

Corporate Social Responsibility

Annual report 2016



Contents

01	Message from the CEO
02	Who is Fiix?
03	What is CSR?
04	Why does CSR matter?
05	What does CSR mean to Fiix?
06	Our triple bottom line
07	How we arrived at our goals
08	Aligning our goals with the international community
09	What actions are we taking?
10	Initiatives
24	Metrics
26	Future directions

The world is changing

When we founded this company, the world was experiencing the first rumblings of the recession of the late 2000s. The promise that all boats would rise on the tide of globalization was not turning out as planned, and the gravity of climate change was not widely recognized by governments and businesses. As a parent, I was deeply concerned about what the future might hold for the next generation and as CEO of this company I wondered what I could do to change it.



Upon reflection, I identified three challenges that dogged society. A lack of inclusivity, specifically that those who worked hard, and in good faith, were not participating equitably in the wealth created by globalization; a lack of responsible and ethical governance, both in government and business; and finally, a preoccupation with growth that seemed at odds with the sustainability of the planet.

Large corporations wield enormous power to affect public policy and the wellbeing of everyday people—for better or for worse. My desire was to weave social responsibility into the foundation of our business, and build a roadmap to empower other businesses to be agents of positive change. So we chose to build a socially responsible, sustainable, high growth company with three bottom lines, not one; where success is measured by profit, but also by inclusivity, responsibility, and sustainability.

Ultimately, my goal is for Fiix to be part of the solution, not part of the problem.



Who is Fiix?

At Fiix, we know that maintenance is the backbone of every organization. That's why we make modern maintenance software that's accessible to all, easy to use, and affordable. Our cloud-based computerized maintenance management system (CMMS) is revolutionizing how thousands of companies worldwide schedule, organize, and track maintenance.

Getting maintenance under control helps organizations reduce inefficiencies, waste, energy, and spending by keeping assets running at peak condition. It also keeps workers and the public safe by effectively monitoring and implementing health and safety standards, and improves productivity and competitiveness, which allows companies to provide stable employment and fair wages.

Maintenance is a starting point for governments and businesses to create real, positive social and environmental change. Our goal is to transform maintenance into a powerful business asset, and partner with maintainers to build sustainable, efficient, and well-managed businesses.

What is CSR?

Corporate social responsibility (CSR) is the way that businesses use their resources to help create a better world, by committing to ethical economic development, building sustainable business practices that protect the environment, and improving the quality of life for employees, their communities, and society at large.

It is based on the idea that companies—with their massive global reach and resources—are a powerful force for addressing the world's most pressing challenges. Organizations are now recognized for championing causes deemed important to their stakeholders, and CSR programs drive customer loyalty, talent acquisition, and competitive advantage.¹



Why does CSR matter?

Governments and NGOs cannot singlehandedly tackle the massive economic, social, and environmental challenges facing our planet today. At Fiix, we recognize that businesses can be powerful agents for positive change as they have the resources and flexibility to dynamically respond to these challenges. Engagement between businesses, governments, and NGOs strengthens and amplifies individual actions, and gives us greater capacity to create sincere and meaningful social change.

CSR also lets us build a stronger business from the inside out, since it helps us attract and retain top talent. Most driven young individuals are looking for more than just a paycheck from their work—they want a healthy working environment, a company that they believe in, and a cause that they can get behind. We recognize that if we invest in creating this kind of business, we will be able to find and keep committed and engaged people.

What does CSR mean to Fiix?

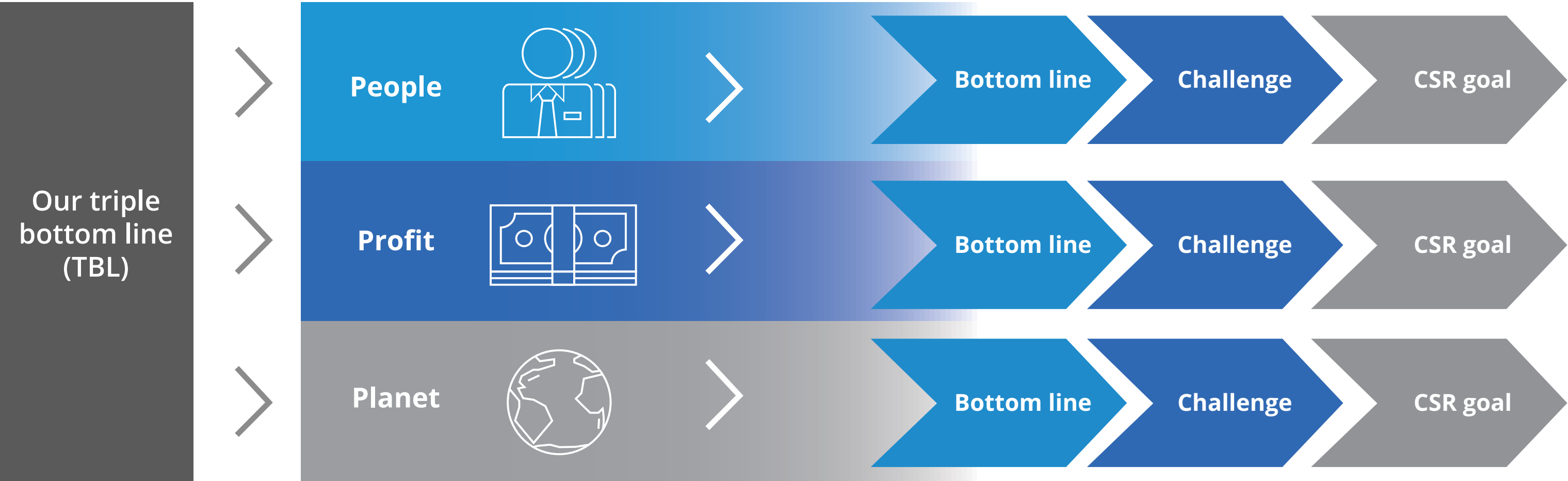
Our vision is for CSR to become a normal part of every company’s everyday business. We are committed to creating products that make the world a better place, while unapologetically making healthy profits in a sustainable, responsible, and inclusive way.

Earlier this year we incorporated CSR as a formal component of our company, hiring a dedicated, full-time CSR manager who helped weave our commitments to social change and sustainability into the core of our business strategy. We know that an inclusive workplace breeds engagement, and creating an environment of involvement, respect, and collaboration ultimately drives more business value.

Our triple bottom line

Using profit as the sole indicator of success is not enough—we also want to measure and report on our social and environmental impact.

To accomplish this Fiix adopted a triple bottom line (TBL) of people, profit, and planet. This framework was coined in the early 1990s by John Elkington as a means to measure sustainable business practices. Using this framework, businesses can measure their social, environmental, and economic contributions while also creating greater business value through increased transparency.



How we arrived at our CSR goals

With our **triple bottom line**, we identified a number of global **challenges** that we want to address. Our specific **CSR goals** and the initiatives that fall under them need to line up with these challenges while reflecting what we do as a company.

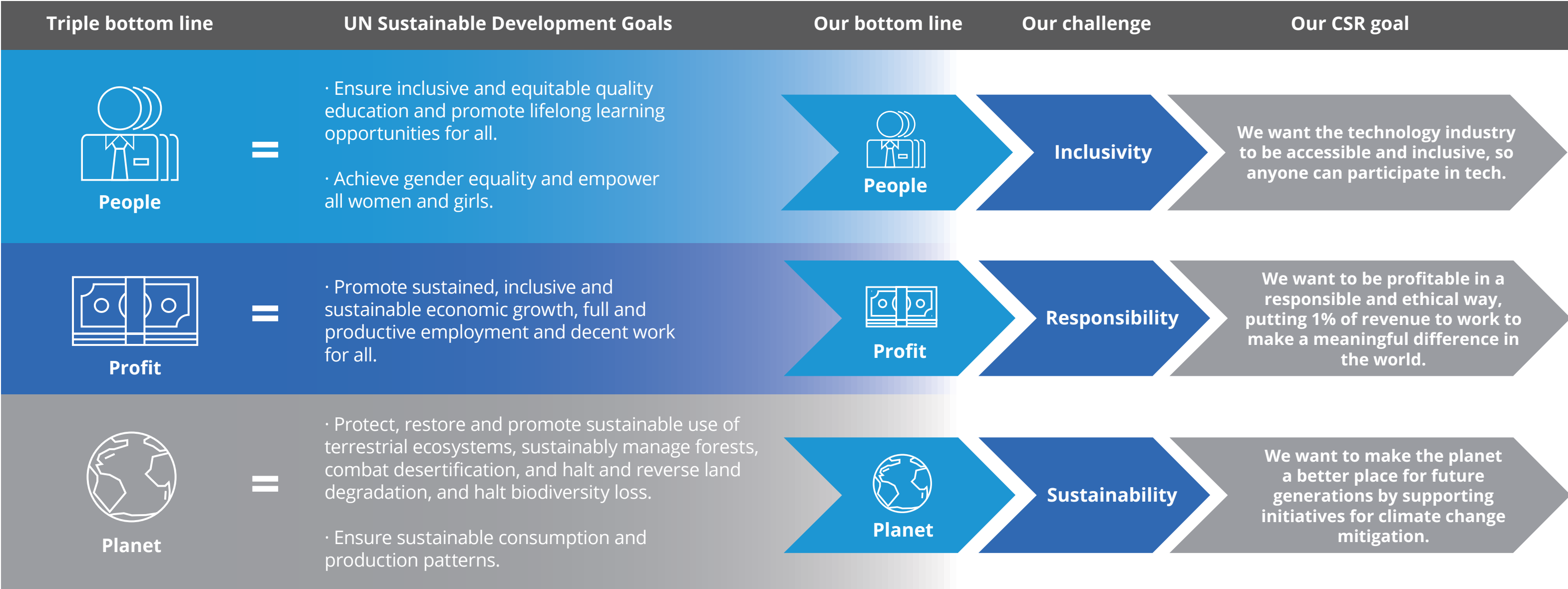
Aligning our goals with the international community

We used the [UN Sustainable Development Goals](#) to inform our CSR goals in order to create unity between our efforts and the international community. We then surveyed our employees and customers to find out what was most important to them, and what issues they wanted us to tackle. Here's what our customers and employees lined up behind:

What actions are we taking?

Once we understood what our stakeholders cared most about we were able to get started on a number of internal and external initiatives. These are programs that make our workplace happy and healthy and help our company engage with the local community.

- Each initiative had to meet four key criteria:**
- 1. It lined up with the five UN goals.
 - 2. We could adequately resource it.
 - 3. Our people could get behind it.
 - 4. It had the potential to create real impact.



Initiative: People

Creating an inclusive environment both inside and outside the office is at the core of everything we do. To express that, we launched a series of programs that provide quality education and support gender equality.



Volunteer hours

What did we do?

We offered two full paid work days for employees to volunteer in the community.

What did we do right?

Because of existing partnerships with external organizations ([rare](#), [Ladies Learning Code](#)), we had easy access and plenty of opportunities to engage with the community. This made it easy for employees to identify volunteer opportunities, and created a stronger connection with our partners.

Investment

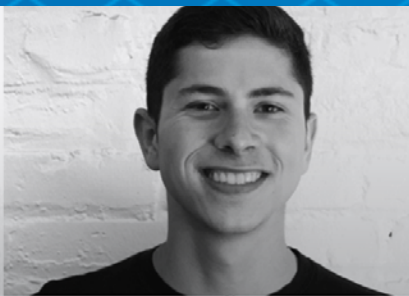
476 hours were dedicated to various causes.

Impact

30 employees participated in the program. We supported 15 organizations with our time and effort, creating a stronger bond between us as a tech company and our community.

Future direction

We introduced this program midway through 2016 and some employees jumped on board, while others had to be prompted to participate. To further engage employees in 2017, we will organize regular volunteer events with our external partners.



Gender ratio increased

What did we do?

We hired women in marketing, client services, CSR, and sales, increasing our ratio of women to men from 5% to 18%.

What did we do right?

We made hiring women a priority and successfully attracted top talent across several different teams. 50% of these hires came from outside tech, adding diverse experience and knowledge to the Fiix team, and enabling more women to contribute to conversations in the tech space.

Investment

We hired women in marketing, sales, and customer support.

Impact

Hiring and employing women in tech creates a more diverse work environment, which helps companies attract and retain employees, increase sales revenue, increase performance, and strengthen team dynamics and engagement. ^{2,3,4,5}

Future direction

In 2016 we made a conscious effort to hire more women. In 2017 we will reach out to more female-centered groups and aim to include a female on our board of directors. We are striving for more female representation across all teams in 2017.

Ladies Learning Code

What did we do?

Fiix employees volunteered with [Ladies Learning Code \(LLC\)](#) at various camps and workshops.

What did we do right?

Our volunteers shared their technical skills to engage with an organization dedicated to closing the gender gap in tech.

Investment

We invested \$2,500 into teaching women, girls, and children how to code and become entrepreneurs.

Impact

18% of employees volunteered or engaged with Ladies Learning Code, helping to educate 190 kids at various camps and workshops in 2016.

Future direction

Over the next year, we will continue to stress the importance of closing the gender gap in tech and involve more Fiix employees in LLC programs. In 2017 we will increase our donation to \$5,000 to help this organization grow and succeed, while also organizing group volunteer days.

“Diversity in the tech community is a collective responsibility, and we are proud to work with incredible women, men, and youth who are passionate about tech education for all.”
- LLC Report 2016



Continuing education for employees

What did we do?

At Fiix we offer every employee the opportunity to improve their professional skills through a continuing education subsidy.

What did we do right?

We made employees responsible for 50% of the cost, which kept them accountable and committed to completing their course of study.

Investment

50% of the total cost of a course, program, book, or professional coach up to \$2,500 per year per employee.

Impact

The continuing education subsidy has allowed several of our employees to further educate themselves in their field. Employees were also encouraged

to pursue alternative learning methods by attending comprehensive programs, single courses, a workshop, conference, trade show, or reading a book that improved their skill set and their opportunity for advancement in the company.

Future direction

This program was introduced mid-year and 26% of employees took advantage of it. Despite the availability of the subsidy, there were not enough suggestions for educational opportunities specific to employees' skill sets. Showing employees what they can do may broaden the scope of the subsidy.

In 2017 more managers will take proactive roles in employee skill development, mentorship, and making recommendations for continuing education opportunities.



Scholarships

What did we do?

Fiix presented scholarships to two post-secondary students: One to a student at York University studying health management/health informatics and another to a student from Mohawk College studying mechanical engineering.

What did we do right?

Awarding scholarships to students in their third and fourth year of study ensures that they are committed to finishing their studies.

Investment

Two \$500 scholarships.

Impact

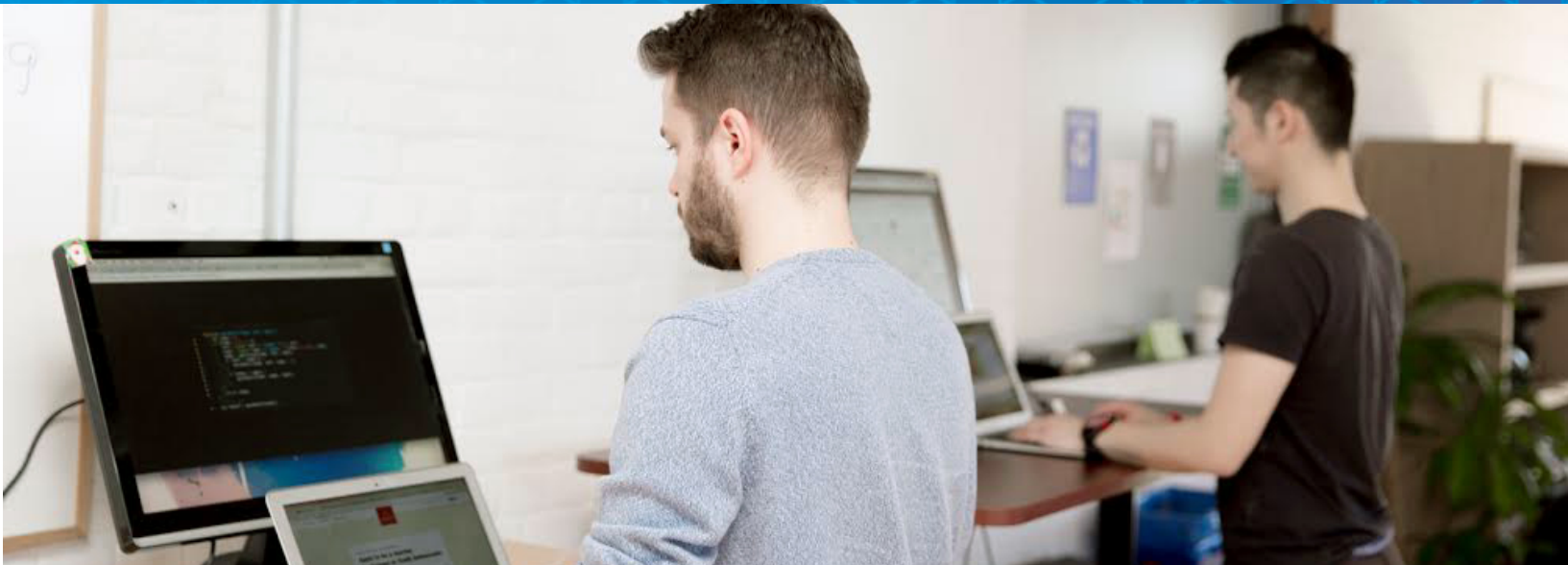
Two students were awarded scholarships, which helped alleviate the financial burden of tuition, books, transportation, and food while pursuing their degrees.

Future direction

We need to develop explicit criteria and specify who is eligible to win a scholarship so that we can offer more scholarships to a wider range of students.

Initiative: Profit

Profit is the bottom line that is often referred to in traditional business practices. For us, it is a way to keep our finances and economic growth transparent, sustainable, and ethical. We believe that running an ethical business goes hand in hand with being a profitable business.



Profit sharing

What did we do?

We’ve built a capital efficient business that allows us to grow quickly and profitably. Not only do we re-invest in the betterment of the company, but we also share a healthy amount of our profits and equity with all of our employees.

What did we do right?

We believe that those who do the work should share in the benefits the company derives from their contribution and commitment.

Investment

In 2016, 100% of employees received a bonus and 90% participated in the ownership of the company through either our stock option plan or common shares.

Impact

We created a work environment that provides a sense of dignity and pride. According to internal surveys, 93% of employees would recommend Fiix as a good place to work. Re-investing in employees also helps us attract and retain top talent, which in turn helps us build a resilient business.

Future direction

In 2017 we will increase employee ownership in Fiix and continue to offer meaningful bonus incentives.

Initiative: Planet

At Fiix we strive to build a sustainable company through our business practices and external partnerships. Our programs aim to protect land quality, forests, habitat, and biodiversity, thereby promoting sustainable production and consumption patterns and minimizing greenhouse gas emissions.



rare Charitable Research Reserve

What did we do?
We committed to donating \$25,000 over five years to [rare Charitable Research Reserve](#) in Cambridge, Ontario.

What did we do right?
When looking for an environmental NGO to partner with, we examined the key values and objectives of a number of organizations to see how they lined up with our own. *rare* was a perfect fit for how we wanted to accomplish our UN Sustainable Development Goal.

Investment
We committed \$25,000 over five years.

Impact
Fiix’s sponsorship helped support the following *rare* programs:

- [Every Child Outdoors \(ECO\)](#), which taught environmental

science and conservation to 2,700 students and youth

- [Turn the Map Green](#) which protected 18,500 square meters of natural habitat for over 3,300 species

- [The Springbank Food Bank Gardens](#), which contributed 6,700 pounds of produce to the Cambridge Self-Help Food Bank (and others)

Future direction
We would like to engage in more activities with *rare* over the next year. We will maintain this partnership, engaging in the yearly walk/run for *rare*, and continuing to volunteer and take part in protecting the environment. In 2017, we will take a company-wide trip to *rare* to experience firsthand what they do as an organization and how they are working to preserve our natural world.



CZC-141643-1410-2016



Carbon neutral

What did we do?

Our office and hosted services became [100% carbon neutral](#) in 2016.

What did we do right?

We identified Carbonzero a reliable and trustworthy energy consultant, whose emissions offset projects are certified and local. We fully engaged in the process and took the opportunity to train our employees on the outcome of the audit and how to apply the findings in their day-to-day lives.

Investment

We invested over \$6,000 in measuring and offsetting our environmental footprint. Beyond neutralizing our emissions, we've created goals and taken measures to reduce our waste, water, and energy impact so that we can continue to reduce our already neutral carbon footprint.

Impact

The emissions associated with running and producing our CMMS have been entirely offset by a [certified local project](#). All told, Fiix offset 44 tonnes of CO2 associated with our office and our servers.

Future direction

We measured all three scopes of emissions but failed to incorporate emissions associated with commuting and travel. In 2017 we will offset the emissions associated with travel to customer sites.

Waste diversion

What did we do?

Organic waste in landfills significantly contributes to greenhouse gases (GHGs) and diverting waste represents a practical way to make an immediate impact in GHG reduction. To do that, we introduced a vermi composter into the office and created signage and programs designed to increase our diversion rate.

What did we do right?

You can't improve what you don't measure, so ensuring we audited our waste on several occasions was a crucial step in diverting waste.

Investment

We invested \$350 in a vermi composter and \$6,000 in a waste audit.

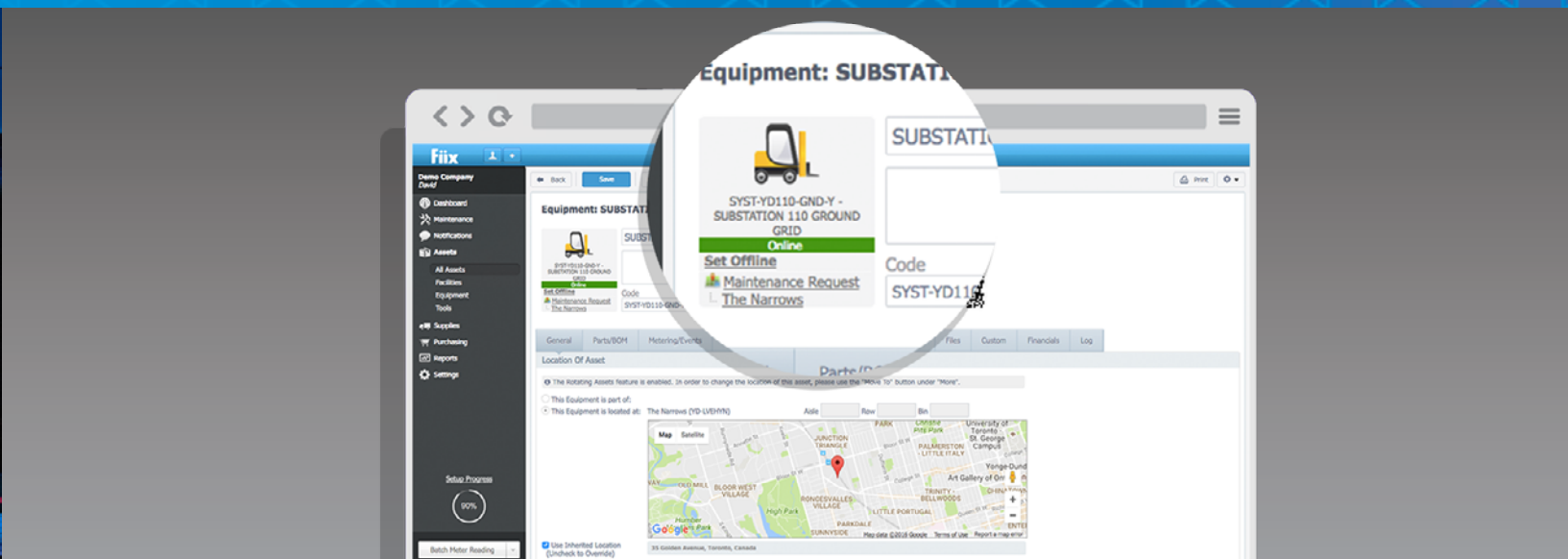
Impact

- 30% diversion rate in Audit 1
- 50% diversion rate in Audit 2

Waste diversion increased by 20% in the three months between our first and second audit.

Future direction

To improve compliance and increase our organic and hazardous waste diversion, we need to make doing the right thing the easiest thing. In 2017, we will engineer the waste stations to make them accessible and introduce city organics collection to increase the diversion rate to 75%, and aim to expand the organics program to the entire building. To increase awareness of our footprint, we will display how many bags of food waste we throw out in a week and send reminders of where things go.



Ryerson University research project

What did we do?

We've partnered with Ryerson University to research ways to measure the environmental impact of equipment maintenance. We believe that more effective maintenance through a CMMS can reduce the resource consumption and GHG emissions of our customers.

What did we do right?

We met regularly to collaborate and share ideas.

Investment

In partnership with [Ontario Centres of Excellence \(OCE\)](#), we co-funded \$40,000 toward this project.

Impact

Phase one of the project resulted in a GHG calculation algorithm to help maintenance managers identify opportunities for equipment upgrades, replacements and improved preventive maintenance routines to tactically reduce GHG emissions.

Future direction

In phase two we will look to incorporate the GHG algorithm in our CMMS and run a series of pilot studies to monitor the impact of good maintenance on GHG emissions.

Free CMMS for schools and customers

What did we do?

We offered our CMMS for [free to teaching institutions](#) to enhance their education training programs. This helps to create a new generation of tech-savvy maintenance managers.

To democratize the use of a CMMS, we also made a free version of our CMMS available to anyone.

What did we do right?

Offering our CMMS for free gives anyone the opportunity to realize the benefits of computerized maintenance management software and reduce their environmental footprint.

Investment

To date we have provided over 7,000 [free CMMS](#) instances on our cloud platform.

Impact

In 2016, nine schools participated in our free CMMS post-secondary institution program, training hundreds of students to become more effective maintenance managers.

Additionally, over 3,000 new users joined our CMMS community for free.


Future direction


We will expand our free CMMS programs to help close the knowledge gap in maintenance, giving students and organizations the tools they need to move from reactive to preventive maintenance and reduce their environmental impact.


Metrics

We are maniacal about metrics because we know that what gets measured gets done. So we’re reporting on our progress against the triple bottom line. This allows us to track our progress year after year and remain accountable to our goals.

We’ve been professionally audited to ensure that we’ve met our goal of contributing at least 1% of revenue towards our CSR initiatives in 2016. We will continue to meet our minimum goal of contributing 1% of our time, effort, and revenue to the CSR programs that support our triple bottom line. As our company grows, this contribution will naturally grow with us.

Bottom line	Metric	Outcome
<div>People</div> 	Volunteer hours	476
	Flexible work participation	21%
	Overall employee engagement	Up 19% to 84%
	Employee satisfaction	Up 40% to 83%
	Employee ambassadorship	Up 11% to 90%
	Company alignment	Up 10% to 91%
	Diversity (visible minorities) in workplace	49%
	Employee retention	77%
	Female percentage of workforce	18%
	# of gender equality organizations supported	1
	Youth employment (<30 years of age)	40%

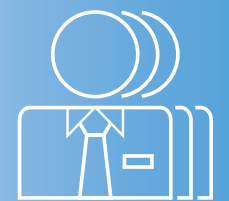
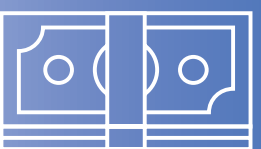

Bottom line	Metric	Outcome
<div>Profit</div> 	Employee equity participation	90%
	Wage flatness	0.8
	Pay equity high: low	4.4 : 1
	% of employees internally promoted	15%
	# of free CMMS instances provided	3,039
	# of research partnerships	1
	% committed to the bottom line	1.1%

Bottom line	Metric	Outcome
<div>Planet</div> 	Energy reduction	16%
	Sustainable commuters	59%
	Carbon offset	44 tonnes
	Water consumption reduction	15%
	Waste diversion rate	50%
	# of land quality organizations supported	1

Future directions

At Fiix we know that embedding CSR into our overall strategy is good for business and good for the planet. We want to ensure that our actions continue to have meaningful impact.

We are growing immensely, which means our 1% commitment and the related initiatives are growing too.

Triple bottom line		2017 Targets
 People	=	<ul style="list-style-type: none">• Hire more women across all departments.• Bring technology programs into schools and communities, to help students in both remote and urban areas—including indigenous communities—participate in tech.
 Profit	=	<ul style="list-style-type: none">• Grow the business in a responsible and ethical way. Publishing this CSR report was just the first step towards validating this, and being transparent.• Pursue B Corp certification by meeting “rigorous standards of social and environmental performance, accountability, and transparency”.
 Planet	=	<ul style="list-style-type: none">• Further offset our carbon emissions from employee travel and empower our customers with the tools to measure their GHG emissions.

Board of directors

At Fiix we want our workforce to be as representative as possible of all sections of society. We are committed to encouraging equality and diversity in our workforce, and to eliminating discrimination.

There is lack of gender representation on corporate boards worldwide, with an average of **15% of board members identifying as female across Fortune 1000 companies**. We don’t want to be a part of that statistic, so in 2017 we want to reflect these principles in our board of directors by including a female director.

Carbon neutral

When a carbon neutral audit is performed, there are 3 different scopes that are considered:

- Scope 1 looks at direct emissions from the building
- Scope 2 includes indirect emissions from purchased electricity, heat, or steam
- Scope 3 includes all other indirect emissions such as transport-related activities

In 2016 we offset the emissions associated with the use of our server farms and our office building. In 2017 we plan to offset transport-related activities including employee commuting and business travel.

B Corp

We are striving to be a certified **B Corp** through every initiative we put forward. B Corp certification is third-party verification for for-profit organizations to meet rigorous environmental and social standards in the same way that sustainable buildings receive LEED certification and coffee receives Fair Trade certification. Becoming part of the B Corp community creates a stronger force for change and keeps us transparent and accountable to our mission of making CSR an ordinary and sustainable part of our everyday business.

We are actively working on programs both inside and outside the company as we do our best to “walk the talk”. We want to create a future that we are proud of; one that we know we helped change for the better.

References:

- 1 Weber, M. (2008). The business case for corporate social responsibility: A company-level measurement approach for CSR. *European Management Journal*, 26(4), 247-261.
- 2 Kim, Daehyun and Laura T. Starks. 2016. "Gender Diversity on Corporate Boards: Do Women Contribute Unique Skills?" *American Economic Review*, 106(5): 267-71.
- 3 Herring, C. (2009). Does diversity pay?: Race, gender, and the business case for diversity. *American Sociological Review*, 74(2), 208-224.
- 4 Dezsö, C. L., & Ross, D. G. (2012). Does female representation in top management improve firm performance? A panel data investigation. *Strategic Management Journal*, 33(9), 1072-1089. <https://www.wgea.gov.au/sites/default/files/wgea-business-case-for-gender-equality.pdf>
- 5 World Bank Group. International Finance Corporation (IFC). (2013). Investing in women's employment: good for business, good for development.
- 6 Ladies Learning Code. (2017, February 23). [Photograph found in Toronto, Ontario]. Retrieved March 23, 2017, from <https://www.facebook.com/ladieslearningcode/photos/a.264874980205271.86070.251232051569564/178141711891916/?type=3&theater>
- 7 Khan, U. (n.d.). Ryerson University [Photograph found in Toronto, Ontario]. Retrieved March 9, 2017, from <https://www.flickr.com/photos/umair434/22260466088/in/album-72157632740520002/> (Originally photographed 2015, August 16)

Fiix
35 Golden Ave Suite A-201
Toronto, ON, Canada
M6R 2J5
Local: +1 (647) 317-9055
Toll Free: +1 (855) 884-5619
info@fiixsoftware.com
www.fiixsoftware.com

Fiix is a trademark of Maintenance Assistant Inc. © 2017 Maintenance Assistant Inc. All Rights Reserved.