institute-Hospital), Business / Arts, Québec Blue Cross Annie Perkins - The Family Restored

Blen Tameru – People to People Aid Organization, United Way Greater Toronto, Toronto Children's Chorus

Carolyn Gagnon – St. Mildred's-Lightbourn School Young Professionals Week Mentor

Charles Lewington – Bath Festival Orchestra

Danni Buxton – Multiple System Atrophy Trust

David Heinsch – Catholic Community Foundation

Emma Kenny – Healthcare Communications Association, PM Live (Communique Awards), Homes for Refugees

Emma Lemon – Dundonald Primary School

Erin DeSimone – Academy of Nutrition and Dietetics Foundation, Society for Nutrition Education and Behavior

François Crête – Nature Conservancy Canada

Gabrielle Landry – Fondation Yvon Deschamps Centre-Sud, One Drop Foundation, Santropol Roulant, Université du Québec à Trois-Rivières

Gavin Megaw – Parkrun UK

Heath Rudduck – Minneapolis
Parks Foundation, Pillsbury United
Communities, University of Minnesota
(Masonic Cancer Center)

Hugo Morissette – Barreau du Québec, Centre de référence du Grand Montréal, Services professionnels d'ici

Jane Taber – Carleton University, Public Policy Forum

Jean-Pierre Vasseur – Maison Emmanuel

Jeff Wilson – Visual Arts Center of Richmond, Public Relations Society of America **Jennifer Beres** – Coated in Love, Minnesota Boychoir, Second Harvest Heartland, VocalEssence

Jocelyn Coutinho – Cool Earth
Architecture Inc., Heart and Stroke
Foundation of Canada, Les Restaurants
du Coeur, Royal Society for the
Prevention of Cruelty to Animals,
UNICEF, World Wildlife Fund

Joel Erb – Historic Poplar Lawn Association

John Goundry – St Christopher's (Hospice)

John Parisella – Cérium, Fondation pour la langue française, Fusion Jeunesse, Information Commissioner's Office, Jeune Chambre de commerce de Montréal, Mission Old Brewery, Port of Montreal, Service de Conciliation en assurances de dommages, US High Speed Rail Ass.

Judith Lebel – Alliance des cabinets de relations publiques du Québec, La Dauphinelle Julie-Anne Vien – Carrefour international de théâtre, Club de natation Rouge et Or, Club de ski le Massif de Charlevoix, Fondation du Musée national des beauxarts du Québec, Fondation Les Amis de Samuel, Premier Acte, Vide ta sacoche, YWCA Québec

Karen White – Net Zero Atlantic, Maritimes Energy Association

Katrina de Saram – Centrepoint

Kevin McCann – Atlantic Provinces Economic Council, East Coast Music Awards, Future of Hockey Lab, Hospice Halifax, TaskforceNL, YMCA of Greater Halifax/Dartmouth

Kieran Delaney - Alzheimer's Society

Kristan Hines – Dalhousie University, Downtown Halifax, North American Indigenous Games, Phoenix Youth Programs, YWCA Halifax (Women's Leadership Collaborative)

Kristin Villiotte – AdventHealth Hospice Care, United Way of Greater Richmond & Petersburg

Larry Markowitz – Barreau de Montréal, Centraide of Greater Montreal, CIJA Quebec, Montreal Canadiens Children's Foundation (Hockey de rue), International Association of Young Lawyers, Barreau du Québec, Lord Reading Law Society, Peace Network for Social Harmony, Canadian Public Relations Society, UA.SUPPORT, Youth Employment Services

Laura Cubillos – Action for Healthy Kids

Lee Stafford - GeoNOVA

Leslie Molko – Women's Centre of Montreal

Lorna Jennings – Asthma Society of Ireland, MyMind, Philanthropy Ireland

Marcus Braham – Public Relations Society of America (New York)

Mariann Hohe - Children's Minnesota

Mark Seland – Hamptons Community Association, Multiple Sclerosis Society of Canada, Spirit of the North Healthcare Foundation, The Mustard Seed

Martine Robert – Conseil des entreprises en technologie environnementale du Québec, Foundation of L'École supérieure de ballet du Québec (Jeune Scène d'affaires)

Matt Kucharski – Greater Twin Cities United Way, Minority Business Growth Alliance, Pheasants Forever

Melissa Lewis – Seventh-Day Adventist Church (Ontario Conference), Save your Skin Foundation

Michelle Renee – City of Delta (Diversity, Inclusion & Anti Racism), Out on Screen

Mirabel Paquette – Centraide of Greater Montreal, Fédération des chambres de commerces du Québec, HEC Montréal (Femmes en philanthropie), Public Relations Without Borders

Natalie Turner – Charity: Water, UNICEF, British Red Cross

Paul Wilson – Startup Montréal

Rachel Rice – Financial Executives International (Twin Cities), Riverton Community Housing

Richard Cowhig – Arms Around the Child, Breast Density Matters UK, Portsmouth Cathedral (Girls' Choir), St Luke's Hospice

Rick Murray – Emmett Till Interpretive Center, I AM ALS, Mayo Clinic, Musical Instrument Museum, TELUS (Friendly Future Foundation and Boys & Girls Club), University of Vermont

Robert Lupien – Université du Québec à Trois-Rivières

Rolande Bernier – Legacy Fund for the Environment

Rupert Whitehead – Challengers, Disasters Emergency Comm.

Samantha Walsh - Cancer Research UK

Sarah Babbitt – Child & Family Services, World Central Kitchen

Sébastien Boudreau – Club de Hockey Élites de l'Est MI5 BB, Pointe-à-Callière Foundation

Serge Vallières – Institut national du sport du Québec, Fondation Raoul-Barré, Société québécoise des professionnels en relations publiques

Stephanie Lyttle – McGill Alumni Association

Stephen Adler – Genesis Committee, UJA Federation of Greater Toronto **Sunny McKechnie** – Doctors Without Borders (Canada), Oceanside Football Club, Society of Organized Services (District 69), The Salvation Army

Sylvie Tessier – Ataxie Canada (Fondation Claude St-Jean), CHU Sainte-Justine Foundation, The Montreal Children's Hospital Foundation, Fondation des jeunes de la DPJ, The Montreal General Hospital Foundation, Foundation for Genocide Education, Multiple Sclerosis Society of Canada

Tawanda Carlton - The A Pledge

Theresa Masnik – Project Transformation Tennessee

Tina Hahn - Cycling Without Age

Tom Jollie – Better Way Foundation, East Town Business Partnership, Minneapolis Downtown Council, Northern Star Scouting (Boy Scouts of America), Oratorio Society of Minnesota

Valérie Beauregard – Public Relations Without Borders

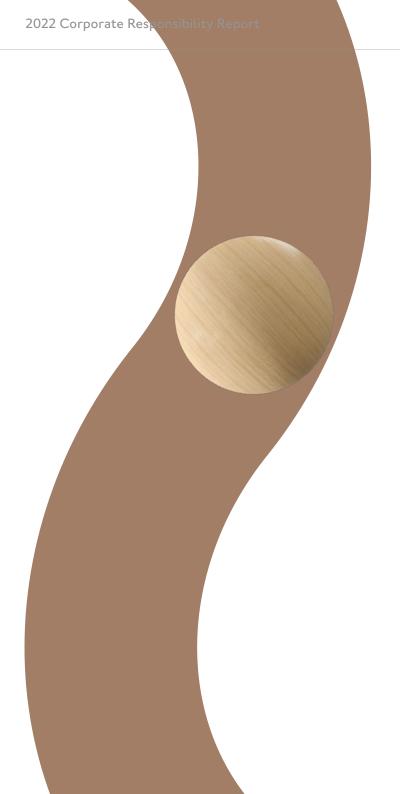
Vincent Gagnon – Chambre de commerce et d'industries de Trois-Rivières, Fédération québécoise d'ultimate

Yvan Loubier – Le Grand Pas









At AVENIR GLOBAL, we are committed to reducing our ecological footprint and promoting environmental sustainability.

We first achieve this by making smarter choices—from selecting buildings with sustainability certifications to house office spaces, to ensuring our offices are equipped with the latest videoconferencing technology to reduce the needs for travel. Our brands also act at the local level through internal programs to encourage the use of active or public transportation, and by promoting educational initiatives that inspire sustainable habits.

As a consulting firm, we can also have an impact by supporting environmental organizations through pro bono work, volunteering, or donation, and by developing specific expertise and services targeted at organizations involved in the transition towards a cleaner economy.

Environmental performance by the numbers

56%

of our offices are located in a LEED-certified (or equivalent) building 94%

of our offices have paper, can and bottle recycling programs

67%

of our offices have a battery recycling program

94%

of our offices have a organics recycling/collection program

33%

of our offices have an IT equipment recycling program

Sustainability initiatives across the network

AVENIRGLOBAL

STREAMLINED ENERGY AND CARBON REPORTING

AVENIR GLOBAL's U.K.-based companies—AXON, Madano, Hanover, and Cherry—came together to report for the first time under the U.K. Government's Streamlined Energy and Carbon Reporting (SECR) for their activities in 2021. SECR requires companies to report on their energy consumption from electricity, gas, and transport fuel, as well as associated greenhouse gas emissions. Organizations must also report on any energy efficiency measures undertaken and state emissions with reference to at least one intensity metric.

Although the agencies individually are not of a size where they have an obligation to report under SECR, they decided to undertake this process, recognizing the benefits of carbon and energy tracking to gain a deeper understanding of our impacts. The assessment showed that our emissions performance was in line with expectations for consultancies of our size.

In 202I, AVENIR GLOBAL's U.K.-based companies moved to a new office in London, which was built according to specifications emphasizing sustainability. The building selected has received a "Very Good" certification from the Building Research Establishment Environmental Assessment Method (BREEAM). This certification evaluates energy and water use, health and wellbeing, pollution, transport, materials, waste, ecology, and management processes. Within the office all electricity is purchased from 100% renewable schemes as accredited by the Office of Gas and Electricity Markets (OFGEM). The office has also been fitted with energy-saving technology and the latest meeting room equipment to facilitate easy remote and hybrid meetings, thereby reducing the need for both local and international travel.





madano

PLASTIC FREE JULY

To celebrate Plastic Free July, Madano hosted a "No plastic is fantastic" event, where employees were invited to come along to events and lunches with homemade food brought in reusable, non-plastic containers. Madano shared content presenting important facts and figures from the Plastic Free July movement to encourage everyone to identify one small change they could make to reduce or eliminate single-use plastic in their daily lives. These ideas were subsequently posted on a board in the office.



AXON madano

CLIMATE AND ENVIRONMENTAL LITERACY

From March 2I to April 22, AXON and Madano ran a series of five sessions focusing on climate and environmental literacy. The first four sessions involved the screening of curated TED Talks on specific topics within that overall theme—Getting people to care about a green economy, Why climate change is a threat to human rights, Fashion and sustainability, and Circular economy—with each viewing being followed by a moderated discussion. The final session involved a live presentation from Chris Hines, founder of environmental initiatives "A Grain of Sand" and "Surfers Against Sewage," followed by a Q&A.

2022 Corporate Responsibility Report





BANKSIDE OPEN SPACES TRUST

In 2022, Cherry continued its partnership with Bankside Open Spaces Trust, an environmental and volunteering charity working to provide outstanding green spaces and outdoor activities that enhance the health and wellbeing of urban communities. Cherry facilitated two volunteer days over the summer that allowed 24 Cherry employees to take part in cleaning local parks and other local green spaces to ensure the local community can enjoy green spaces all year round.

Our office locations

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- » Jean-Pierre Vasseur, President and Chief Executive Officer
- » Valérie Beauregard, Executive Vice-President
- » Royal Poulin, Executive Vice-President & Chief Financial Officer

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London

Hanover / The Playbook

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better together

Every year, AVENIR GLOBAL holds an annual Firm-wide photo contest. In 2022, we received 80 unique photo submissions that illustrate the great diversity of talent and individuals in our Firm. The pictures that appear throughout this document were received as part of this contest.





















AVENIRGLOBAL

