

# Sustainability Report 2023

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THE  
HUMPHREY/  
GROUP



# A Message From Our CEO

*For over 35 years, we have been dedicated to empowering individuals to become inspired leaders through effective communication. Our journey has taken us around the world, and it's a journey we take with great pride and responsibility.*

*Today, we're equally committed to creating a more sustainable and equitable world. We understand that our role extends beyond communication training; it encompasses being responsible corporate citizens, making a positive impact on the communities we serve, and contributing to global sustainability goals.*

*Our journey is driven by our core values of excellence, care, inclusion, ownership, creativity, and trust. These values guide us as we strive to create a more human workplace and world.*

*Bart Egnal,  
Chief Executive Officer*



# About The Humphrey Group

At The Humphrey Group, inspiration is our purpose and our passion. We believe communication is the key to unlocking the leadership potential in all of us. Because when you're inspired, you go out and inspire others and the outcome is leadership. Inspired communication energizes people, ignites action, sparks connection, and unleashes human potential. For more than 35 years, we have been living our purpose all over the world, helping our clients build inspired leadership through communication training. Every learning experience we deliver brings us one step closer to our vision: a more human workplace and a more human world.

We know our potential extends beyond the formal development solutions and resources we provide, and that's why we're committed to being responsible corporate citizens.

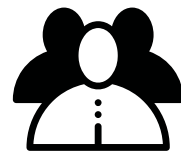
## Our Values



**Excellence**



**Care**



**Inclusion**



**Ownership**



**Creativity**



**Trust**

# Introduction

## ESG Vision

In 2015, the United Nations adopted the 17 Sustainable Development Goals (SDGs) as a guideline to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

We were inspired by this vision and are aligning our ESG strategy with it to amplify our impact. Each year, we commit to setting one Environment, one Social, and one Governance goal, inspired by the SDGs, to work on as an organization in an effort to realize the UN's vision.

At The Humphrey Group, we believe that sustainability is not just a responsibility but an essential pillar of our growth and progress. This report highlights our commitment to environmental, social, and governance (ESG) principles and outlines our achievements, goals, and initiatives undertaken in the pursuit of a more sustainable and equitable world. Although we are early in our ESG journey, we are extremely proud of the commitments and accomplishments we have made.

Our voluntary ESG reporting is informed by the 17 Sustainable Development Goals (SDG) and the United Nations Global Compact. Unless otherwise noted, the data reflected in this report covers The Humphrey Group's progress from the fiscal year 2023, representing Oct 1, 2022, through Sept 30, 2023.

## Goal Overview

Our ESG goals are the heart of our sustainability efforts. These goals encompass environmental responsibility, community engagement, and strengthened governance. In the following section, we'll provide a brief introduction to each goal, outlining their significance and impact. For a more detailed exploration, please refer to the subsequent pages where we delve into our accomplishments and initiatives in greater depth.

**E** For our environment goal, our focus was twofold: firstly, we committed to actively reducing our greenhouse gas emissions in the present, making immediate strides towards sustainability. Secondly, we embarked on the vital groundwork of researching and planning the path toward carbon-neutral learning experiences. Both of these initiatives are inspired by SDG #13, Climate Action.

**S** Our social goal is rooted in the well-being of our communities, inspired by SDG #11, Sustainable Cities and Communities. We pursued this goal through two key approaches, team volunteering and complimentary workshops for not-for-profit organizations. Our team members volunteered with local organizations focused on reducing hunger. We also delivered our learning experiences at no cost to charities doing important work in our communities to support the development of their staff.

**G** For our governance goal, we took lead from SDG #8 Decent Work and we committed to fostering accessibility in both our internal practices and client interactions. By prioritizing inclusivity, we not only reinforce the foundation of our corporate ethics but also create a more equitable and diverse work environment.



# E - Reducing GHG Emissions + Path to Carbon Neutrality

For our Environment goal this year, we're pleased to share the progress we've made. These milestones underscore our dedication to environmental responsibility and our efforts to contribute to a more sustainable future.

We successfully transitioned into a remote-first company and we downsized our physical office spaces by 85%. This transition not only aligned with our greenhouse gas reduction efforts but also aligns with our team's desire to be a remote workforce. Additionally, we took substantial steps in curtailing our paper waste by canceling unnecessary subscriptions and embracing electronic communication channels wherever possible. Lastly, we partnered with On A Mission to help us measure the emissions associated with our learning experiences.

While our ultimate goal in this area is carbon neutrality, we recognize the significance of responsible and gradual progress. By prioritizing emissions reduction today and laying the foundation for carbon neutrality tomorrow, we're aligning our endeavors with sustainable practices to ensure a lasting positive impact.





# S - Volunteering in Our Communities

We approached this goal through two distinct avenues, team volunteering and complimentary learning experiences for not-for-profit organizations.

Both our teams in Toronto and Vancouver rolled up their sleeves for our volunteering initiatives with organizations dedicated to ending hunger. Our Toronto team volunteered with The Daily Bread, one of the largest food banks in Canada. They also gave their time to Feed it Forward, a not-for-profit aimed at sustainably feeding those living with food insecurity. Our Vancouver team volunteered at The Dugout, a drop-in centre for the Downtown Eastside offering a meal and safe space outreach program. They also volunteered with The Sharing Farm, an organization dedicated to providing fresh, healthy, and sustainably grown produce to community members facing food insecurity. It was a humbling experience to contribute our time and efforts towards creating positive change in our communities, one meal at a time.

We know that our learning experiences can have a significant impact on participants, and we wanted to donate our time by delivering workshops at no cost or a nominal fee to organizations doing important work in our communities. We partnered with WoodGreen, a social services agency in Toronto. We facilitated a workshop on allyship for a group of women entering a male-dominated trade industry. We also partnered with SPARK Illuminate to deliver a 3-part webinar series for survivors of human trafficking, teaching them applicable tools to support their professional development and growth. We also consulted for Recess Guardians to help them build out their train-the-trainer program. Their mission is to empower kids and build confident leaders through play.



Finally, in addition to our volunteer work, we started a new practice in support of every land acknowledgment we make. Several year ago, we decided to begin incorporating land acknowledgments at the beginning of our learning experiences. This year, we've taken it a step further by donating \$2 to the Indian Residential School Survivors Society (IRSSS) for every land acknowledgment we make. We believe this practice will amplify the impact we make and give more meaning to every land acknowledgment we share.





# G - Accessibility in Our Work + with Our Clients

In line with our Governance goal, we've taken actions that highlight our commitment to accessibility and continuous growth. We started by looking at how to make our hiring and onboarding practices more accessible. Recognizing that everyone processes information differently, we offer written interview questions to candidates prior to virtual interviews or offer them in written format during in-person interviews. We also have an accommodations statement in our job postings and it's reiterated by our hiring manager in their first contact with a candidate.

Our brand and website received a comprehensive refresh. We designed our website in alignment with accessible design principles, creating an inclusive digital experience for all. Key enhancements included a shift in our branding guidelines including colors and fonts that meet the Accessibility for Ontarians with Disabilities Act (AODA) standards. We ensured all onboarding video content contains closed captioning. And to foster screen-reader friendliness, we tagged our brochures and client-facing materials. For this, we collaborated with a PDF accessibility expert so our new materials meet the highest standards.

Recognizing the significance of knowledge equality, we ran a company-wide Inclusive Leadership training session to give everyone the same base knowledge and understanding.

Finally, we became a member of the United Nations Global Compact. This membership serves as both a declaration of our dedication to ESG initiatives and as a valuable resource hub, guiding us towards becoming more responsible corporate citizens.





# Summary



At The Humphrey Group, our journey toward sustainability is driven by more than a set of goals; it's a reflection of our core values and vision. From our commitment to reducing greenhouse gas emissions and paving the way for carbon-neutral learning experiences, to our engagement in our communities to alleviate hunger and our dedication to fostering inclusivity through accessible design and shared knowledge – each endeavor is a testament to our commitment to a more human workplace and world.

This journey is a collective effort, fueled by the support and partnership of our clients, team members, and communities. Our mission to inspire leadership through communication has found new dimensions and we invite you to join us in shaping a more sustainable, compassionate, and interconnected world.

