

# 2022-2023 OUTPOST379 ANNUAL ESG REPORT

FEB / 2024

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OUTPOST379



**WE'RE THRILLED  
TO PRESENT  
OUTPOST379'S  
SUSTAINABILITY  
REPORT FOR 2023.**

Since our founding in 2005, Outpost379 has been striving for innovation and creativity in the health and wellness advertising industry from our home base in Peterborough, Ontario. Over the last few years, we've taken steps to weave sustainability into the fabric of our company - by implementing sustainable initiatives and practices into agency processes and the work we do for our clients. As a health and wellness advertising agency, we recognize our role in creating a healthier, more inclusive world. This involves not only integrating environmentally conscious practices but also fostering an equitable and supportive work environment for everyone that works here too.

Our hard work paid off, as evidenced by our recent achievements: a C ranking with the Carbon Disclosure Platform (CDP) and a silver medal in ESG from EcoVadis in June 2023. As of December 2023, we formalized our commitment to SBTi, underscoring our alignment with a sustainable future. This journey towards greater sustainability will culminate in 2024, marking a significant step in our ongoing dedication to environmental responsibility.

We're looking forward to 2024 with a clear focus on setting Science Based targets and aiming for Net-Zero status, showcasing our dedication to achieving carbon neutrality and contributing meaningfully to global climate action.

It's been an extraordinary ride so far, and we want to extend our gratitude to everyone who has been part of this journey. Your dedication, creativity, and support have been the driving force behind our sustainability initiatives, and it's your belief in this agency's collective ability to make a positive impact that keeps us moving forward. Thank you.



# **CLIENT** **SATISFACTION**



**WE ARE THRILLED TO  
ANNOUNCE OUR 2023 NET  
PROMOTER SCORE OF 30,  
A TESTAMENT TO OUR  
COMMITMENT TO CLIENT  
SATISFACTION.**



At Outpost379, we believe that exceptional customer experiences are the cornerstone of our success. We are thrilled to announce our incredible Net Promoter Score (NPS) of 30, a testament to our unwavering commitment to client satisfaction.

Our NPS is a measure of how likely our clients are to recommend our services to others. A score of 30 indicates that an overwhelming majority of our clients are highly satisfied and eager to share their positive experiences.

We take pride in providing unparalleled services that exceed client expectations. Our team of experts goes above and beyond to understand our clients' needs, deliver exceptional results, and build lasting relationships.

We are deeply grateful for our valued clients who have taken the time to share their feedback and contribute to our remarkable NPS score. Their insights have been invaluable in our journey to continuous improvement.



# OUR COMMITMENT TO PEOPLE



**IN 2023, BASED ON  
EMPLOYEE FEEDBACK  
OUTPOST379 WAS RANKED  
IN THE 95.2 PERCENTILE  
AGAINST OTHER AGENCIES  
GLOBALLY.**





We are committed to attracting, retaining, and developing talented individuals. We believe that our employees are our most valuable asset, and we strive to create a great place to work where creativity, dedication, and outstanding performance are valued and rewarded.

Our commitment to our people is reflected in our exceptional employee satisfaction scores. In 2023, our employees ranked us in the 95.2 percentile against other agencies globally. This recognition is a testament to our dedication to fostering a positive and supportive work environment where our team members feel valued, respected, and empowered to succeed.

We invest in our employees' professional development, providing them with opportunities to learn, grow, and advance their careers. We recognize and reward outstanding performance, both individually and collectively. We are committed to building a workforce that reflects the diversity of our clients and the communities we serve.

Our commitment to our people is unwavering. We are confident that by investing in our team, we are investing in the future success of our agency and our clients.



# **DIVERSITY, EQUITY & INCLUSION**



**THE AGENCY MADE SIGNIFICANT STRIDES IN GENDER DIVERSITY. THREE OUT OF THE FIVE BUSINESS OWNERS WERE OCCUPIED BY ACCOMPLISHED WOMEN. BY THE END OF 2023, WOMEN CONSTITUTED A NOTEWORTHY 57% OF THE AGENCY, UNDERSCORING A COMMITMENT TO FOSTERING A MORE INCLUSIVE AND EQUITABLE WORKPLACE.**



**MORE THAN 66% OF  
LEADERSHIP POSITIONS  
WERE HELD BY WOMEN  
AT OUR AGENCY.**



**OUT OF 26 EMPLOYEES, 10 IDENTIFIED  
WITH DIFFERENT MINORITY GROUPS  
BASED ON THINGS LIKE ETHNICITY,  
RELIGION, SEXUAL ORIENTATION,  
DISABILITY, OR GENDER IDENTITY. THIS  
UNDERScores OUR COMMITMENT TO  
PROMOTING INCLUSIVITY AND  
RESPECTING UNIQUE PERSPECTIVES  
AND BACKGROUNDS OF ALL  
INDIVIDUALS WITHIN THE AGENCY.**



# WORKPLACE WELLNESS



**AUTONOMY AND FLEXIBILITY IS KEY FOR  
HOW OUR EMPLOYEES GET THEIR BEST  
WORK DONE, WITH OUR "WORK FROM  
ANYWHERE IT MAKES SENSE" AND  
"RIGHT TO DISCONNECT" POLICIES THAT  
ALLOWS FOR WORK-LIFE HARMONY, NOT  
TO MENTION, LESS COMMUTING TIMES  
MEAN LESS CARBON GAS EMISSIONS IN  
OUR ENVIRONMENT.**



**WE CARE ABOUT OUR TEAM'S WELL-  
BEING AND WE ARE COMMITTED TO  
PROVIDING BENEFITS TO EMPLOYEES.  
ALL OF OUR EMPLOYEES ARE COVERED  
BY LIFE AND LONG-TERM DISABILITY  
(LTD) INSURANCE AND HEALTH  
BENEFITS. WE'RE DEDICATED TO MAKING  
SURE EVERY TEAM MEMBER FEELS  
SECURE, AND EMPOWERED TO LIVE A  
HEALTHIER, HAPPIER LIFE.**





# THE BENEFITS WE OFFER:

## Health and Wellness

- Comprehensive Health Insurance: Including medical, dental, and vision coverage.
- Mental Health Support: Access to counseling services, mental health days, and wellness programs.
- Health Screenings: Regular health assessments and flu shots (Coming soon!)

## Financial Benefits

- Bonus Structures: Performance-based bonuses.
- Tuition Reimbursement: Support for further education and professional development.
- Financial Planning Services: Access to financial advisors (Coming soon!)

## Work-Life Balance

- Paid Time Off: Generous vacation days, sick leave, and personal days.
- Parental Leave: Paid maternity and paternity leave.
- Flexible Work Hours: Options to start and finish work at varying times.
- Remote Work: Full or partial work-from-home options.

## Professional Development

- Training and Development Programs: Workshops, courses, and seminars.

- Mentorship Programs: Opportunities to learn from experienced colleagues.
- Career Pathing: Clear pathways for advancement within the company.
- Conference Attendance: Support to attend industry conferences and networking events.

## Office Perks

- Free Meals and Snacks: 2<sup>nd</sup> floor kitchen stocked with healthy snacks.
- Relaxation Areas: Comfortable spaces and patio to unwind during breaks.
- Pet-Friendly Policies: Allowing pets in the workplace.

## Social and Community

- Team Building Activities: Regular social events and team outings.
- Volunteer Opportunities: Paid time off for volunteering and company-sponsored community service projects (Coming soon!)
- Diversity and Inclusion Programs: Initiatives to promote a diverse and inclusive workplace (Coming soon!)

## Technology and Equipment

- Up-to-Date Technology: Providing the latest tools and software.

Ergonomic Equipment Stipends: Financial support to set up your workspace with equipment designed for comfort and health.

## Recognition and Rewards

- Service Awards: Celebrating milestones and years of service.
- Peer Recognition: Awards and recognition for outstanding work.

## Travel and Transportation

- Commuter Benefits: Subsidies for public transportation and parking.

## Security and Safety

- Mandatory Life Insurance: Policies providing financial security for employees' families.
- Mandatory Long-Term Disability Insurance: Long-term disability coverage.
- Workplace Safety Programs: Ensuring a safe and secure working environment.



**AT OUTPOST379, WE CLOSELY MONITOR THE WELL-BEING OF OUR TEAM TO ENSURE A HEALTHY WORK ENVIRONMENT. IN 2023, WE RECORDED VERY FEW INSTANCES OF WORK-RELATED HEALTH ISSUES** SUCH AS MUSCULOSKELETAL, STRESS AND MENTAL HEALTH WHICH RESULTED IN A TOTAL OF 3 SICK DAYS. ADDITIONALLY, OUR TEAM TOOK 28 SICK DAYS FOR NON WORK-RELATED REASONS, SUCH AS COMMON COLDS, FLU, AND FAMILY EMERGENCIES, BRINGING THE TOTAL SICK DAYS TAKEN IN 2023 TO 31 DAYS.



# ENVIRONMENTAL INITIATIVES



**IN 2023, WE CREATED OUR FIRST  
ENVIRONMENTAL POLICY TO GUIDE OUR  
ACTIONS AND ENSURE WE'RE BEING KIND  
TO OUR PLANET.**



## **TRACKING OUR ENVIRONMENTAL IMPACT**

**IN 2022, WE STARTED TO TRACK OUR ENERGY CONSUMPTION AND GREENHOUSE GAS EMISSIONS. BY 2023, WE BEGAN CALCULATING OUTPOST379'S SCOPE 1 AND SCOPE 2 GHG EMISSIONS THROUGH ECOVADIS, TAKING STEPS TOWARD UNDERSTANDING AND REDUCING OUR ENVIRONMENTAL FOOTPRINT.**



## **Scope 1: Direct GHG Emissions**

Emission Category: Stationary Source Fuel Combustion

Activity: Natural gas used for heating

### **2023 Annual Readings:**

201 Annual Gas Statement: 691.00 m<sup>3</sup>

202 Annual Gas Statement: 5095.00 m<sup>3</sup>

301 Annual Gas Statement: 541.00 m<sup>3</sup>

### **2023 Scope 1 GHG Emissions:**

- Stationary Source Fuel Combustion: 12.18 tCO<sub>2</sub>e
- Mobile Source Fuel Combustion: Not relevant, not calculated

## **Methodology:**

GHG emissions from stationary source fuel combustion were calculated using the WRI/WBCSD's GHG Protocol. The 'Fuel Analysis Method' was employed, using primary data on the quantity of fuel combusted and multiplying it by appropriate emissions factors sourced from the EPA's Emission Factors Hub (April 2022).

## **Explanation for Non-Reporting of Mobile Source Fuel Combustion:**

As an advertising agency, Outpost379 did not own or lease any vehicles during the reporting year. This includes cars, trucks, forklifts, aircraft, boats, or other mobile sources. Consequently, there were no related fuel combustion activities to report.



## **Scope 2: Indirect GHG Emissions**

Location-based Emissions:

No utility-specific GHG emissions to report.

Market-based Emissions:

Annual activity reports for electricity usage were requested online, with EcoVadis calculating the regional or grid average for Canada.

### **Annual Electricity Usage:**

2nd Floor Front Office: 1128.554 kWh

2nd Floor Studio: 29055.497 kWh

3rd Floor: 7774.864 kWh

### **Scope 2 GHG Emission (2023):**

Purchased Electricity: 4.93 tCO<sub>2</sub>e



## 2023 ENVIRONMENTAL IMPACT REPORT

Our 2023 carbon emissions were calculated:

Scope 1 GHG Emissions (2023): Stationary Source Fuel Combustion: 12.18 tCO<sub>2</sub>

Scope 2 GHG Emission (2023): Purchased Electricity: 4.93 tCO<sub>2</sub>

Total Carbon Emissions:

We disclosed 17.11 tonnes of carbon emissions. While we aim to minimize our footprint, **this** disclosure is a crucial step in understanding and addressing our environmental impact.

## 2023 ENVIRONMENTAL INITIATIVE

OP's turn Junk to Trunks Auction Results:

This auction was able to sell 7 large equipment / devices including iMacs, and MacBooks. In total, this saved 93.56 lbs from entering the landfills. There was left-over equipment that was not bought during the auction which totaled in 180lbs. These items will be donated to Habitat for Humanity to be recycled responsibly. The funds from Habitat for Humanity will use the money collected to build homes for families in the community.

**Junk for Trunks Auction:** Through our *Junk for Trunks* auction, we successfully diverted **273.56 lbs** of equipment from landfills. This initiative not only helped reduce waste but also gave new life to items.

**Carbon Credits & Tree Planting:** Thanks to your contributions and participation, we collected **\$660**. With this, we purchased **17** carbon credits and planted **30** trees through [treecanada.ca](https://treecanada.ca).

## NET ZERO ACHIEVEMENT!

I'm thrilled to announce that through our combined efforts, we've achieved a net zero carbon footprint for 2023. Here's how we did it:

Total Emissions: 17.11 tonnes of CO<sub>2</sub>

Carbon Credits Purchased: 17 credits, offsetting 17 tonnes

Tree Planting: 30 trees, Estimated at 0.90 tonnes of CO<sub>2</sub>

Net Emissions:  $17.11 - (17 + 0.90) = - 0.79$  tonnes

This means we've not only offset our emissions but also achieved a slight positive impact!





**IN 2023, WE TOOK IMPORTANT STEPS TO DIVERT OUR OFFICE WASTE FROM LANDFILLS AND TRACKING IT THROUGH OUR GREENPATH LANDFILL DIVERSION PROGRAM. THIS INITIATIVE INCLUDES RECYCLING PAPER WASTE, OLD CELL PHONES, AND OFFICE EQUIPMENT. BY ENSURING THESE MATERIALS ARE RESPONSIBLY RECYCLED INTO NEW PRODUCTS, WE AVOID THE ENVIRONMENTAL IMPACTS ASSOCIATED WITH PRODUCING NEW MATERIALS FROM SCRATCH. THIS PROGRAM ALSO REDUCED LANDFILL WASTE AND SHOWCASES OUR DEDICATION TO A GREENER, MORE SUSTAINABLE FUTURE.**



## 2023 ENVIRONMENTAL IMPACT REPORT: PAPER RECYCLING

749.57 lbs of Paper Recycled in 2023!

Thanks to our GreenPaths Program, every bit of our paper waste gets 100% recycled into new paper products. This means we're cutting down on the need for virgin paper and reducing our environmental impact significantly.

### METHODOLOGY

Using the Paper Calculator™ from the Environmental Paper Network (EPN), here's how our recycling efforts have paid off:

### ENVIRONMENTAL IMPACT

By recycling 749.57 lbs of paper waste we've avoided 1.74 metric tonnes of CO<sub>2</sub> emissions. We've kept the equivalent of 2 trash bags (29.60 lbs / 13.43 kg) of solid waste out of the landfill. 9 trees have been preserved (1.48 fresh green tons / 1.34 fresh green metric tonnes). We've saved enough water to fill 14 bathtubs (703.00 gallons / 2,661.14 liters). Our savings in energy could power 4 residential refrigerators for an entire year (1,095.21 kWh / 3,737,905.55 BTUs).

These impressive results demonstrate the positive environmental impact of our recycling program. By continuing these efforts, Outpost379 is making a meaningful contribution to a more sustainable future. Keep up the great work, team!



**DECEMBER 2023, WE SUBMITTED OUR  
FORMAL COMMITMENT TO THE SCIENCE-  
BASED TARGETS INITIATIVE (SBTI),  
ALIGNING OUR VALUES WITH A  
SUSTAINABLE FUTURE. THROUGH  
DEDICATED MEASURES LIKE TRANSITIONING  
TO RENEWABLES, REDUCING WASTE, AND  
COLLABORATING WITH ECO-CONSCIOUS  
PARTNERS, WE ARE ON OUR WAY TO  
ACHIEVING NET-ZERO CARBON EMISSIONS  
WELL BEFORE 2050.**



# COMMUTING & CARBON REDUCTIONS



**OUTPOST379 HAS EFFECTIVELY MANAGED  
OUR BUSINESS TRAVEL, OPTING FOR ZERO  
BUSINESS AIR TRAVEL IN 2023 AND ONLY  
CHOOSING TO TRAVEL WHEN IT ALIGNS  
WITH OUR BUSINESS NEEDS. THIS  
APPROACH HAS ALLOWED US TO FOCUS ON  
SUSTAINABLE AND PURPOSEFUL TRAVEL  
PRACTICES.**



# EMPLOYEE ENGAGEMENT & TRAINING



**WE'RE ALL ABOUT SETTING GOALS, OUR PERFORMANCE REVIEW PROGRAM "GOAL SHARING" HELPED EVERYONE CONNECT TO THEIR MANAGERS AND OUR AGENCY GOALS.**

**57% OF EMPLOYEES PARTICIPATED IN GOAL SHARING IN 2023.**



**WE'RE ALL ABOUT HELPING OUR TEAM  
GROW AND DEVELOP. IN 2023, WE  
STEPPED UP OUR GAME BY INVESTING  
MORE IN TRAINING AND DEVELOPMENT.  
WITH 26 EMPLOYEES TAKING PART, WE  
AVERAGED 17.7 HOURS OF TRAINING PER  
PERSON, UP FROM 10 HOURS PER PERSON  
IN 2022.**





# **WE'RE INCREDIBLY**

**PROUD OF OUTPOST379'S SUSTAINABILITY JOURNEY IN 2023. FROM TRACKING OUR ENERGY CONSUMPTION TO MANAGING WASTE, PROMOTING GENDER DIVERSITY, AND BOOSTING EMPLOYEE ENGAGEMENT. 2024 IS GOING TO BE EVEN BETTER, WITH EXCITING GOALS AND PLANS TO MAKE A DIFFERENCE.**



**THANK YOU.**

