

## Corporate Social Responsibility 2015 Annual Report

**F R E E M A N**  
AUDIO VISUAL | CANADA

Freeman Audio Visual Canada strives to be a socially responsible organization that integrates community support, stakeholder satisfaction and environmental sustainability into its regular business practices. In an effort to maintain transparency, we develop and publish this Corporate Social Responsibility (CSR) Report. Produced annually, this report allows us to reflect on our initiatives in the previous year and recognize opportunities for improvement. These opportunities become measurable corporate objectives for the next fiscal year.



Our national signature community outreach program is the Events for Communities of Sustainability (ECOS) Project which was originally launched in 2009, in partnership with the Meeting Professional International (MPI) Foundation and MPI Chapters across Canada. The results of our 2015 community efforts were truly remarkable, as we were able to substantially increase the cash value of the goods collected, making an even greater impact on communities in need since the year prior.

Freeman Audio Visual Canada employees also participated in their fifth annual Movember campaign, growing mustaches and raising funds to support men's health issues. Through our collaborative effort, we were able to increase our overall donation to the Movember Canada Foundation in 2015, as well.

A new venture for us this past year was achieving Level 1 APEX/ASTM sustainability certification. In partnership with Tourism Whistler and the Whistler Conference Centre, Freeman Audio Visual Canada became the first audio visual company in the country to attain this milestone in sustainable event standards. Read on to find out more about our 2015 corporate responsibility accomplishments.



# Community

## *Corporate Social Responsibility*

Freeman Audio Visual Canada is committed to supporting the communities in which it operates and bringing about social change to improve the quality of life for residents. One of the ways we strive to make a positive impact is through Sponsorship and In-Kind Services. These expenses include the depreciation of equipment; the cost to buy equipment; wear and tear of equipment; the opportunity cost for providing equipment at no charge, and then requiring the equipment for a chargeable event; and the labour costs associated with removing, testing and returning the equipment back into inventory.



Freeman Audio Visual also responds to challenges and needs in the community through the encouragement and empowerment of our employees who generously contributed hundreds of hours this past year in support of the following organizations:

### **Western Region**

- Alpine Club of Canada Annual Guides Ball – Calgary
- BC Children's Hospital Foundation
- B'Nai Brith – Calgary
- Banff Winterstart (proceeds go to Banff Alpine Racers)
- Big Brothers of Greater Vancouver
- Calgary Homeless Foundation
- Calgary Stampede Caravan Breakfasts
- Canmore Community Cruisers annual film fest
- Children's Hospital Foundation of Manitoba
- Children's Rehabilitation Foundation - Winnipeg
- CIBC Run for the Cure – Calgary
- Edmonton Food Bank
- Edmonton Homeless Connect
- Habitat for Humanity Manitoba
- ImagineAbility Inc.
- Kidney Foundation of Canada – Manitoba
- Kids Cancer Fund – Calgary
- Kids Sport Canada – Vancouver
- Misericordia Hospital Foundation
- Progress Club (Gasfrac) – Calgary (proceeds go to The Boys & Girls Club)
- Ronald McDonald House Manitoba
- Salvation Army Santa Clause Shuffle – Calgary
- Siloam Mission



- Surrey Foodbank Annual Fundraiser
- Winnipeg Harvest
- Winnipeg Humane Society
- Winnipeg Rotary Club

### South Western Ontario Region

- Alzheimer Society of London
- Big Brothers Big Sisters St. Catharines – Thorold and District ‘Go Girls!’ program
- Children’s Health Foundation of Ontario – London
- Daily Bread Food Bank – Toronto
- Earth Day – Mississauga’s Local Community Clean Up
- Habitat for Humanity – Toronto
- Hotel Dieu Hospital – Toronto
- International Women’s Day – Toronto
- Junior Achievement – London
- Meagan’s Walk – Toronto
- MS Bike Tour – London
- PCMA Scholarship – Toronto
- Reach for the Rainbow – Toronto
- SickKids Hospital – Toronto
- Special Olympics – Toronto
- St Joseph’s Health Care Foundation – London
- Thames Valley Children’s Centre – London
- The Leacock Foundation – Toronto
- Trillium Health Partners Foundation – Toronto
- Unity for Autism – Toronto



### Eastern Region

- Boys & Girls Club – Ottawa
- Canadian Aids Society Annual Gala – Ottawa
- Canadian Cancer Society – Relay for Life – Halifax
- Children’s Hospital of Eastern Ontario (CHEO) Foundation – Telethon – Ottawa
- Children’s Treatment Centre – Ottawa
- CN Cycle for CHEO – Ottawa
- Fondation de la Maison Michel Sarazzin – Quebec City
- Fondation Jane H. Dunn – Quebec City
- Fondation Tel-Jeunes – Montreal & Quebec City
- Habitat for Humanity – Halifax
- Juvenile Diabetes Research Foundation – Ottawa
- Les œuvres Jean Lafrance – Quebec City
- Living Green Expo – Ottawa
- MPI ECOS Street Clean Up – Halifax
- Operation Come Home – Ottawa
- University of Ottawa Heart Institute



- Ottawa Network for Education's School Breakfast Program (ECOS)
- Ottawa Tourism Blood Drive – Ottawa
- Quebec Breast Cancer Foundation – Osez le donner (Dare to give)
- Reach Canada Auction – Improve Quality of Life for Citizens with Disabilities – Ottawa
- Royal Ottawa Medical Foundation for Mental Health
- Société Saint-Vincent de Paul – Montreal
- Sun Youth Organization – Montreal

### Head Office

- Crohn's & Colitis Canada – Mike Schilz, Senior Vice President, Operations, is an active organizer of the annual GUTSY WALK
- Boys & Girls Club (IT equipment donation)
- John Ross Robertson School (IT equipment donation)
- Société Saint-Vincent de Paul (donation of clothing & shoes)
- York Memorial Collegiate Institute (IT equipment donation)



The largest fundraising event of its kind in North America, the Scotiabank Bowl for Big Brothers Classic took over bowling centres across the Lower Mainland. Over 2,000 event participants and 200 teams raised pledges in support of Big Brothers mentoring programs for at-risk children. Freeman Audio Visual Vancouver employees also put a team in place to support the cause. Freeman has been the audio visual sponsor for the Bowl for Big Brothers campaign since 2010.





Freeman Audio Visual Ottawa employees donated time, equipment and audio visual expertise to support the CN Cycle for CHEO on a Sunday afternoon in May. The event allowed participants to raise funds by being sponsored to complete non-competitive cycling and walking races. Proceeds were shared between the CHEO Foundation, Candlelighters Childhood Cancer Support Programs and Ronald McDonald House.

Montreal Chapter members of our Freeman Women's Development (FWD) program held a clothing drive in support of the Société Saint-Vincent de Paul, a volunteer-based organization serving citizens living in difficult situations. The women packed three road cases full of clothing and shoes that were donated to residents during the winter season.



In recognition of Earth Day, Toronto branch employees for the fourth year joined the thousands across Ontario who volunteered to pick up trash around their workplaces, schools and communities. The cleaning commenced beside the branch and made its way across the street to Max Ward Park. Employees filled close to 10 large garbage bags with litter.

Our fifth annual national Movember Campaign came to a hair-raising conclusion when the online donations and company-wide raffle ticket proceeds were tabulated. Freeman Mo Bros and Mo Sistas raised an overall sum of \$8,139. With the company's pledge to match employee efforts, Freeman Audio Visual Canada donated a total of \$16,278 to the Movember Foundation in 2015, beating last year's donation by more than \$500.



Another of our annual traditions is the DARE TO GIVE fundraising campaign in which employees donate bras. For each bra collected, \$1 was donated to the Breast Cancer Foundation by two major partners, the boutique DeSerres and La vie en rose. The bras were given to Renaissance, an organization which distributed the bras to women's shelters and charity groups. Non-reusable bras were donated to Certex, a charity that recycles textiles and employs people with disabilities. Our 2015 campaign raised 561 bras—230 more than last year—and \$380 in cash donations.



For the sixth consecutive year, MPI Foundation Canada and Freeman Audio Visual Canada partnered on the ECOS Project, a joint CSR initiative which gives the meetings industry an opportunity to give back to the community. All MPI Canadian Chapters participated with their respective local Freeman branches on a charitable initiative. Although the impact of the project varied widely between chapters, the overall results were very impressive. The cash value of goods raised totaled \$96,933—an increase of more than \$25,000 compared to 2014. The project positively impacted 3095 community members, 385 more than last year.

The following is a numeric summary of our key outcomes.

#### Numeric Summary of Key Results

Chapter	Amount of Food/Goods in Lbs.	# of Volunteers	Value of Volunteer Hours	Cash of Value of Goods	Community Impacted	Will Project Continue
Atlantic Canada	500 lbs.	11	\$1,100	\$10,000	100 People	Yes
British Columbia	50 lbs.	5	\$300	\$750	40 People	Yes
Calgary	N/A	2	\$400	\$250	75 People	Yes
Edmonton	200 lbs.	7	\$700	\$400	250 People	Yes
Manitoba	5 lbs.	5	\$100	\$320	30 People	N/A
Montreal/Quebec	750	31	\$24,660	\$37,500	1500 People	Yes
Ottawa	N/A	20	\$2,500	\$26,713	500 People	Yes
Toronto	N/A	100	\$3,500	\$20,000	600 People	Yes
<b>TOTALS:</b>	<b>1505 lbs.</b>	<b>181</b>	<b>\$33,260</b>	<b>\$96,933</b>	<b>3095 People</b>	

*\*Labour estimated at a conservative \$20/hour; value of food estimated at \$2.00/pound (food bank valuation).*

# Stakeholders

## *Corporate Social Responsibility*

When we use the term stakeholders, we refer to our employees, customers, suppliers/partners, and Freeman – our parent company. It is important that everything we do as an organization is aligned with our core values: integrity, empathy, innovation, enthusiasm, and performance excellence. In order to fulfill our commitments to our customers, partners and parent company, we must ensure our employees feel recognized and appreciated by the company and their peers.



We do this in several ways. In addition to celebrating Employee Appreciation Day annually, Freeman Audio Visual Canada takes at least three days out of every year to acknowledge True Blue Customer Service Week. There are five main reasons: to boost morale, motivation and teamwork; reward our frontline reps; raise companywide awareness of the importance of customer service; thank other departments for their support; and remind customers and partners of our commitment to customer satisfaction.



In addition to company-wide celebrations, Freeman Audio Visual has several individual employee recognition programs in place. These reward programs include the Service Second to None Heroes/Super Hero Award, Star of Excellence Award and Thiel Award. The following are our most recent crop of award-worthy peers!

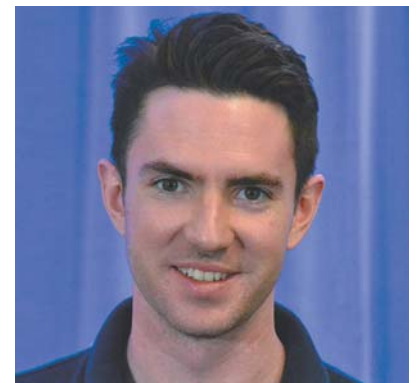
The Thiel Award is presented annually to a division/region which best exemplifies the Seven Best Success Factors based on pre-established criteria. In 2015, Toronto/MTCC was the recipient of the Thiel Award.



The Star of Excellence Award is recognized across Freeman’s international enterprise and honours employees who stretch the boundaries of excellence. A judging panel had the difficult task of dwindling down the nominees and finally selected two Canadian recipients: Montreal Head Office Executive Assistant Julie Gauvreau, and Victoria Conference Centre Director of Event Technology Jim McLennan.



Travis Sexton, a Technical Services Representative from our Ottawa branch, was the recipient of the Super Hero Award. Peer nominations and feedback from customers led to Travis being selected as the Freeman Audio Visual Canada employee who most exemplifies Service Second to None. As Super Hero, Travis received an all-expenses-paid trip to Orlando in June to attend InfoComm15, the largest Pro-AV Show in North America.



To better support our employees in achieving their career goals, Freeman Audio Visual Canada continued to engage employees with the Talent Profile—which helps the company better understand its employees’ career aspirations, interests, skills, experience and strengths and assists in succession planning and career advancement—and the Freeman Women’s Development (FWD) program—which was designed to advance women as leaders through mentoring and sponsorship opportunities, skill development, as well as business and community connections. This past year, there was also a large focus on employee wellbeing, promoting healthy peer competition and weight loss with the “Lose and Win” program and “Biggest Loser” contest.





Our customers, of course, are vital stakeholders whose expectations we are committed to exceeding by way of customer service and technological innovation. After all, without them, we would not be in business. By means of our e-survey, we ask our customers to evaluate their most recent Freeman Audio Visual Canada experience and offer comments so we can better understand their needs and introduce ways to further enhance their next experience with us. In 2015, we delivered over 14,600 surveys and had a 15% response rate. Based on the responses, customers gave us an outstanding 96% overall customer service rating.



Last but not least, our company's owner, Freeman, is an integral stakeholder. We are committed to managing our business and resources with fiscal prudence and attention to detail, in order to meet and exceed corporate objectives and sustainable profitability targets.

## Environment

### *Corporate Social Responsibility*

Freeman Audio Visual Canada has earned a reputation as a responsible leader in the event technology industry, due in no small part to its invaluable business relationships. In partnership with Tourism Whistler and the Whistler Conference Centre, last year Freeman Audio Visual Canada became the first AV company in the country to achieve Level 1 APEX/ASTM sustainability certification. APEX is spearheaded by the US Environmental Protection Agency and its relationship with the Green Meeting Industry Council. Standards were developed in collaboration between APEX and ASTM (an ANSI-certified international standard development organization).



REfficient has been recycling Freeman Audio Visual Canada's end-of-life rental equipment and road cases since 2012. Last year, we diverted just over 43 metric tonnes of waste from landfills (that's about 30 metric tonnes more than we recycled in 2014!). This is the equivalent weight of almost 32 beluga whales! The space savings amounted to 11,456 ft<sup>3</sup>, which is comparable to stuffing about 103 mid-sized cars. These recycling efforts earned us the Master Level on REfficient's Waste Diversion Champions list for the second year in a row.



Our IT department began a new partnership with The Electronic Recycling Association (ERA) in 2015. With depots all across Canada, the ERA provides a great way to recycle electronic equipment safely and securely while supporting less fortunate Canadians with free IT equipment. Last year, Freeman Audio Visual Canada donated 49 laptops, 122 hard drives and 77 computers. Boys & Girls Club, York Memorial Collegiate Institute,



and John Ross Robertson School are just a few of the organizations that benefitted from the donation. Last year, through our relationship with Call2Recycle, a non-profit organization that collects and recycles batteries at no cost, Freeman Audio Visual Canada recycled 414 kg of rechargeable and non-rechargeable batteries.

We continue our ongoing relationship with the MIRA Foundation which safely recycles our older cell phones and printer cartridges, allowing us to play a role in helping the visually challenged and disabled.



## Call to Action

### *Corporate Social Responsibility*

At Freeman Audio Visual Canada, corporate social responsibility is everybody's responsibility. Many of the initiatives launched and milestones achieved this past year were the direct result of our employees' creativity, passion and commitment. We would like to thank our employees for exemplifying Freeman values in everything they do, and for constantly coming up with innovative ways for our organization to make a difference.



One of our main objectives for 2014 was to source a new computer recycling partner that could meet our national requirements. This came to fruition in 2015. ERA fulfilled that need for our IT department, with the added peace of mind that our old inventory would add value to the lives of people less fortunate.

Another of our 2014 goals was to become more involved in post-secondary programs and promoting AV as an exciting and rewarding industry for graduating students. So in 2015, we became heavily involved in Industry Talks, a Ted-Talks style educational event presented by final-semester George Brown College Special Event Planning students. In addition to providing all the audio visual support for the event, Freeman Audio Visual Toronto's partnership with the college includes student tours of office and warehouse facilities; an AV 101 course covering sound, projection, lighting and staging basics presented by experienced Freeman staff members; and sponsorship of the College's annual Hospitality Awards Gala.



In 2016, we would like to take our sustainability commitment to the next level. Currently, Freeman Audio Visual Canada will collaborate on a customized green event plan for any client who is focused on tracking and measuring the environmental impact of an event. At a client's request, we will also provide a post-event report that assesses the environmental footprint of Freeman services provided. Next year, our aim is to make these sustainability services more commonplace for our customers through education and collaboration.

In addition, Freeman Audio Visual Canada is in the very beginning stages of tracking recycling, waste, freight, and utilities at each of its branches to help identify and address inefficiencies to reduce our eco footprint. Even though it will be a challenge to implement this type of detailed reporting on such a large scale, we look forward to sharing our progress in our 2016 report.

