



016
017
018
019
20

**Corporate Social
Responsibility**

Annual Report 2018



Table of contents

Message from the CEO	3
Growing a company with a higher purpose	5
Key facts and figures	7
Doing well by doing good	12
The Fiix CSR framework	13
Initiatives	15
Impact	19
Future directions	23
Contact us	24



Message from the CEO



James Novak
Chief Executive Officer

“ We know that caring about the experiences of our people, understanding our effect on the world around us, and making healthy profits are not mutually exclusive ideas, and we aim to make an impact in each of these areas, and maintain that impact through our growth.

James Novak, CEO

At Fiix, we believe there is a new blueprint for building a technology company—one where businesses can grow and flourish while still committing to a higher purpose. We know that caring about the experiences of our people, understanding our effect on the world around us, and making healthy profits are not mutually exclusive ideas. We aim to make an impact in each of these areas and maintain that impact through our growth.

In 2018, we kept these ideas in mind as we set out to grow our CSR program from a set of ideas and activities to an integrated approach focused on growing a successful business that has a positive impact on our people and the planet.

We focused on articulating, solidifying, and maintaining a corporate culture based on performance with a purpose as we doubled the size of our workforce. We learned that employees

are choosing to work with Fiix both for the career development opportunities, as well as the knowledge that they are contributing to something bigger than themselves. Furthermore, we are building a fuller understanding of the positive impact of our product. Through better maintenance, our customers are reducing their footprint by extending the lifespan of their infrastructure. They're also keeping their workforce safe by effectively monitoring health and safety standards.

As we work towards our higher purpose of creating a more sustainable world, Fiix will continue to focus our CSR approach on the areas where we can have the most impact. As we grow, we will continue working with our employees, our community, and our industry to further integrate corporate social responsibility into our everyday business and bring the most value to all stakeholders.



Growing a company with a higher purpose

Fiix's approach to business has always been simple and purposeful—we make a great product that has a positive impact on the daily lives of our customers. Our software, training, and resources help maintenance and operations teams solve their biggest business challenges like increasing efficiency, reducing downtime and waste, increasing asset lifespan, and improving health and safety.

We've approached corporate social responsibility (CSR) with similar simplicity and clarity: we are pursuing profit with purpose and our goal is to use our resources to help create a more sustainable world.

This is the new way of building a fundamentally different business, and it's a movement that's growing globally. We're seeing more and more organizations embrace the idea of building a company that can do well and do good—no matter what size, no matter what industry.

How did we get here?

Fiix first introduced a corporate social responsibility (CSR) program in 2016 when we were just over 20 employees. Over the past three years, we have more than tripled our headcount and our revenue, and raised more than \$50 million USD through venture capital funding. This path is not unique, and should sound familiar to many growing organizations. What sets us apart is that we grew Fiix as a certified B Corp, and committed 1% of our revenue to projects that build a healthy and inclusive work culture, support the local community, protect the environment, and ensure our product is built responsibly. We've used corporate social responsibility as an unshakable foundation for

strong, sustainable growth as a company and this is fuelling our higher purpose of creating a more sustainable world.

Ultimately, our vision is for CSR to become a part of every company's everyday business. We are committed to making a product that makes the world a better place, while unapologetically growing revenue in a sustainable, inclusive, and responsible way.



“ We've used corporate social responsibility as an unshakable foundation for strong, sustainable growth as a company and this is fuelling our higher purpose.

People - Key facts & figures



Number of employees

116 2018 **57** 2017 **39** 2016



Percent of employees internally promoted

26% 2018 **34%** 2017 **-** 2016



Percent of new employees whose decision to work for Fiix was influenced by CSR

85% 2018 **-** 2017 **-** 2016



Employee volunteer hours

1280 2018 **776** 2017 **476** 2016



Percent of employee participation in continuing education

46% 2018 **27%** 2017 **26%** 2016



Percent of minority employees

40% 2018 **54%** 2017 **49%** 2016



Percent of employee participation in volunteering

84% 2018 **89%** 2017 **77%** 2016



Percent of female-identifying employees

34% 2018 **26%** 2017 **18%** 2016

“ Working at Fiix has been like having someone around whose sole purpose has been to make my life better...Education, work-life balance, fulfillment, and my social life were all specifically targeted and improved by both management and my peers. This wasn't one-directional, nor was it only for me. All employees have received equal opportunity, attention, and care from Fiix.

Anonymous employee on Glassdoor



Employee retention

85% 2018 **98%** 2017 **77%** 2016



Employee Net Promoter Score

59.4 2018 **67** 2017 **-** 2016



Employee engagement score
Scored on a scale out of 10

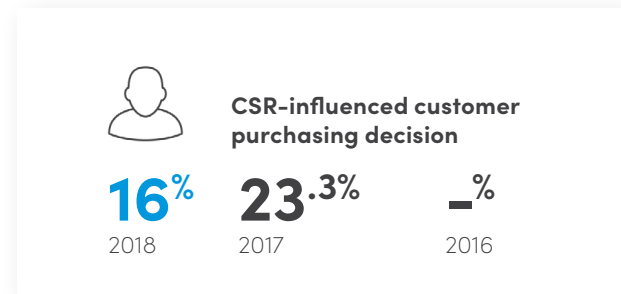
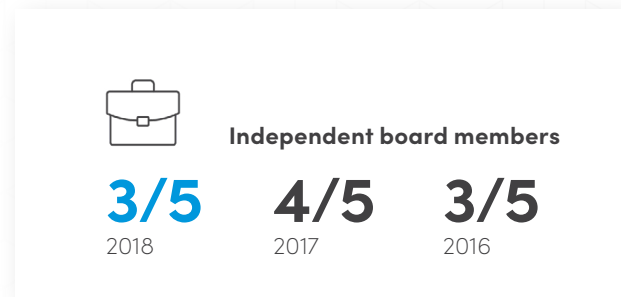
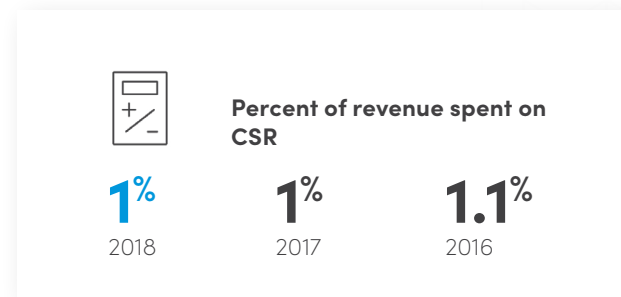
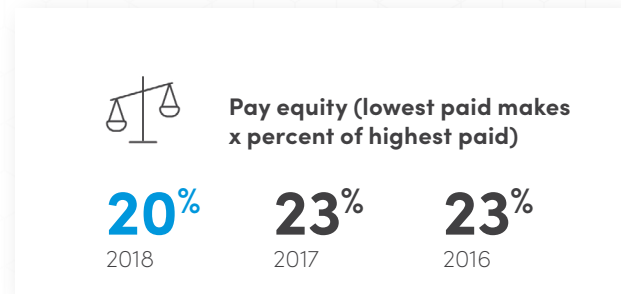
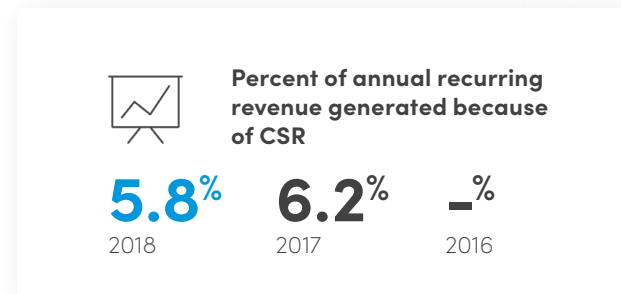
8.4 2018 **8.3** 2017 **8.1** 2016



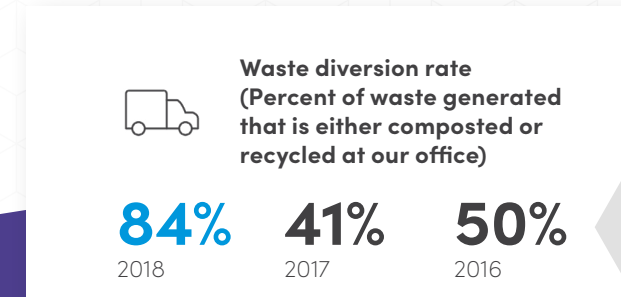
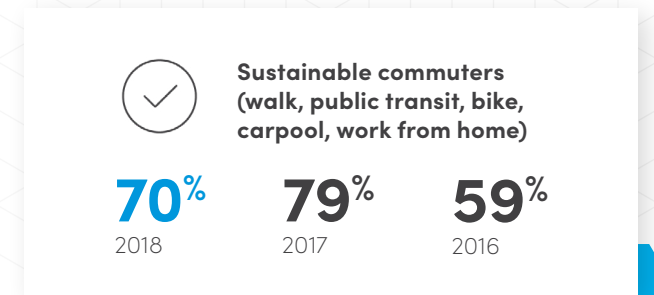
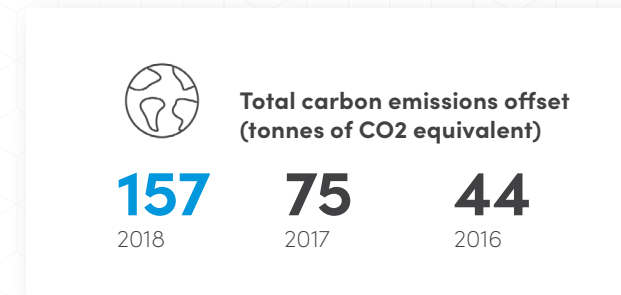
Top 5 reasons new employees choose Fiix

- 1 Career development opportunities
- 2 Type of company (scaling, tech)
- 3 Learning opportunities
- 4 CSR values
- 5 Job responsibilities

Profit - Key facts & figures



Planet - Key facts & figures



“ Our partnership with Fiix as a Corporation for Conservation has grown over the years. Beyond mere financial support, we feel that staff care about our work and are keen to support us in many different ways, including through volunteer days and knowledge exchange on topics of mutual interest or where they can share expertise. All of this makes our organization stronger, and we can meet our goals faster!

Stephanie Sobek-Swant, Executive Director at *rare* Charitable Research Reserve

“ There is a new blueprint for building a technology company, one where businesses can grow and flourish while still committing to a higher purpose.

Doing well by doing good

	2018	2017
Percent of annual recurring revenue generated because of CSR	5.8%	6.2%
Talent attraction <small>(new employees where CSR influenced their decision to choose Fiix)</small>	85%	92% <small>(all employees state CSR is a valuable driver in talent attraction)</small>
Purchasing behaviour: Percent of customers who said CSR influenced their decision to purchase Fiix	16%	23.7%
Customer values: Customers that have stated companies should engage in social and environmental initiatives as well as generating a profit	70%	78.7%
Employee engagement: Scored on a scale out of 10	8.4	8.3

Fiix CSR framework



Triple bottom line

We want to measure and report on our social and environmental impact while showcasing responsible and transparent business practices.

To accomplish this, Fiix uses a triple bottom line approach of people, profit, and planet.



Commitments and goals






Under our triple bottom line, we identified three commitments that reflect what we do as a company, while addressing some of the world's greatest problems. We then committed our company to three accompanying CSR goals.



UN sustainable development goals

To address our goals in a way that would create unity between our efforts and the international community, we aligned ourselves with the UN Sustainable Development Goals (SDGs).

“ Maintenance is the backbone of any organization and, done properly, will have a positive impact on people, planet, and profit.”

Triple bottom line	People	Profit	Planet
Commitment	Inclusivity	Responsibility	Sustainability
CSR goal	We want the technology industry to be accessible and inclusive, so anyone can participate in tech.	We want to be profitable in a responsible and ethical way, putting 1% of revenue to work to make a meaningful difference in the world.	We want to make the planet a better place for future generations by supporting initiatives for climate change mitigation.
UN SDG alignment	 		 

Initiatives

We work on a number of initiatives that align with our goals, and with those of the UN, to ultimately help create a more sustainable world.



People



Women in Tech Network

In 2018, we made it a priority to provide mentorship and the skills needed for women to advance in the workplace. The newly-created Women in Tech Network provides female-identifying employees at Fiix with the opportunity to engage in professional conversations around career growth, leadership, work-life balance, and other topics that are important and applicable to women in the workforce. This is accomplished through quarterly events and after-work socials.



First Nations Tech Council

We strive to make the tech sector more inclusive by supporting and partnering with external organizations. The [First Nations Tech Council](#), based out of British Columbia, is an Indigenous-led, not-for-profit organization that provides free digital skills training for Indigenous people and aims to provide equitable access to technology for Indigenous communities in order to advance sovereignty in the digital age. Fiix's Executive Chair of the Board is a part of their advisory committee and helps provide guidance for the implementation of programs.



Continuing education

Starting in 2017, we covered 50% of the cost of continuing education for every employee up to \$2,500. This could be allocated to the purchase of books, courses, conferences, or programs that enhanced an employee's skill set, allowing them to deepen their knowledge or grow into a new role. In 2018, we adjusted this to cover 100% of the cost up to \$2,000.



Canada Learning Code

For three years, we've supported [Canada Learning Code](#) to provide Canadians—particularly women, girls, people with disabilities, Indigenous youth, and newcomers—the access and knowledge they need to prosper in our digital world.



Volunteer hours

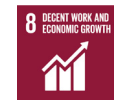
Employees are provided with 16 hours, or two days, of paid time off to volunteer in their community. We offer tailored activities and group volunteer events every month.

Profit



Policies

A number of new policies were introduced in 2018 to ensure we perform business responsibly, including jury duty, bereavement, short-term disability, diversity, inclusion and respect, a pet policy, and most notably the voting and engaged citizenship policy, allowing employees one day of paid time off work to engage in legal democratic demonstrations.



Parkdale Centre for Innovation

In early 2018 we were approached by [Parkdale Centre for Innovation](#) to engage with their new not-for-profit incubator and accelerator committed to inclusion and equity in innovation. Fiix welcomed the opportunity to generate decent work and economic growth in the local community, so we supported the Centre through mentorship, workshops, collaboration, and financial assistance.



Governance

In 2018, Fiix welcomed James Novak as our new CEO while the co-founder and previous CEO, Marc Castel, took on the role of Executive Chair of the Board where he will be focused on improving corporate governance. This transition will help keep Fiix accountable to the triple bottom line while continuing to grow the business. The board continues to be majority independent with 3/5 participants who are brought in externally. Fiix also developed a governance committee and created a document called the Board Charter of Expectations which seeks to define a robust and transparent corporate governance structure.



B Corp Certification

In 2017, we became officially certified as a [B Corp](#)—the highest standard for socially responsible companies. The third-party certification is designated to for-profit businesses that use their time and resources to solve social and environmental problems. It is a rigorous process that looks at an organization's social and environmental performance, public transparency, and legal accountability. As of 2018, recertification is required every three years. [Fiix currently scores](#) 81 out of 200 potential points.

In addition to the legal requirements by B Corp, whereby a Canadian corporation is legally required to consider all stakeholders by changing their articles of incorporation, Fiix also committed to ongoing B Corp certification in our investment legal documents with our institutional investors, further committing the organization to corporate social responsibility.

Planet



Carbon neutral operations

Every year we measure our waste, water, and energy footprint from our head office, hosted servers, and employee business travel from the year prior. The tonnes of carbon dioxide equivalent (tCO2e) are offset by a [certified project](#) with Carbonzero.



rare Charitable Research Reserve

For 3 years running, Fiix has been a Corporation for Conservation with [rare](#), helping to protect the environment, conduct scientific research, preserve wildlife and archeological sites, and educate youth. Our yearly sponsorship assists with programs such as [Turn the Map Green](#), [Every Child Outdoors](#), and [The Springbank Food Bank Garden](#). Fiix also sits on their advisory board.



Urban gardens

With the help of [rare](#), Fiix introduced 4 urban garden plots in 2018, including a pollinator patch to help increase the population of monarch butterflies in the area, as well as providing nutritional vegetables for employees and supporting an engaging, sustainable work culture. The tomatoes were especially tasty!



Research at Ryerson University

In partnership with the brilliant minds at Ryerson University, Fiix funded a greenhouse gas calculator and a repair/replace calculator to assist our customers with their environmental footprint. While these are currently going through beta testing, this past year we submitted an application to quantify the environmental, social, and economic impact of maintenance and its connection to the circular economy.

Impact



People

	2018	2018 Goal	2017	2016	2019 Goal
Volunteer hours	100% completion (1280.4)	100% completion (1280)	99% completion (776)	92% completion (476)	100% completion
Continuing education	100% cost covered 46% participation	100% cost covered - participation	50% cost covered 27% participation	50% cost covered 26% participation	100% cost covered 50% participation
Female-identifying employees	34%	-	26%	18%	40%
Minorities - employees	40%	-	54%	49%	51.5%
Women in Tech Network	5 events hosted total	4 events hosted total	-	-	6 4 educational 2 social
First Nations Tech Council	\$10k	\$10k	\$5k	-	Continue serving on the advisory committee
Canada Learning Code	\$15k 16% employee participation	\$15k 39% employee participation	\$7.5k	\$5k	\$20k 15% employee participation



Certifications

Profit

	2018	2018 Goal	2017	2016	2019 Goal
Profit sharing	<p>100% employees received bonus</p> <p>76% stock option participation</p>	Increase % profits shared with employees	<p>100% employees received 109% of bonus.</p> <p>84% stock option participation</p>	<p>100% employees received 109% of bonus.</p> <p>90% stock option participation</p>	80% stock option participation
B Corp score	81	-	81	-	90 (2020 certification)
Good governance	6 policies introduced, 3/5 independent board directors	Maintain independent board	New female board director, Living wage introduced, 4/5 independent board directors	3/5 independent board directors	Maintain independent board
Parkdale Centre for Innovation	\$5k toward Young Innovators MakerEd Space	-	-	-	\$10k sponsorship

Planet

	2018	2018 Goal	2017	2016	2019 Goal
Carbonzero	157t CO2e	Offset carbon emissions associated with office operations, server farms, and employee travel	75t CO2e	44t CO2e	We will continue to offset Fiix's carbon footprint while aiming to maintain 3.3t CO2e pp as we grow our company exponentially.
Waste diversion (% that is either composted or recycled)	84%	60%	40-5%	40%	90%
rare Charitable Research Reserve	\$20k 109 volunteer hours	\$20k -	\$5k 120 volunteer hours	\$5k -	\$20k 250 volunteer hours

“ CSR is not charity, it’s a business strategy that is part of the bedrock of our company and is woven into everything we do. Rather than being an expense line item, it has been a net contributor to our growth and success. The key takeaway: doing good has been good for our business.

Marc Castel, Executive Chair of the Board



Future directions

Three years ago we embedded CSR into our business strategy to keep ourselves accountable to building a different kind of company. Moving into our fourth year, we still have a long journey ahead of us, but we know that as we grow, our impact will grow with us.

Looking forward, we will continue to focus our CSR efforts in the areas that connect to our higher purpose of building a more sustainable world. Under the umbrella of “connecting product to purpose” we are taking steps— through customer case studies, academic research, and external partnerships— to define how our product is having a positive impact.

As we move through 2019 and beyond, we will evolve our CSR program and take a more holistic approach to corporate responsibility. Our focus has always been on accurately measuring the impact of our actions, which is why we are further aligning our initiatives with B Corp and the five focus areas of workers, governance, customers, community, and environment. Using this as our framework will allow us to take a deeper look at our impact across all areas of our business.



Contact us

As a part of our commitment to transparency, we are always open to discussions, questions, and conversations around our framework and how we got to where we are today.

Katie Allen | CSR@fixsoftware.com | 1-855-884-5619