

DEPUIS 1976 ESTE®
AVENIRGLOBAL

CHARTING THE COURSE

2023 CORPORATE RESPONSIBILITY REPORT

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Charting the course for positive impact

At AVENIR GLOBAL, we like to think of our Corporate Responsibility Policy as a compass that guides our actions and engagements.

This compass provides direction, not a predetermined path, enabling our eight operating brands, spread across 23 cities in eight countries, to carve out their own journeys toward making a meaningful difference.

“Charting the course,” the theme of this year’s Corporate Responsibility Report, represents how we lean on our deep-rooted values (p. 19)—forged over 47 years—to navigate the social and environmental challenges we face in diverse markets around the globe, leveraging our collective strength for the greater good.

Whether it’s championing for diversity and inclusion (p. 8), reducing our environmental footprint (p. 36), or volunteering for meaningful causes (p. 24), our brands are encouraged to partake in actions and engagements that resonate with local needs, cultures, and values—a localized approach to creating a global impact.

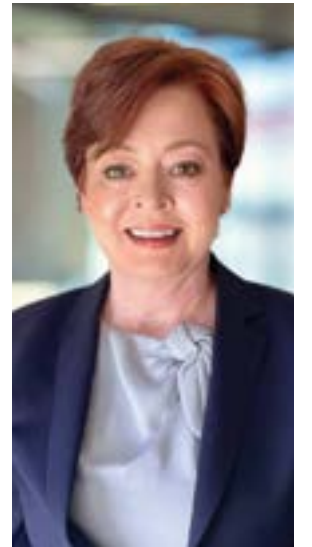
The richness of perspectives and experiences within our network deepens our understanding of society. It creates opportunities to learn from each other and further enhances our corporate culture. This is why we prioritize the wellbeing of our people through a variety of recognition and training programs (p. 42), fostering a fertile environment in which they can grow and thrive.

This report is a deep dive into the culture of our Firm. The achievements shared within these pages reflect how our teams, with diverse voices and a unified spirit, apply our shared principles in innovative ways to positively impact our communities.

Follow the guide!

VALÉRIE BEAUREGARD

Executive Vice-President, AVENIR GLOBAL





OUR CORPORATE RESPONSIBILITY POLICY

As a leading communications consultancy, AVENIR GLOBAL brings a positive contribution to society from an economic, social, and environmental perspective.

We also believe that we have an important role to play in helping our clients to continuously improve the social and environmental impacts of their business activities and communications programs.

All offices across the AVENIR GLOBAL network are required to comply with the Corporate Responsibility Policy and all employees are expected to put the Policy into practice through their daily work. The establishment of objectives, monitoring of performance, and implementation of continuous improvement measures are the responsibility of the Corporate Affairs group.

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

DIVERSITY + INCLUSION

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.

ETHICAL CONDUCT

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.

SOCIAL INVESTMENT

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.

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. 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.

HUMAN CAPITAL DEVELOPMENT

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.

01

**DIVERSITY +
INCLUSION**

DIVERSITY + 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 representatives from across our brands leads the AVENIR GLOBAL D&I program and the implementation of network-wide initiatives. This program aims 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 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.

OUR STATEMENT

Be inspired.
Be you.

At AVENIR GLOBAL, we celebrate differences that make you, you. Only collectively do 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.

BY THE NUMBERS

85

D&I council members, champions and supporters across the network

40

languages spoken by our employees

2/3

of our staff are women

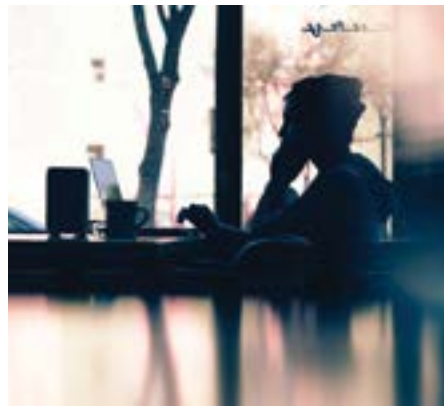
49%

of our offices are managed by women

08

Firm-wide webinars as part of D&I initiatives

AROUND THE NETWORK



THE LANGUAGE FINDER: BRIDGING COMMUNICATION

AVENIR GLOBAL introduced the Language Finder, an innovative tool enabling staff to easily identify colleagues who speak various languages across the Firm. This resource proves invaluable for employees in need of assistance with reviewing or translating content, offering a straightforward way to connect with a multilingual colleague.

The Language Finder not only streamlines internal communication but also celebrates the rich diversity within the AVENIR GLOBAL network. As part of their integration, all new joiners are encouraged to register their languages in the app, further enriching our diversity of perspectives. To this day, the tool lists about forty languages spoken by the members of our teams.



EXPRESSING SOCIAL, RACIAL, AND CULTURAL IDENTITIES

Conversations about racism, equity, and social justice are growing in significance worldwide as we strive for deeper understanding and stronger advocacy. To aid in these discussions, AVENIR GLOBAL has introduced a D&I communication guide.

Initially developed by Padilla and later refined by the AVENIR GLOBAL D&I council, this resource is tailored to assist our team in grasping and uniformly applying correct terminology when talking about social, racial, and cultural identities.



A DIALOGUE ON MEN'S MENTAL HEALTH

A significant testament of AXON's commitment to diversity and inclusion in 2023 was the Movember webinar, hosted in partnership with Hobbs Consultancy and AXON's wellbeing team. The session provided insights into critical aspects of men's mental health and the agenda was intentionally designed to encourage open dialogue. Three team members from AXON's London and Toronto offices shared their personal stories, giving a tangible understanding of men's mental health issues, the specific challenges men encounter in the workplace, and ways in which colleagues can provide mutual support. The webinar struck a chord with AXON staff, playing a pivotal role in nurturing a culture of empathy and solidarity.



A WEEK OF WELLNESS

From May 15 to 19, the United Kingdom observed Mental Health Awareness Week, and Cherry curated a variety of activities to mark the occasion, inviting other London-based AVENIR GLOBAL brands to join. The program began with Mindfulness Monday, which included a session of desk-based mindfulness exercises, a restorative yoga class at the town hall, and a creative art workshop during lunch, led by Cherry's studio manager. Employees also had the opportunity to enjoy soothing in-office massages. These activities aimed to promote an inclusive culture within the London brands and to emphasize the importance of mental health awareness by encouraging mindfulness and self-care practices, both at work and at home.



GUIDING TOMORROW'S PR LEADERS

Charles Lewington, Executive Chairman at Hanover, led a masterclass for the 2023 cohort of Patchwork UK—an organization that supports young people from minority backgrounds in becoming actively involved in British democracy and civil society. During the session, Lewington recounted his professional journey and provided a window into the world of PR and communications, intending to motivate the Patchworkers to explore and potentially carve out their own paths within the public relations sector.



SUMMER OF PRIDE

Throughout the summer, from June to August, NATIONAL rolled out an array of initiatives to celebrate Pride across Canada. The Firm hosted webinars and panel discussions focusing on genuine allyship within organizations, fostering meaningful community ties, and crafting narratives that accurately represent 2SLGBTQIA+ experiences. To symbolize its commitment, NATIONAL introduced an emblem: a "PLUS" sign paired with the slogan "Safety + Inclusivity." This symbol was transformed into a suite of materials, including video conference backdrops, social media graphics, and a purchasable pin, with proceeds supporting local 2SLGBTQIA+ groups. These funds complemented the Firm's financial contributions, all aimed at uplifting 2SLGBTQIA+ causes.



A SUCCESSFUL SURVEY TO SHAPE STRATEGY

Madano's D&I committee conducted an all-staff survey to gauge perceptions regarding diversity and inclusion, aiming to tailor the brand's initiatives more effectively. The initiative garnered an outstanding 94% participation rate. The findings highlighted the most popular initiatives, with participants acknowledging their utility and educational value. A significant 84% of the survey's respondents agreed that Madano is committed to fostering D&I in the workplace and said they felt comfortable expressing their identity at work. These insights were shared during a quarterly meeting and helped shape the D&I committee's agenda for 2024—with a focus on rerunning popular activities and hosting in-office events featuring guest speakers.



A FURRY WELLNESS BOOST

In observance of World Mental Health Day, AVENIR GLOBAL's London brands partnered with Paws in Work—the U.K.'s first licensed puppy therapy provider—to promote mental wellness. Studies have shown that interactions with animals can have positive effects on mental health. Employees had the opportunity to participate in small group sessions, connecting with the puppies and gaining insights into their world. Such events are equally beneficial to the puppies, aiding in their crucial socialization and providing valuable playful interactions. The initiative received universally glowing feedback, infusing a sense of joy into the day for all who took part.



PACKING A PUNCH

Padilla's Diversity + Inclusion Day of Service (DIDS) encourages employees to engage with the community by granting them a day off each year to support causes that advance diversity, equity, and inclusion. In 2023, the Padilla team devoted their time to an array of nonprofits, assisted voters on election day, and lent strategic advice to burgeoning, diverse enterprises. Some staff members chose to spend a day with Second Harvest Heartland, a food bank that combats hunger by sorting and repackaging food for distribution to hunger relief programs throughout Minnesota and western Wisconsin. The Padilla volunteers made a significant impact: by the end of their shift, they had efficiently packed a remarkable 16,480 meals, amounting to 374 meals per volunteer.



02

ETHICAL
CONDUCT



ETHICAL CONDUCT

Fostering a people-centric culture has always been at the heart of AVENIR GLOBAL's approach.

Our human resource policies reflect a deep concern and commitment, but for us, prioritizing relationships with our clients and people goes beyond policy—it is indicative of maturity and authentic leadership. Our core values are the bedrock of interactions within our team and with our clients, shaping our corporate culture and driving our progress. These shared values grant us the freedom to act decisively and swiftly, without diminishing the distinctiveness of our operating brands.

This unity of purpose enables us to assemble teams swiftly and seamlessly, drawing on the finest expertise from across our network to confront our clients' urgent challenges with efficiency and cohesion.

OUR VALUES

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 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.

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 47 years.

Rooted in AVENIR GLOBAL's core values of Quality, Innovation, Respect, Collaboration, Integrity, Responsibility, and Commitment, our Code of conduct is the foundation for all of the Firm's policies and procedures.

The commitments below 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 based on 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 wellbeing 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 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 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 types of advantage that could create a real or apparent situation of lack of objectivity or 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.

This includes 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.

AROUND THE NETWORK

CODES OF CONDUCT WE ADHERE TO



FOSTERING A POSITIVE WORKPLACE THROUGH ETHICS TRAINING

AVENIR GLOBAL is dedicated to fostering a positive work environment across its family of brands. In line with this commitment, we require every new AVENIR GLOBAL employee to complete three essential ethics courses within their first month on the job. These sessions are crafted to equip our team with the skills needed to identify and prevent workplace harassment, navigate conflicts of interest, and embrace diversity, equity, and inclusion. Launched in 2022, this initiative has achieved full participation, with all current AVENIR GLOBAL employees having successfully completed the training.



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

UNITED KINGDOM + IRELAND

- + Association of British Pharmaceutical Industry (ABPI)
- + Public Relations and Communications Association Code of Conduct
- + PRII Code of Professional Practice for Public Affairs & Lobbying
- + Irish PR's Code of Conduct for Persons Carrying on Lobbying Activities
- + Transparency of Lobbying, Non-Party Campaigning and Trade Union Administration Act 2014
- + British Healthcare Business Intelligence Association (BHBIA)

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 Practices (GCP)
- + Insights Association – CASRO and MRA
- + International Association of Business Communicators (IABC) Code of Ethics
- + International Committee of Medical Journal Editors (ICMJE)
- + Good Publication Practice (GPP) Guidelines for Company-Sponsored Biomedical Research



03B

**SOCIAL
ENGAGEMENT**

SOCIAL ENGAGEMENT

AVENIR GLOBAL is dedicated to making a significant, positive impact within the communities where we operate.

While we boast an international presence, we remain rooted in our economic ecosystems, collaborating with local businesses and suppliers whenever we can. Additionally, we contribute to social advancement by supporting causes dear to both our employees and our neighbours. These efforts manifest through fundraising campaigns, volunteer initiatives, and the provision of pro bono services.

Over the years, we've established substantial, enduring partnerships with various organizations, and we are always eager to build new connections with those who make a difference. Giving back is an integral part of the AVENIR GLOBAL way. In addition to the Firm's global efforts, we actively encourage our employees to advocate and volunteer for causes they passionately believe in.

BY THE NUMBERS

3,600

pro bono hours in local communities

100+

organizations supported by the Firm in 2023

212

organizations supported by our leaders in 2023

AROUND THE NETWORK



VOLUNTEERING DAYS ACROSS AVENIR GLOBAL

In 2023, AVENIR GLOBAL introduced a new initiative that empowers Canadian staff to engage more deeply with their communities. Each employee is now entitled to one paid day off annually to dedicate to volunteering at a charitable organization of their choice. This program underscores AVENIR GLOBAL's belief in the importance of civic duty and reflects our commitment to encouraging individual contributions from our team members to build a better world. With the implementation of this program at our Canadian operations, all AVENIR GLOBAL brands now offer volunteering days as part of their company policies.



20 DAYS OF GIVING FOR AXON'S 20TH ANNIVERSARY

To celebrate its 20th anniversary, AXON made donations to 20 charities over the 20 days leading up to the festive holidays. Charities were selected for the meaningful work they accomplish in assisting individuals to lead healthier and more fulfilling lives.

Throughout this period, AXON contributed a total of £900 across organizations dedicated to mental health, sexual and reproductive rights, food and shelter provision, and support for various communities, including 2SLGBTQIA+ individuals and people with cancer. The initiative was extended to AXON clients, who were encouraged to donate to these worthy causes. The beneficiary organizations included: Shelter, The Manna Society, Mental Fight Club, Twelve, Blackfriars Settlement, Beyond Food, Na-Me-Res, The Salmon Youth Centre, Second Harvest, Street Health, The 519, The Shoebox Project, Hus Forbi, Mødrehjælpen, Sex & Samfund, and Susan G. Komen.



SPARKING FUTURES IN SOUTHWARK

In 2023, Cherry embarked on a new initiative—the Next Generation Project. Stemming from research showing that young people who have four or more meaningful encounters with an employer are 86% less likely to be unemployed and can earn up to 22% more during their career, the NextGen program aims to connect students from Southwark—one of London’s most deprived boroughs, facing high levels of social inequality—with career opportunities. A group of 40 carefully selected students was invited to experience a day in the life of a creative agency at the Cherry office in London. The students rotated through five classes, including a creative/studio class, a copy class, a digital class, an account handling class, and a CV seminar. The day was deemed a success, with students expressing that it had clarified their expectations of working at a company and igniting interest in careers they had never previously considered.



AMPLIFYING THE MOOSE HIDE CAMPAIGN

For the past three years, NATIONAL has supported the Moose Hide Campaign, an Indigenous-led grassroots movement committed to reconciliation and putting an end to gender-based violence through meaningful conversations, education, and action. Leading up to the campaign’s pivotal day on May 11, NATIONAL’s teams in Toronto, Ottawa, and Halifax have played a key role in amplifying awareness of this crucial cause. Additionally, on September 30—National Day for Truth and Reconciliation in Canada—NATIONAL mobilized 20 volunteer participants from its offices across the country to engage in a brainstorming session with the Moose Hide team. The goal was to explore corporate sponsorship opportunities, novel storytelling perspectives, and innovative ideas to ignite the campaign’s new four-year strategic direction.



TWO DAYS OF GIVING AT AGE UK

In 2023, Hanover’s London team dedicated two days to volunteering at Age UK, an organization that annually provides support, companionship, and advice to millions of seniors. Their efforts were divided between two centres. The first catered to more active seniors, offering a program of activities designed to encourage movement, foster new friendships, and enhance the enjoyment of a later life. The second was tailored to individuals requiring greater support, with carers on hand to assist with daily activities like arts and crafts, singing, and exercise sessions. The Hanover volunteers engaged in a range of these programs, including bingo, exercise classes, gardening, and nail painting. Both days proved rewarding and enjoyable for everyone involved, and the team looks forward to repeating the experience in the future.



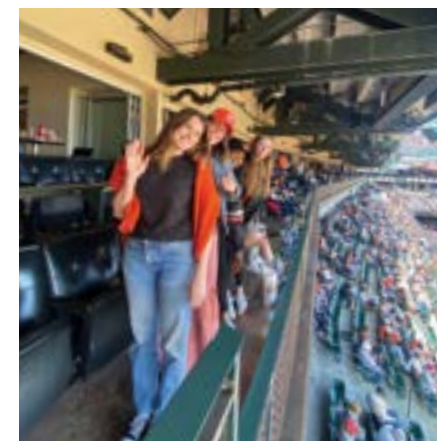
REVIVING THE VALENTINE’S ONLINE BRAND

More than just a history museum, the Valentine in Richmond, Virginia, serves as a catalyst for critical conversations, a facilitator of cultural understanding, and a champion of education at every age. Energized by a fresh strategic plan, the Valentine seized its 125th anniversary to overhaul its online brand. In collaboration with Padilla, the museum unveiled an aesthetically refined and user-friendly website at thevalentine.org. The updated site features prominent calls-to-action and a stunning visualization of new navigation items to inspire users—from first-time guests to dedicated scholars—to explore, engage with, and learn from its resources.



PADDLING FOR A CLEANER CANAL

Madano’s London offices boast a stunning view of the River Thames. However, the reality is much murkier beneath the surface. According to the EU Water Framework Directive, only one of London’s 41 river water bodies is classified as “good.” Eager to make a difference, Madano organized a floating litter pick-up along Regent’s Canal in partnership with Moo Canoes. This initiative brought employees outside to positively impact the local environment. The canal is home to diverse wildlife, and litter poses severe risks like entanglement or ingestion, which can be fatal and harm biodiversity. Equipped with bin bags and litter picker sticks, a group of 16 Madano employees spent two hours in canoes, cleaning the waterway and its banks in an enjoyable and united effort.



HOME RUN RESULTS FOR THE GCF

The Giants Community Fund (GCF), the charitable arm of San Francisco’s Major League Baseball team, has touched the lives of more than 400,000 youths in the region. Wanting to make an even greater impact, the organization engaged SHIFT Communications to raise awareness among youths, parents, and donors. In just two months, SHIFT secured 45 news stories highlighting how the GCF uses baseball and softball to help children gain essential life skills and become positive forces in their communities. In addition to creating media moments around key initiatives such as Glove Drive and Stretch Drive fundraisers, SHIFT launched the charity’s first-ever ambassador program featuring college athletes, as well as social ad campaigns to extend reach. The program achieved home run results, shining a light on GCF’s efforts, and raising its visibility.

ORGANIZATIONS WE SUPPORT

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

- + Action for Healthy Kids
- + Adsum House
- + Age Action
- + Age UK
- + Apricity Fertility Clinic
- + Ark Academy
- + Art Gallery of Nova Scotia
- + ARTÈRE Foundation
- + Association des communicateurs municipaux du Québec
- + Bankside Open Spaces Trust
- + Benny&Co. Foundation
- + Blackfriars Settlement
- + Breakfast Club of Canada
- + Brigadoon Village
- + Campaign Against Living Miserably
- + Cancer Research UK
- + Centraide of Greater Montreal
- + CHU Sainte-Justine Foundation
- + Commission for Environmental Cooperation
- + Disaster Emergency Committee
- + EatWell Exchange
- + Ernst & Young
- + Factory
- + 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 Les Amis de Samuel
- + FoodCycle
- + Future of Hockey Lab
- + Halifax Convention Centre
- + Hope Blooms
- + Hospice Halifax
- + Ice River Sustainable Solutions
- + Imagine Canada
- + Institute of Corporate Directors
- + Jeune Chambre de commerce de Québec
- + Jeunes Philanthropes de Québec
- + La Cantine pour tous
- + La grande journée des petits entrepreneurs
- + Les Impatients
- + LEVELS
- + LIFT Impact Partners
- + Little Brothers
- + London LGBTQ+ Community Centre
- + M&A Club Canada
- + Macmillan Cancer Support
- + Magic Breakfast
- + Maritime Children's Hospice
- + Mass Technology Leadership Council (Boston TechJam)
- + Maynard Childhood Cancer Foundation
- + Métro Média
- + Minneapolis Regional Chamber (Minnesota Keystone Program)
- + Minnesota Arts & Culture Coalition
- + Minnesota Opera
- + Minnesota Technology Association (MnTech)
- + Moose Hide Campaign
- + Movember
- + Multiple Sclerosis Society of Canada
- + Neuro Partners
- + NextGen
- + Nocturne Halifax
- + North American Indigenous Games
- + North American Traditional Indigenous Food Systems (NĀTIFS)
- + North End Opportunities Fund
- + One Drop Foundation
- + PartenaireSanté-Québec
- + Pheasants Forever
- + Phoenix Youth Programs
- + Public Policy Forum
- + Public Relations Society of America (Donald G. Padilla Community Excellence Award)
- + Public Relations Without Borders
- + Quatuor MD
- + Québec Produce Marketing Association
- + Royal Columbian Hospital Foundation
- + Samaritans UK
- + San Francisco Giants Community Fund
- + Sandpiper Ventures
- + Sister System
- + Shelter (England)
- + St. Francis Xavier University
- + Starlings Community Collective
- + The BrandLab
- + The Canadian Club of Montreal
- + The Foundation for Genocide Education
- + The International Economic Forum of Americas
- + The Itasca Project
- + The Kidney Foundation of Canada
- + The Montreal Children's Hospital Foundation
- + The Montreal General Hospital Foundation
- + The Quebec CRP Network
- + Traid
- + TRUK United FC
- + Twin Cities PR BIPOC Career Explorer
- + United Way
- + Université du Québec à Montréal
- + Veith House
- + Visual Arts Center of Richmond
- + Whitechapel Mission
- + Woman's Trust
- + Women for Election
- + Women in Governance
- + World Ovarian Cancer Coalition
- + Youth Employment Services

WARMING HEARTS WITH SHELTER NOVA SCOTIA

As Canada faces an ongoing cost-of-living crisis, Time & Space has prioritized support for Shelter Nova Scotia (Shelter NS) during the holiday season. Shelter NS is a nonprofit organization offering housing and community assistance to those in need within the province. Time & Space bolstered Shelter NS through financial support initiatives, marking the team's third consecutive year of contribution to this charity's important mission to secure safe nights of sleep for those facing homelessness.



ORGANIZATIONS SUPPORTED BY OUR LEADERS

Across the AVENIR GLOBAL network, our leaders are also personally involved in more than 200 organizations.

Alan Dunton
The Ocean Cleanup

Alexandre Boucher
Fondation du Juvénat Notre-Dame du Saint-Laurent, Canadian Cancer Society (Souper de la jonquille de Québec)

Alexandre Cusson
Québec Cinéma, Fédération des établissements d'enseignement privés, Collège Charles-Lemoyne

Alexandre Dumas
The Literacy Foundation (The Alpha Bursary), David-Chiasson Foundation

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

André Bouthillier
Montréal Centre-Ville

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

Andrew Ross
McGill University

Blen Tameru
People to People Aid Organization, United Way Greater Toronto, Toronto Children's Chorus, Advancing Black Talent in Pharma

Carter Hutton
International Association of Business Communicators (IABC) Maritime Canada

Chantal Benoit
Moisson Montréal, La TOHU

Charles Lewington
Bath Festival Orchestra, Conservative Party (UK)

Christian Ahuet
Nova Home Care

Darren Weiss
Planned Parenthood, American Civil Liberties Union

David Heinsch
Catholic Community Foundation of Minnesota

Donna Alteen
Halifax Partnership, Entrepreneurs Organization (Scale Up Accelerators)

Edith Rochette
The Canadian Club of Montreal, The Traffic Club of Montreal

Emma Kenny
Healthcare Communications Association, PM Live (Communique Awards), F.E.A.S.T.

Emma Lemon
Dundonald Primary School

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

François Crête
Lobbyisme Québec, Public Relations Without Borders

Gareth Morrell
Magic Breakfast

Gavin Megaw
Parkrun UK

Hayley Shaughnessy
PerSIStence Theatre Company

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

Jane Taber
Carleton University

Janet MacMillan
Halifax Harbour Bridges, QEII Health Sciences Centre Foundation, CN Communication Boards, Eastpoint Engineering

Jean-Pierre Vasseur
Maison Emmanuel

Jeff Wilson
Visual Arts Center of Richmond

Jennifer Beres
Coated in Love, Minnesota Boychoir, Second Harvest Heartland, VocalEssence

Jennifer McCormack
Muscular Dystrophy Canada, Mount Saint Vincent University (mentorship), Toronto Animal Services, Women in Pharma

Jillianne Gignac
Caisse Desjardins de Saint-Hubert

Joel Erb
Historic Poplar Lawn Association, Economic Development Authority (Petersburg, VA)

John Goundry
St Christopher's (Hospice)

John Parisella
Cérium, Fondation pour la langue française, Fusion Jeunesse, Jeune Chambre de Commerce du Montréal métropolitain, Mission Old Brewery

Jon Harvey
Cancer Research UK, Macmillan Cancer Support, Support Dogs

Judith Lebel
Alliance des cabinets de relations publiques du Québec, La Dauphinelle, Centraide

Julie-Anne Vien
Club de natation du Rouge et Or de l'Université Laval, Fondation du Musée national des beaux-arts du Québec, Les Amis de Samuel, Premier Acte, Fitspirit

Julien Provencher-Proulx
Fondation Émergence, AmCham Quebec, Canadian Aviation Pride

Karen White
Quest Canada

Katrina de Saram
Centrepont

Kelvin Morgan
Magic Breakfast

Kevin McCann
Atlantic Provinces Economic Council, YMCA of Greater Halifax/Dartmouth

Kieran Delaney
Alzheimer's Society

Kim Blake
Backpack Buddies Foundation of Loudoun

Kristan Hines
Dalhousie University (Board of Governors), Downtown Halifax Business Commission, Phoenix Youth Programs, Camp Brigadoon

Laura Cubillos
Action for Healthy Kids

Lorna Jennings
Asthma Society of Ireland, MyMind, Philanthropy Ireland, Women for Election

Mariann Hohe
Children's Minnesota

Mark Seland
Hamptons Community Association, Family Advocacy Support Centre

Matt Kucharski
Greater Twin Cities United Way, Pheasants Forever, Quails Forever, Twin Cities Habitat for Humanity, Special Olympics Minnesota, Sportsmen for the Boundary Waters

Maude Samson
Centraide, Fondation du Dr Julien

Maya Maroto
Fed by Blue, Seafood Nutrition Partnership, National Institute of Food and Agriculture – The Gus Schumacher Nutrition Incentive Program (Produce Prescription Program), Journal of Nutrition Education and Behavior

Meaghan Beech
The St. Joe's Plate Committee

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

Michel Lacroix
Centraide, Montreal Children's Library

Michelle Renee
City of Delta (Diversity, Inclusion & Anti Racism Committee), Delta Hospital Foundation, Greater Vancouver Board of Trade (Diversity and Inclusion Leadership Council), Out on Screen/Out in Schools

Mirabel Paquette
Fédération des chambres de commerces du Québec, HEC Montréal Foundation, CHU Sainte-Justine Foundation

Nadia Di Sciuillo
Académie Ste-Thérèse, La grande journée des petits entrepreneurs, Resto Plateau, Festival Bach

Natalie Turner
UNICEF, British Red Cross

Pierre Guillot-Hurtubise
Comité préparatoire de la campagne de financement de la Cathédrale Marie-Reine-du-Monde

Rachel Rice
Financial Executives International (Twin Cities), Riverton Community Housing, Alzheimer's Association, Special Olympics Minnesota, The Salvation Army, Goodwill-Easter Seals Minnesota

Rébecca Mercier
Société Alzheimer du Haut-Richelieu, Société de Saint-Vincent de Paul de Montréal

Rebecca Pocock
Lutheran Social Services of South Dakota, The Teddy Bear Den, Life 96,5 (KNWC-FM), Almost Home Canine Rescue, Maui Food Bank, Syrian American Medical Society Foundation

Richard Cowhig
Portsmouth Cathedral, Baby Basics

Rick Murray
Mayo Clinic, I AM ALS, University of Vermont, Common Cause Education Fund, Helping Habit, KJZZ 91.5 radio, Musical Instrument Museum, Elyssa's Mission, Frank Lloyd Wright Foundation, St. Mary's Food Bank, Feeding America

Robert Lupien
Université du Québec à Trois-Rivières

Rupert Whitehead
*Challengers, Disasters
Emergency Committee*

Ryan Casey
*The IAB Canada Atlantic Council,
North End Opportunities Fund, Canadian
Marketing Association (CMA) Awards*

Sabrina Duguay
Les Amis du Devoir

Saeed Selvam
Children First Canada

Sam Robinson
Alzheimer's Society

Samantha Walsh
*Cancer Research UK,
Macmillan Cancer Support*

Sarah Babbitt
Gifts to Give

Sarah Young
*Trans Canada Trail Board, Dalhousie
University Advisory Council, YMCA
Halifax-Dartmouth Honourary Trustee,
Women Funding Women Advisory
Council, Founder Atlantic Women
Venture Foundation, Sandpiper Ventures*

Sébastien Boudreau
*Centraide, Médecins sans frontière,
Fondation de l'UQAM, Pointe-à-
Callière (Relève philanthropique)*

Shawn Lowe
*The Interactive Advertising Bureau
of Canada (IAB Canada), EduNova
Co-operative, Study and Stay – Nova
Scotia Program, Canadian Marketing
Association (CMA) Awards*

Stephanie Lyttle
*McGill University (Public Relations
Certificate Program)*

Sunny McKechnie
Carleton University

Tanya DiPenta
Brain Injury Canada

Thomas Gobeil
*SynergiTIC, Jeune Chambre de
commerce du Montréal Métropolitain*

Tina Charpentier
*Girl Scouts River Valleys,
Leukemia Lymphoma Society,
Alzheimer's Association*

Tina Hahn
*Cycling Without Age, volunteering
work with young adult with autism
(local network initiative)*

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,
Fondation Trois-Rivières durable*

Yvan Loubier
Le Grand Pas

Every year, AVENIR GLOBAL holds a Firm-wide photo contest. In 2023, we collected 75 unique photo submissions that illustrate the great diversity of talent and individuals in our Firm. The pictures that appear on this page and throughout this document were collected as part of this contest.



04

**ENVIRONMENTAL
PERFORMANCE**



ENVIRONMENTAL PERFORMANCE

At AVENIR GLOBAL, our dedication to reducing our ecological footprint and advancing environmental sustainability is paramount.

We prioritize smarter, greener choices, from occupying sustainably certified buildings to deploying advanced videoconferencing technology to minimize travel requirements.

Our brands take action locally with initiatives to encourage active or public transport use, alongside educational efforts to instill sustainable practices. As a consultancy, we extend our influence by supporting environmental groups via pro bono activities, volunteer work, or donations. We amplify our impact by developing expertise and services specifically tailored for organizations driving the transition to a cleaner economy.

BY THE NUMBERS

55%

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

95%

of our offices have paper, can, and bottle recycling programs

70%

of our offices have a battery recycling program

40%

of our offices have an organics recycling/collection program

90%

of our offices have an IT equipment recycling program

AROUND THE NETWORK



AIMING FOR NET-ZERO

As one of the world's leading communication consultancies, AVENIR GLOBAL is committed to acting as a responsible corporate citizen, working diligently to improve the social and environmental impact of our activities.

In 2023, the Firm made significant strides on its journey to sustainability by meeting globally recognized standards for carbon footprint reduction. Our brands in Europe and the Middle East—AXON, Cherry, Hanover, and Madano—worked with specialized third-party consultants to conduct a comprehensive assessment of their carbon footprint across all three main scopes.

Following this assessment, AVENIR GLOBAL's Europe and the Middle East operations committed to reducing their Scopes 1 and 2 emissions by 70% and Scope 3 emissions by 25% by 2030, with the ultimate goal of reaching net-zero emissions by 2040. These targets will be reviewed annually by an independent auditor, who will assist us in refining the accuracy of our emissions reporting.



A SUSTAINABLE SWAP

In celebration of World Recycling Day on March 22, a collaborative clothes swap event took place at Riverside House, AVENIR GLOBAL's London office. The event, hosted by AXON, Madano, Cherry, and Hanover, aimed to highlight the importance of clothing recycling and to encourage colleagues to reconsider the disposal of unused items.

Participants exchanged their unused or unwanted clothing, breathing new life into their wardrobes through "new to me" finds. Items that remained unclaimed were generously contributed to Traid, a charity committed to curtailing clothing waste across the United Kingdom. Traid's innovative approach transforms clothing waste into funds and resources, mitigating environmental and societal impacts associated with fashion.

The event resulted in a collection of 93 kg of clothes and shoes, which were spared from landfills. This action also led to a reduction of carbon emissions by approximately 0.83 tonnes and saved 156 cubic metres of water. Sales from these clothes in Traid's retail outlets will finance international projects dedicated to enhancing conditions and practices within the textile industry.



CUTTING DOWN ON PLASTIC

Single-use plastics (SUPs) pose a significant threat to ecosystems, wildlife, and human health—as evidenced by the increasing presence of plastic in our seafood. To address this environmental issue, Hanover undertook a mission to reduce its consumption of SUPs across its offices and supply chain. Through comprehensive audits, Hanover tracked its annual use of SUPs and explored various reduction or elimination strategies. Actions taken include ensuring an ample supply of reusable cutlery to avoid reliance on disposable alternatives, installing watercoolers to reduce bottled water purchases, and banning straws and cling film from office kitchens.



GREENING THE COMMUNITY

In 2023, Cherry organized a volunteering day in collaboration with Bankside Open Spaces Trust, a local environmental charity committed to improving people's health and wellbeing by providing beautiful green spaces throughout Southwark and Lambeth in London. For the third consecutive year, Cherry's group of nine volunteers was keen to get mucked in, this time focusing their efforts on the upkeep of Hatfields Green—which included raking foliage, pruning, litter picking, and weeding. The Cherry team is committed to working with charities and initiatives that serve the local Bankside neighbourhood, and such volunteering opportunities enable the team to have a positive impact on their community.

05

HUMAN CAPITAL
DEVELOPMENT



HUMAN CAPITAL DEVELOPMENT

At AVENIR GLOBAL, we understand that investing in people is key to attracting and engaging top-tier talent.

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 steps of their career. We encourage our colleagues to pursue learning opportunities—both internal and external—that align with their personal growth and professional ambitions.

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

BY THE NUMBERS

23,769

professional development hours logged in 2023

96

employees rewarded as part of the Achievement Awards program

54

participants to The Institute 101, 201, and 301 sessions

77

employees rewarded as part of the Thank You Awards program

41

industry awards won in 2023

10

Firm-wide webinars as part of our Destination Digital and Visionary Leadership Model training programs

THE 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

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.

Local course offering

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.

Self-directed learning

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

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 is established in our Toronto and Montreal offices, pairing consulting staff with senior individuals. Ad hoc mentoring and individualized coaching programs are also recognized.



THE INSTITUTE 101, 201, AND 301

Every year, selected staff members from our various offices are invited to partake in peer-led, face-to-face workshops that are tailored to improve their business acumen, foster cross-office collaboration, and provide networking opportunities.

The Institute 101 is a three-day session for junior employees, taking place in Montreal during spring. Attendees dive into business management and fundamental communication skills, exploring key topics for public relations professionals—including client expectation management, project management, and business development.

The Institute 201 unfolds over two days at our Toronto office in the summer. This workshop is crafted to empower some of our more senior consultants to become trusted advisors, equipped with advanced capabilities to serve the evolving needs of both existing and potential clients.

In 2023, we also launched the third cohort of **The Institute 301**, a one-year program for our senior leaders. This journey aims to increase their awareness of the key components propelling the business forward at the network level.



VISIONARY LEADERSHIP MODEL

The Visionary Leadership Model (VLM) is a comprehensive framework that defines AVENIR GLOBAL’s approach to successful consultancy. In every office, designated VLM ambassadors conduct introductory sessions for newcomers and support staff in applying the model. A series of Firm-wide webinars, known as the “Leadership Panels,” delves into the VLM’s central themes. The 2023 lineup included a conversation on leadership skills with our brands’ HR leads; a panel on navigating relationships within our network; and another one with colleagues sharing their distinct perspectives and strategies on business development.



DESTINATION DIGITAL

The Destination Digital program is tailored to equip consultants at every level with up-to-date knowledge of digital trends, tools, and best practices. This educational offering includes “Digital Conversations,” a suite of webinars where digital experts from the AVENIR GLOBAL network share their expertise on a range of subjects, with occasional participation of external guest speakers. In 2023, the program hosted six webinars, each spotlighting a distinct area of digital communications, from artificial intelligence and data-driven strategies to influencer marketing, search engine optimization, and paid media.



ACHIEVEMENT AWARDS

The Achievement Awards celebrate the outstanding achievements of employees of the AVENIR GLOBAL family at the local and international levels.

The objective of this program is to recognize employees whose exceptional contributions reinforce the Firm's values and vision and promote its growth and leadership position in communication and public relations.

Among 255 nominations submitted by colleagues, 96 laureates were selected this year for their accomplishments in seven categories. The awards were presented during local ceremonies at each of our offices.

In addition to the winners in local categories, AVENIR GLOBAL also presents two global recognition awards.

2023 AVENIR GLOBAL WAY AWARD



MEAGHAN BEECH (NATIONAL TORONTO)

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.

The 2023 recipient of the AVENIR GLOBAL Way Award is Meaghan Beech. Meaghan has been instrumental in leading NATIONAL Toronto through a year of positive change, especially since being promoted to chief of staff. She played an important role in helping two new managing partners—Brian Pearl in Toronto and Mark Seland in Western Canada—settle in their new responsibilities.

Meaghan has been described as the ultimate teammate. She is quick to share the spotlight with colleagues and she will always stand in front of the spear for her team when a dispute occurs with a client. Her ability to provide humble, yet concise advice and support has led her to develop strong relationships with many across the Firm. As a result, everyone wants to be on her team when projects come forward.

Meaghan also excels at navigating client relationships with grace and driving new business initiatives. She leads by example, rolls up her sleeves, and knows how to get things done. In that sense, she truly personifies AVENIR GLOBAL's values and her engagement inspires others to emulate the way of our Firm.

2023 LUC BEAUREGARD AWARD



JONTY SUMMERS (HANOVER DUBAI)

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. Recipient of the People Leader Award for Hanover, Jonty Summers has been selected as this year's winner of the Luc Beauregard Award for his accomplishments as the managing director of Hanover's Dubai office.

Jonty established the Dubai operations in 2017 and led its rapid expansion. Despite working in a tough market with challenging clients and often difficult circumstances, he leads one of the most motivated groups of staff at Hanover. Jonty takes great pride in this team that he has personally put together and is always eager to reward and recognize their effort. He knows how to get the best out of them, while also ensuring that expectations are delivered upon.

Jonty also plays an important role in mentoring emerging leaders at Hanover. He has supported the development of two directors on his team, who have grown and flourished into important contributors for the Firm.

Jonty's approach to leadership and his ability to unite people towards a common goal has led to remarkable client success for Hanover in the Middle East, and through these achievements, he perfectly exemplifies the spirit of the Luc Beauregard Award.

LOCAL WINNERS

THE SUPPORT SERVICES ACHIEVEMENT AWARD

- + Sharika Kandasamy (AVENIR GLOBAL Toronto)
- + Larry Ng (AVENIR GLOBAL Toronto)
- + Dinorah Lopez Cebada (AVENIR GLOBAL Calgary)
- + Rolande Bernier (NATIONAL Montreal)
- + Esther Boivin (NATIONAL Quebec City)
- + Sophie Blondin (NATIONAL Halifax)
- + Stephanie Hill (AXON London)
- + Alicia Bossey (AXON London)
- + Sophie Mitchell (Madano)
- + Lauren Chamberlain (Cherry)
- + Lynsi Godwin (Cherry)
- + Claire Sherry (Hanover London)
- + Sarah Babbitt (SHIFT Boston)
- + Trish Neumann (Padilla Minneapolis)

THE COMMITMENT AND COLLABORATION ACHIEVEMENT AWARD

- + Alexandra Dubé (AVENIR GLOBAL Montreal)
- + Hugo Morissette (NATIONAL Montreal)
- + Stéphane Gasse (NATIONAL Quebec City)
- + Emma Clarkin (NATIONAL Toronto)
- + Sydney Boll (NATIONAL Calgary)
- + Lauren Howard (NATIONAL Halifax)
- + Hayley Shaughnessy (NATIONAL Halifax)
- + Bryony Kay (AXON London)
- + Leni Vandekerckhove

- (AXON Copenhagen)
- + Paulina Koppenhagen (Madano)
- + Jack Bear (Cherry)
- + Serkan Yaman (Cherry)
- + Amy Williams (Hanover London)
- + Subodh Tailor (Hanover London)
- + Heather Bruton (Hanover Dublin)
- + Nicole Fiori (SHIFT New York)
- + Janelle Davis (SHIFT Boston)
- + Michelle McCoy (SHIFT Boston)
- + Kim Foster (Padilla Richmond)
- + Denis Grega (Padilla Richmond)
- + John Scally (Padilla New York)
- + Lauren Hartley (Padilla New York)
- + Mike Garcia (Padilla New York)
- + Alyssa Dettloff (Padilla Minneapolis)
- + Madeleine Rivard (Padilla Minneapolis)
- + Marissa Matchey (Padilla Minneapolis)
- + Leah Kondes (Padilla Minneapolis)
- + Jean Owan Curran (FoodMinds Chicago)

THE BUSINESS DEVELOPMENT AND MANAGEMENT ACHIEVEMENT AWARD

- + André Bouthillier (NATIONAL Montreal)
- + Misty Meeks (NATIONAL Toronto)
- + Bridgette Slater (NATIONAL Calgary)
- + Kaisa Oland (NATIONAL Halifax)
- + Carolyn Armstrong (AXON London)
- + Reghu Venkatesan (Madano)

- + James Cockerill (Cherry)
- + Tom Jollie (Padilla Minneapolis)
- + Heidi Murphy (Padilla Chicago)

THE VISIONARY LEADERSHIP MODEL ACHIEVEMENT AWARD

- + Michel Lacroix (NATIONAL Montreal)
- + Yash Dogra (NATIONAL Toronto)
- + Tanya DiPenta (NATIONAL Halifax)
- + Blen Tameru (AXON Clinical Studies)
- + Rose-Marie Falconer (AXON London)
- + Emma Barrow (Madano)
- + Theresa Masnik (SHIFT New York)
- + Jen Baybutt (Padilla Richmond)
- + Mariann Hohe (Padilla Minneapolis)
- + Chelsea Elkin (Padilla New York)

THE INNOVATION ACHIEVEMENT AWARD

- + Vincent Gagnon (NATIONAL Montreal)
- + Tyrone Murphy (NATIONAL Toronto)
- + Leah Thomson (NATIONAL Calgary)
- + Iain Deans (NATIONAL Halifax)
- + Julia Peics (AXON Copenhagen)
- + Gabriella Mallia (AXON Clinical Studies)
- + Kieran Delaney (Cherry)
- + Laura Roberts (Hanover London)
- + Chris Liakos (Padilla Minneapolis)
- + Joel Erb (Padilla Richmond)
- + Peter Vigliarolo (Padilla New York)

THE PEOPLE LEADER ACHIEVEMENT AWARD

- + Aigerim Ng (AVENIR GLOBAL Calgary)
- + Sabrina Duguay (NATIONAL Montreal)
- + Jennifer McCormack (NATIONAL Toronto)
- + Craig MacPhail (NATIONAL Toronto)
- + Jon Richard (NATIONAL Halifax)
- + Jane Taber (NATIONAL Halifax)
- + Sophie Bullock (AXON London)
- + Danielle Campbell (Madano)

- + Katy Compton-Bishop (Madano)
- + Joe Bean (Cherry)
- + Diva Rook (Cherry)
- + Jonty Summers (Hanover Dubai)
- + Georgia Hunt (Hanover London)
- + Amber Rubin (SHIFT San Francisco)
- + Katina Shelton (Padilla Minneapolis)
- + Sarah Fox (Padilla New York)
- + Sam Campbell (Padilla New York)
- + Kim Blake (Padilla Washington)

THE DIVERSITY AND INCLUSION ACHIEVEMENT AWARD

- + Julien Provencher-Proulx (NATIONAL Montreal)
- + Erika MacKenzie (NATIONAL Toronto)
- + Siera Draper (NATIONAL Ottawa)
- + Michael Tilley (Cherry)
- + Viviana Pinzon (Padilla New York)
- + Perry Lowder (Joe Smith Richmond)

BEST WORKPLACE AWARDS

Through our team's unwavering commitment to excellence and a nurturing work environment, we have been honoured with the following "Best Workplace" awards:

2024 GREAT PLACE TO WORK IN THE U.K.

AXON + CHERRY

2023 BEST WORKPLACES FOR WOMEN IN THE U.K.

AXON + CHERRY

2023 GREAT PLACE TO WORK IN THE U.K.

AXON + CHERRY

2023 BEST WORKPLACE FOR WELLBEING IN THE U.K.

AXON

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Valérie Beauregard,
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Royal Poulin, Executive Vice-President
and Chief Financial Officer

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