



# **Sustainability & Social Impact**

## Annual Report 2019

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# From the CEO

At Fiix, we have long been committed to the belief that there is a new standard for building a company, which puts purpose and positive impact as a key measure of success alongside growth. We have always focused on doing right by our people, our customers, and our community while driving incredible growth for our company.

Over the past four years, our corporate social responsibility program has focused on defining for ourselves what it means to be a responsible business. It was about figuring out how a company of our size could not just be part of change, but be a catalyst for it.

This program has always been in step with where we are as a business. We first introduced CSR in 2016, when we were less than 20 people because we wanted this way of thinking to be an integral part of our corporate culture as we grew.

And we have made great progress in that time. In 2019 alone, we introduced a number of internal programs and policies to support our employees and build a diverse, equitable, and inclusive company. We offset 218 tonnes of CO<sub>2</sub>e, completed over 2,500 volunteer hours, and committed 1% of revenue to social impact initiatives. We also started scratching the surface of how better maintenance can drive better social, business, and environmental outcomes.

But just as our business strategies have changed as we've grown, how we drive change has also evolved. CSR was about managing our business through a lens of people, planet, and profit and putting the systems in place to support this triple bottom line. Now, we're moving to a broader view of what it means to drive positive social change, under a new program name of sustainability and social impact.

2019 was a year of evolution and change for Fiix, which culminated in this revamped program. We have expanded how we view, define, and action social impact in a way that encompasses all parts of our business— from workers and governance to customers, community, and environment.

As we look to the future—now more than ever— we will focus on integrating sustainability and social impact into our everyday business, creating momentum against our commitments, and holding ourselves accountable to being a catalyst for positive social change.



**James Novak**  
CEO

# From our Sustainability & Social Impact Manager

It's been five years since the UN introduced the Sustainable Development Goals, 'the blueprint to achieve a better and more sustainable future for all'. These goals are meant to guide governments, corporations, non-profits, and individuals in addressing the economic, social, and environmental challenges that we are collectively facing.

If we've learned anything in these past five years, it's that the solutions to these challenges are deeply intertwined— solving a social equity issue, for instance, can help tackle climate change, which then contributes to a more resilient economy. When it comes to sustainability, there is no silver bullet, but coordinated action across these areas can have a significant, positive impact.

Businesses in particular play a unique role in helping to achieve a more sustainable future for all. We have substantial power and resources that can be tapped into and utilized in this transition. In 2019 we witnessed 181 CEOs representing some of the world's most powerful companies redefine the purpose of a corporation to one that promotes an economy that serves all. This statement reflects what I believe to be the beginning of a new age where business leaders consider, and are held accountable to, how their business is contributing to the solution (or the problem).

What does this mean for a small-medium enterprise? It means the same as it always has. We must hold ourselves accountable to standards that make the world a better place by considering the impact of our business. Every organization plays a role, no matter how small.

Our work over the past year reflects this holistic approach. We made efforts to ensure all areas of our business were being improved upon and tracked accordingly. We may not be a mighty corporation, but we know that any consistent improvements we make over time build into a solution.

It's time to rethink what it means to be sustainable and how that impacts how we do business. It's time to do business as *unusual*.



**Katie Allen**  
S&SI Manager

# Sustainability & Social Impact: 2019 Highlights

To us at Fiix, sustainability and social impact has always been about running a business the right way. As a high-growth SaaS company, we have the flexibility and tools at our disposal to create positive, lasting change for our employees, customers, community, and the planet, while also growing our own profitability. This way of doing business creates a reinforcing feedback loop of positive impact and increased revenues. It mitigates risk, builds trust, captures negative externalities, and benefits the bottom line.

Ultimately, our vision is for sustainability and social impact 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.

METRIC	2019	2018	2017
Employees	183	116	57
Volunteer hours	2,517	1,280	776
Employee engagement score	8.3	8.4	8.3
Employee retention	89%	85%	98%
Carbon emissions offset	218 t CO2e	157 t CO2e	75 t CO2e
Waste diverted from landfill	71%	84%	40.5%
Revenue spent on Sustainability and Social Impact	1%	1%	1%
ARR generated because of Sustainability and Social Impact	6.1%	5.8%	6.2%

Employee minorities (self-identified)	2019
No	54%
Yes	32%
Unsure	7%
Prefer not to say	7%

Employee gender (self-identified)	2019
Male	62%
Female	34%
Prefer not to say	4%

# Doing Well By Doing Good

Fiix's focus on sustainability and social impact has driven very real results for our business. It has helped us attract and retain top talent in an incredibly competitive employment market, has influenced the purchasing behaviour of our customers and even accounts for 6.1% of annual recurring revenue.

METRIC	2019	2018	2017
% Annual recurring revenue generated because of sustainability & social impact	6.1%	5.8%	6.2%
Talent attraction: % new employees where sustainability & social impact influenced their decision to choose Fiix	75%	85%	92% (all employees state CSR is a valuable driver in talent attraction)
Talent retention: % employees where sustainability & social impact influenced their decision to stay at Fiix	88%	-	-
Purchasing behaviour: % customers who said CSR influenced their decision to purchase Fiix	16%	16%	23.7%
Customer values: Customers that have stated companies should engage in social and environmental initiatives as well as generating a profit	82%	70%	78.7%
Employee engagement: Scored on a scale out of 10 anonymously measured every 2 weeks	8.3	8.4	8.3



# Sustainability & Social Impact Framework

## Impact Areas

We have adopted the five B Corp impact areas as a vetted approach to measure the success of our sustainability and social impact program:

These impact areas capture every aspect of our business and uncover the ways in which we can improve.



### GOVERNANCE

Accountability to our higher purpose.



### ENVIRONMENT

Mitigation of our own environmental impact.



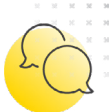
### WORKERS

Employee engagement, wellbeing, development, and fair compensation.



### CUSTOMERS

Integration of sustainability into our business and product offering.



### COMMUNITY

Engagement with external organizations that advance tech for good, maintenance sustainability and sustainable business leadership.






# Sustainability & Social Impact Framework

## UN Sustainable Development Goals

Within our new framework, we are still committed to inclusivity, responsibility, and sustainability in accordance with the UN Sustainable Development Goals.

Commitment	Fiix Goal	UN Sustainable Development Goal	Related Target	Progress to date
Inclusivity	We want the technology industry to be accessible and inclusive, so anyone can participate in tech.	<div><div>4 QUALITY EDUCATION</div><div>5 GENDER EQUALITY</div><div>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</div><div>Achieve gender equality and empower all women and girls</div></div>	<div><div>■ Increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship</div><div>■ Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life</div></div>	<div><div>• Committed \$47,500 to teach youth to code with Canada Learning Code</div><div>• Awarded \$6,000 in scholarships for 4 youth</div><div>• Increased representation of women from 18% to 34%</div><div>• Hosted 10 women in tech events to build community and increase leadership skills</div></div>
Responsibility	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.	<div><div>8 DECENT WORK AND ECONOMIC GROWTH</div><div>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</div></div>	<div><div>■ Support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services</div></div>	<div><div>• Donated \$15,000 to our local community partner, the Parkdale Centre for Innovation</div><div>• Grew Fiix into one of Canada's fastest growing companies employing 183 employees in 2019</div></div>
Sustainability	We want to make the planet a better place for future generations by supporting initiatives for climate change mitigation.	<div><div>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</div><div>15 LIFE ON LAND</div><div>Ensure sustainable consumption and production patterns</div><div>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</div></div>	<div><div>■ Substantially reduce waste generation through prevention, reduction, recycling and reuse.</div><div>■ Mobilize and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems</div></div>	<div><div>• Saved customers over 100 tons of paper by digitizing their work orders</div><div>• Diverted 71% of waste generated from landfill</div><div>• Additional waste streams collected at head office: organics, foil packaging, e-waste, batteries, and ink cartridges</div><div>• Offset 490 tons of CO2e through carbon sequestration projects</div><div>• Conserved 25,000 sq meters of land through rare Charitable Research Reserve</div><div>• Contributed \$50,000 to rare Charitable Research Reserve for land conservation</div></div>

# Impact

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.**



# Governance



## Profit Sharing

As a company we have always offered 100% of our employees stock options. Employees should be treated as owners of the company and Fiix is committed to providing a decent and fair living wage to its employees and to creating employment that provides a sense of dignity and pride.



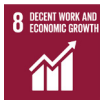
## Board Sub-committee

In 2019 we introduced a sub-committee to our Board of Directors to specifically review sustainability and social impact. This provides another layer of governance to ensure we are aligned with business objectives while achieving our impact goals.



## 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 200 potential points and will re-certify in



## Policies and Practices

We updated a number of our current policies and introduced new ones. In 2019 we introduced the following policies:

- Pregnancy and parental leave top up: Biological mothers are eligible for one week salary paid at 100% and weeks 2 to 12 at 80% of regular weekly earnings. Non-biological parents are eligible for one week salary paid at 100% and weeks 2 to 4 at 80% and weeks 5 to 8 at 55%.
- Employee resource groups: These employee-led groups are formed around common interests, issues and/or a common bond or background, contributing to the company’s mission, values and efforts specific to inclusion.
- Health and safety: We established a joint Health and Safety Committee to ensure that each worker is able to return home at the end of each day in the same condition in which they came to work.
- Social media: Fiix encourages its employees to be champions on behalf of the company.
- Employee referral: Fiix will provide a \$1,000 (CAD) bonus to existing employees if they refer a new employee to Fiix.
- Accessibility: We aim to become a barrier-free environment, and will work to identify, remove and prevent barriers, ensure compliance, and provide training for our employees in accordance with Ontario provincial legal requirements.
- Cell phone: A monthly reimbursement is available for eligible employees.

GOVERNANCE	Actual 2019	Goal 2019	2018	2017	GOAL 2020
B Corp (score out of 200 every 3 years)	81 (as scored in 2017)	-	-	81	90
Policies and Practices	Six new policies introduced	-	Six new policies introduced	Living wage introduced	Introduce a written Code of Ethics
Governance structures	Board of Directors (with 2/5 independent members)	Maintain independent Board of Directors	Board of Directors (with 3/5 independent members)	Board of Directors (with 4/5 independent members, and female member)	Maintain a Board of Directors with at least one member who is not an executive or owner of the company
Profit sharing	100% stock option eligibility	100% stock option eligibility	100% stock option eligibility	100% stock option eligibility	All employees are eligible for stock options

# Workers



## Diversity and Inclusion Training

The People team at Fiix underwent an external diversity and inclusion training with follow-up meetings each month. This ensured consistent conversation and commitment to our targets. We also introduced [Crescendo](#), the diversity and inclusion Slack bot that sends content each week to every employee. This was complemented with a monthly meeting to further discuss the topics presented by the bot.



## Employee Wellbeing

We offer our employees an extensive wellbeing program to partake in. This includes:

- 4 weeks vacation + 1 week holiday in December
- Birthdays off
- 2 paid work days off to volunteer
- 2 paid personal days off for any reason
- 1 paid day to engage in legal democratic demonstrations
- Flexible work hours
- Stocked healthy snacks, tea, and coffee
- Extensive health and dental benefits that are 100% paid for by Fiix
- Catered weekly lunch
- Pet-friendly office
- \$2,000 education allowance that can be used for the purchase of books, courses, conferences, or programs
- \$70/month transportation allowance
- Goodlife corporate membership rate
- Perkopolis - Perkopolis offers exclusive savings for Fiixers on entertainment, shopping, travel, and more
- Weekly yoga and meditation classes
- Monthly wellness programs, such as mindfulness, nutrition, bootcamp, Fitbit challenges, and more
- \$300 lifestyle spending allowance for a wellness-related purchase
- Employees have access to behavioral health counseling services, web resources, and Employee Assistance Programs



## Inclusive Hiring Practices

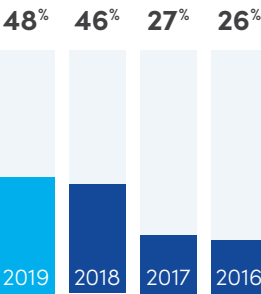
To support our diversity and inclusion targets, we worked with a number of external organizations that specifically focus on recruiting talent from marginalized communities. Some of the organizations that we worked with are: Skills for Change Canada, Civic Action, Humber FAST (Humber College Bridging Program), NPower, Talent Minded, Black Professionals in Tech (BPTN), and VentureOut.



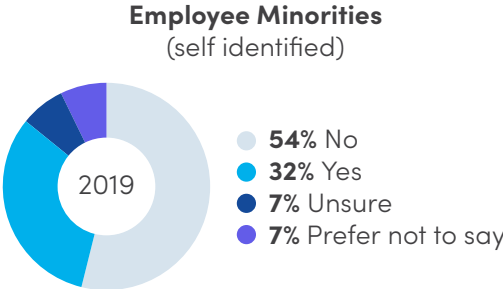
**Diversity & Inclusion**  
(% of active users in Crescendo)



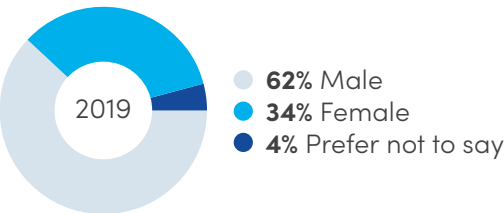
**Women in Tech Network**



**Continuing Education**  
(% of employee participation)



**Employee Minorities**  
(self identified)



**Employee Gender**  
(self identified)



## Employee Resource Groups (ERG)

Employee Resource Groups (ERGs) are employee-led groups formed around common interests, issues and/or a common bond or background. We introduced these groups to help create a more inclusive culture and give employees the opportunity to build a community around their passions and interests. Every group is required to have a senior sponsor to promote their success.



## Women in Tech Network

In 2019 we hosted 4 educational events on the topics of: leadership, intersectionality, personal branding, and allyship. We also hosted a summer social to spark conversation around the state of women in tech. The Women in Tech Network is now an Employee Resource Group.



# Community



## 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. Some of the organizations that we volunteered with are: The Daily Bread Food Bank, World Vision, StopGap.ca, Volunteer Builders, Circle of Care, Woodgreen Community Services, B Lab, Second Harvest, Furniture Bank, The Neighborhood Group, Canada Learning Code, and rare.



## Canada Learning Code

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



## Engaged Citizenship

In our Voting and Engaged Citizenship policy we provide employees one day of paid time off work to engage in legal democratic demonstrations.



## Giving Tuesday

After Black Friday and Cyber Monday comes Giving Tuesday—an opportunity for us at Fiix to fundraise money for a cause our employees care about. Fiix matches all the donations to double the impact.



## Scholarships

We awarded scholarships to two students studying Science, Technology, Engineering, Math (STEM) and Maintenance. The recipients were distinguished based on their financial need, grades, and commitment to the community and building a more sustainable world.



## rare Charitable Research Reserve

For four years running, Fiix has been a Corporation for Conservation with [rare](#), helping to protect the environment, conduct scientific research, preserve wildlife and archaeological 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](#) and Fiix also sits on their Advisory Board.



## 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.



## WIRAM

Fiix is a proud advocate of the Women in Reliability and Asset Management (WIRAM). WIRAM is part of the Association of Asset Management Professionals (AMP), a Florida not-for-profit association. With over 800 members, WIRAM offers a place for women in asset management reliability/maintenance practices to have a voice and a forum for exchanging ideas.

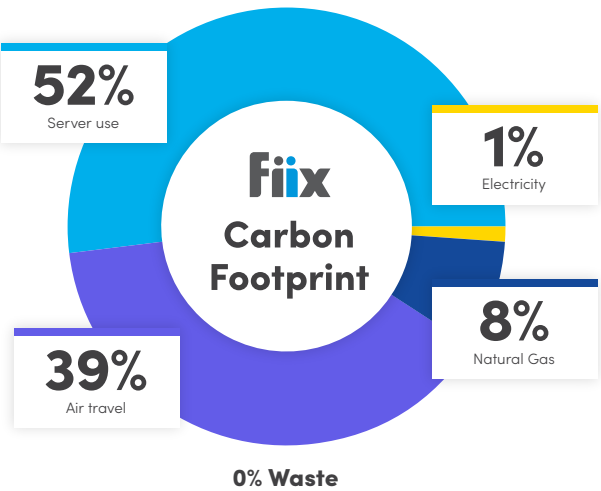
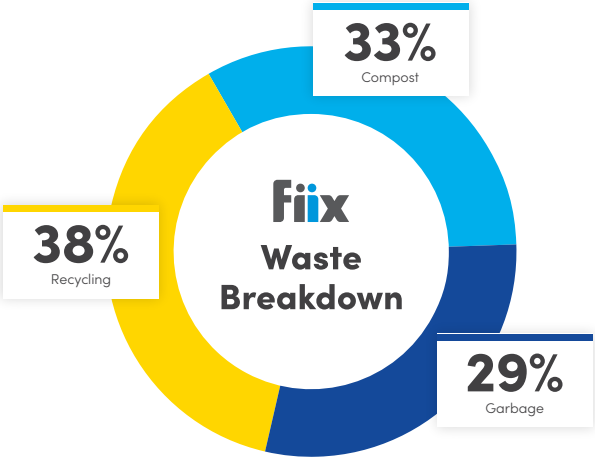
COMMUNITY	Actual 2019	Goal 2019	2018	2017	GOAL 2020
Volunteer Hours (% completion)	105%	100%	100%	99%	100%
Volunteer Hours (hours completed)	2,517	2,403	1,280	776	100% completion
Canada Learning Code	\$20,000	\$20,000	\$15,000	\$7,500	\$30,000
rare Charitable Research Reserve	\$20,000	\$20,000	\$20,000	\$5,000	\$20,000
Parkdale Centre for Innovation	\$10,000	\$10,000	\$5,000	-	-
WIRAM	\$7,000	\$7,000	-	-	\$7,000
Scholarships	\$5,000	-	-	-	\$5,000
Giving Tuesday	Environmental Defence \$4,000 raised + \$4,000 matched	\$5,000 raised + \$5,000 matched	Princess Margaret Cancer Foundation \$715	-	\$5,000 raised + \$5,000 matched

# Environment



## Waste Diversion

We make a very conscious effort to reduce our waste. Beyond the standard waste and recycling collection, we work with an external supplier to collect and responsibly dispose of food waste, batteries, ink cartridges, e-waste, and foil wrappers—items that would otherwise end up in landfill.



## Carbon Neutral Operations & Product

Every year we measure our waste, water, and energy footprint from our head office, hosted servers, and employee business travel from the year prior. These are our Scope 1, 2 & 3 emissions. The tons of carbon dioxide equivalent (tCO2e) are offset by a certified project with Carbonzero.



## Sustainability Training

Every new employee undergoes mandatory sustainability training. This covers the definition of sustainability and its application to Fiix, climate change solutions, how to reduce your footprint inside and outside the office, waste diversion, and carbon pricing.

ENVIRONMENT	Actual 2019	Goal 2019	2018	2017	GOAL 2020
Carbonzero tonnes of carbon dioxide equivalent	218.04 t CO2e 1.9 t CO2e per person	3.3 t CO2e per person	157 t CO2e 4.18 t CO2e per person (*correction from 2018 report)	75 t CO2e 1.83 t CO2e per person	Maintain 1.9 t CO2e per person
Waste diversion % that is either composted or recycled	71%	90%	84%	41%	90%

There is no silver bullet to solving climate change. It is going to take innovation and optimization at every level and component of a business

Katie Allen, S&SI Manager





# Customers



## Research at Ryerson University

In partnership with the brilliant minds at Ryerson University in Toronto, Fiix funded a greenhouse gas calculator and a repair/replace calculator to assist our customers with their environmental footprint. We are currently working on quantifying the environmental, social, and economic impact of maintenance and its connection to the circular economy.

CUSTOMERS	Actual 2019	Goal 2019	2018	2017	GOAL 2020
Ryerson University	\$25,000	\$25,000 Sustainability Score	-	\$60,000 Repair/Replace Calculator	-

Maintenance is a starting point for governments and businesses to create real, positive social and environmental change, while simultaneously cutting costs and improving efficiency.

James Novak, CEO of Fiix





# 2019 Awards

50

Technology **Fast 50**  
2019 CANADA **WINNER**  
Deloitte.

500™

Technology **Fast 500**  
2019 NORTH AMERICA  
25 years of innovation  
Deloitte.

Technology

**Great Place To Work.**  
2019  
Best Workplaces™  
CANADA

Millennials

**Great Place To Work.**  
2019  
Best Workplaces™  
CANADA

Branham300

FASTEST GROWING  
COMPANIES  
TORONTO

**Great Place To Work.**

**Best Workplaces™**  
<100 Employees  
CANADA 2019

2019  
Canada's  
Top Growing  
Companies  
REPORT ON BUSINESS

**THE GLOBE AND MAIL**

# Certifications

carbonzero  
CERTIFIED  
CZC-141643-1410-2016

Certified

B  
Corporation

23



# Future Directions

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Entering a new decade brings a lot of opportunity for us at Fiix. We have evolved corporate social responsibility into sustainability and social impact—defining a new era of impact. Taking this holistic approach gives us a clearer picture of where we are doing well and where we need to improve.

That's why in 2020 and beyond we'll be focusing our efforts on integrating sustainability and social impact into our everyday business. This is the most natural step for us to take, and the most important. For us, it's always been about the way in which we conduct business. Now we want to bring awareness to the impact our customers and product are having on their employees, communities, and environment.

We will be working with customers and partners to explore the relationship between maintenance and sustainability, and the ways in which our product can help them leverage their maintenance departments to achieve more sustainable outcomes. Across our organization we'll be working cross-departmentally to ensure we are integrating these concepts and messages into our everyday work. Sustainability and social impact is a team sport and it requires us to rethink and reshape how we perform business. This is the start of our journey to integration.

## Get in touch

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**  
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