

WHAT'S THE POINT FOR EMPLOYEES?

EXECUTIVE SUMMARY

2023
Impact report

Republik

What's the point of adding a cultural component to our impact report?

At Republik, reporting our work to others is especially important. Every one of our decisions is made based on our employees. We aim to ensure we create an inclusive, convivial work environment in which everyone can act on their convictions. Working at Republik means working alongside inspiring, committed people. This is exactly why we added a cultural component to our report, which we proudly present to you today.



Our company mottos	05
Our key events	07
Our benefits	09
Future challenges	11
Our future commitments	12
Republik in figures	15



**A work place that
brings people together**

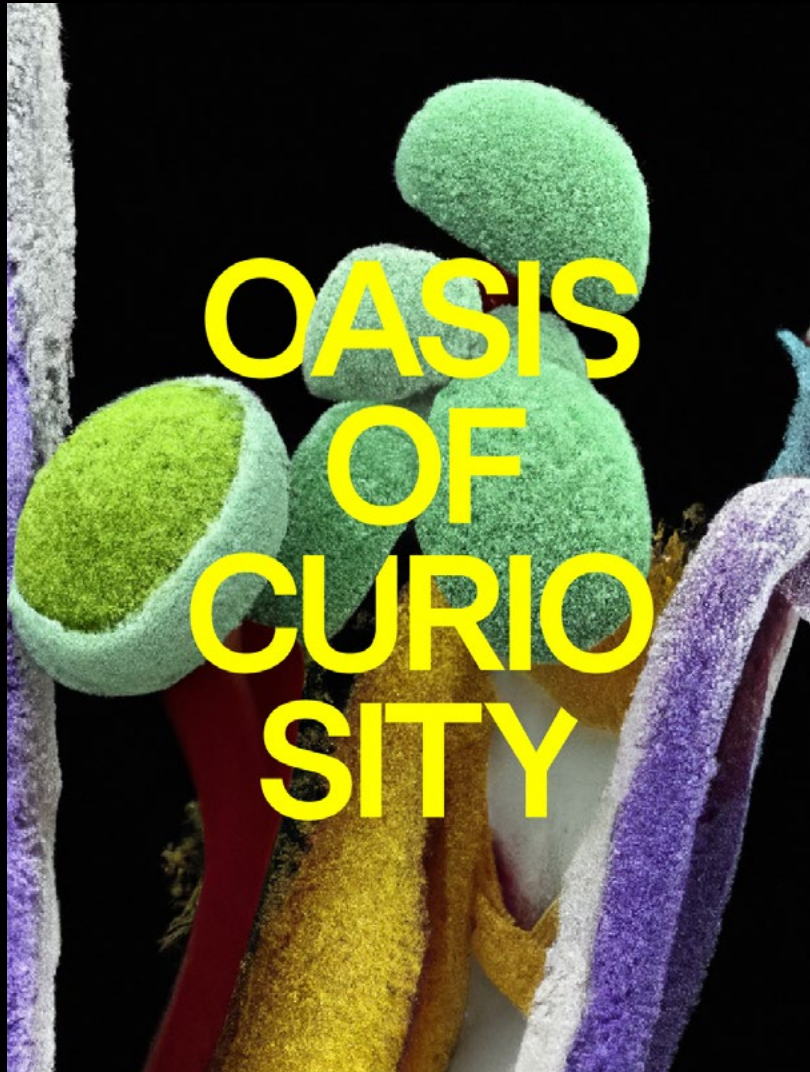
Republik's company culture is defined by our beliefs and values, but also by our desire to transform the marketing industry into a more socially responsible business sector.

OUR COMPANY MOTTOS BRING OUR PURPOSE TO LIFE

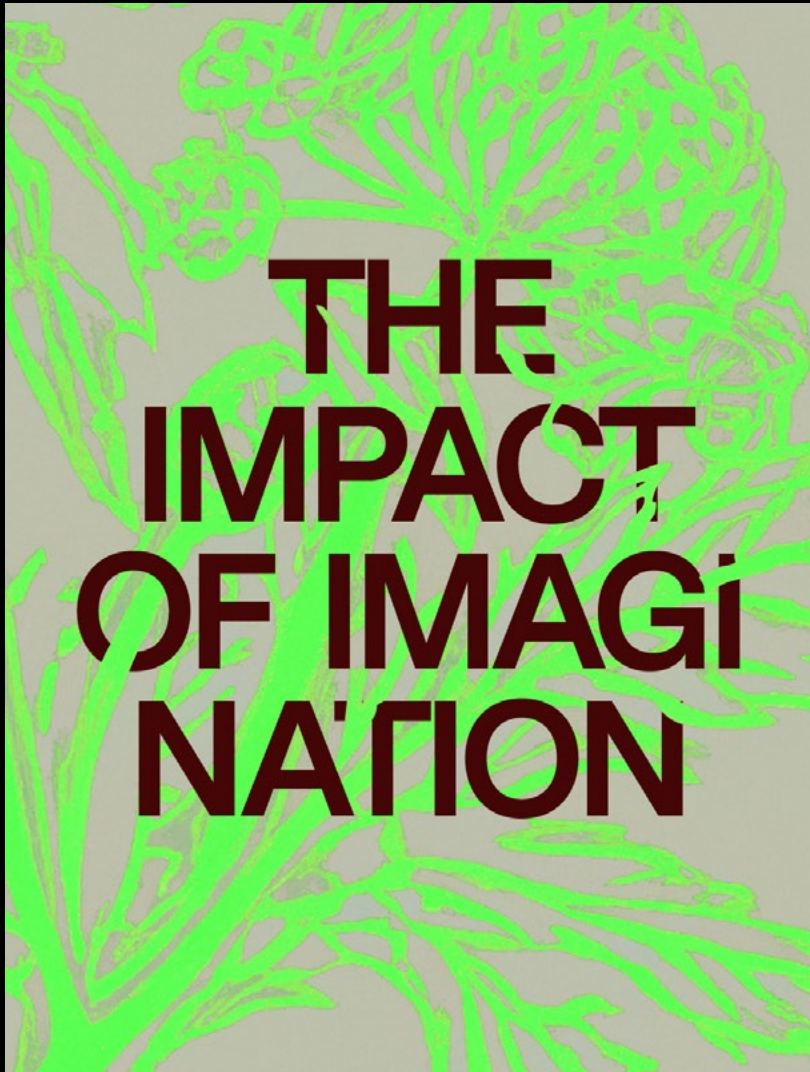
Our company mottos represent the fulfillment of our raison d'être. They allow our team to put their beliefs into action every day and are manifest in our every decision, strategy, new hire, annual evaluation, compensation package, cultural activity and relationship.



If the people who join Republik have one thing in common, it is a thirst for change. Through words and actions and with courage, our team is committed to bringing their convictions into their everyday work.



What we do does not define who we are. Who we are defines what we do. At Republik, we value passion, thirst for knowledge, and a spirit of discovery - and we offer a safe space for curiosity to roam free.



For our imagination to be impactful, and for our impact to be imaginative, we must give ourselves the time, freedom, and confidence to dream.



Our greatest potential is collective. Together, we grow stronger as we create a favorable climate for us to learn, collaborate and thrive.



As communication specialists, we understand the importance of expressing ourselves clearly and frankly. Opening a dialogue requires speaking truthfully, but above all, listening sincerely.



Our key events

At Republik, our relationships with others are especially important. We want to make connections with other people. We want to understand them. We want to share special moments with them. That's why we make sure we hold a few major communal events throughout the year.



State of the nation

THREE TIMES PER YEAR

These events were created out of a desire to be more transparent. Therefore, on a quarterly basis, the management team presents the status of projects being developed and the goals of our strategic plan. We also discuss the financial state of the agency. As the name indicates, this is a moment for taking stock of everything going on at the agency.

Homerun

TWICE PER YEAR

We hold an event that celebrates our employees’ successes, as presented by our employees. It’s a great opportunity for recognizing their work and offering them a showcase to discuss how they’ve been spending their time in recent months.

Offsite

ONCE PER YEAR

For two days, Republik employees get together outside the office. This highly anticipated event builds team spirit. It’s a moment for getting together and creating unforgettable memories.

[2020 Edition](#)

[2021 Edition](#)

[2022 Edition](#)

Award presentation

THREE TIMES PER YEAR

We make sure we celebrate our team members in the spirit of our company mottos through an awards ceremony. Throughout each quarter, we ask our employees to nominate the colleagues they feel have made notable achievements.

In 2022, a survey was sent to all employees at the agency in order to find out which benefits they prioritized and which they felt they were missing. The goal of the exercise was to ensure what we were offering satisfied their needs and to optimize the benefits available.



Our benefits

Since 2021

3 weeks of vacation upon being hired, plus 2 weeks during the Christmas holidays

Possibility of completing the work week in four days thanks to meeting-free Fridays in summer

Complete insurance coverage after three months of employment which includes access to a telemedicine platform and to remote psychological services

Paid sick days that can be used for mental health needs or for wellness or menstrual leave

Office material provided

Flexible schedule to allow parents to care for their children and sick leave to care for family, amongst other things

Possibility of working remotely or internationally

A ton of cultural events

Monthly lunch-hour training sessions

Paid mentorship sessions for anyone interested in management positions or other types of promotions

Time set aside in schedule each week for involvement in internal committees

Since 2022

5 floating days called Republik Days to take time off for yourself or to create a longer weekend

RRSP program (starting in 2023)

\$400 a year for any wellness needs (transportation, cultural/sports/ artistic/spiritual activities, donations, etc.)

Individual training program aligned with career development

Program to recognize years of service

Why develop a strong, distinctive culture?

For greater work-life balance

In recent years, several changes occurred in the job market. More and more people were ensuring their sense of personal well-being was reflected in their work conditions. Having an organizational culture that mirrors the personal values of employees allows them to achieve a balance between their career and their personal needs.

For recruiting

What differentiates Republik in terms of recruiting is our vision and culture, which guides our everyday operations. Plus, our projects are based in strong social and environmental values. It should also be noted that during the recruiting process, we make sure we consider the values of our potential employees in addition to evaluating their skills.

To establish a clear perspective

Having a strong organizational culture facilitates decision making in our daily operations.



What are our future challenges?

After a fairly intense period of adaptation in recent years caused by the pandemic, a lack of staff and technological changes related to remote work, the next few years will be all about hyper-personalization and flexibility.

Our team will be adjusting to the new hybrid work format. Obviously, we don't yet know how we will be working in the future. What we do know, however, is that employees are demanding more flexibility and do not want to feel like they are being controlled. They also want to be able to choose when they come to the office and when they don't, when they will work during the day and in which country they will be located. They want to choose who they work with and which team they are a part of.

To attract and retain the best employees, companies need to be more adaptable and flexible. They also need to be able to navigate through a context that will continue to be in flux for a few more years.



Adapting to evolving needs

Since agencies experience a high turnover rate, we decided not to identify three-year targets for the cultural component and instead focus on one-year targets. Setting yearly targets lets us remain agile and reassess when faced with expectations from new people on our team.



Develop the full potential of our employees

1-year targets

- I. A three-year training program was established for the management team so they could provide better support to employees.
- I.b 80% of employees state that their manager supports their career path and helps them improve at work.
- II. 25% turnover rate (currently 33%)
- III. 12 agency training sessions for the year which are taken by 80% of the agency

Structuring activities

- I. Better equip our managers to track and evaluate our employees’ performance
- II.b Offer everyone clear, engaging and equitable career advancement tracks
- II. Encourage the independence and initiative of all our employees
- III. Enhance the group training we offer

Our future commitments

Offer employees an inclusive, flexible and rewarding experience

1-year targets

- I. 80% of employees are satisfied with their work (score of 8/10 on Officevibe)
- II. 80% of employees make full use of Republik benefits (\$400, 5 Republik days, REER program, participation in activities, etc.)

Structuring activities

- I. Develop a more convivial ambience for employees with (mandatory and optional) social events and activities, and offer more modular benefits and wellness options
- II. Design and set up a personalized recognition program

87%

of our revenues are from responsible organizations

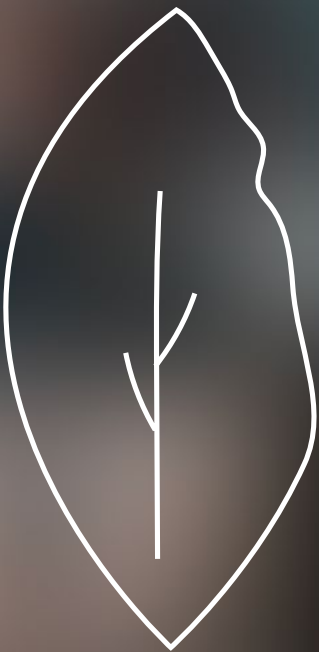
79%*

of our mandates were completed with socially responsible companies

1 678 hr

budgeted to CSR

via the committees



*We consider socially responsible companies to be those who have allowed changes to their business models or publicly communicated their social and environmental commitments. All communications handled for socially responsible companies are included in this statistic. All of our B Corp consulting and employer brand contracts are also included in this category.

56

projects completed

2.5%

hours annually per employee are invested in

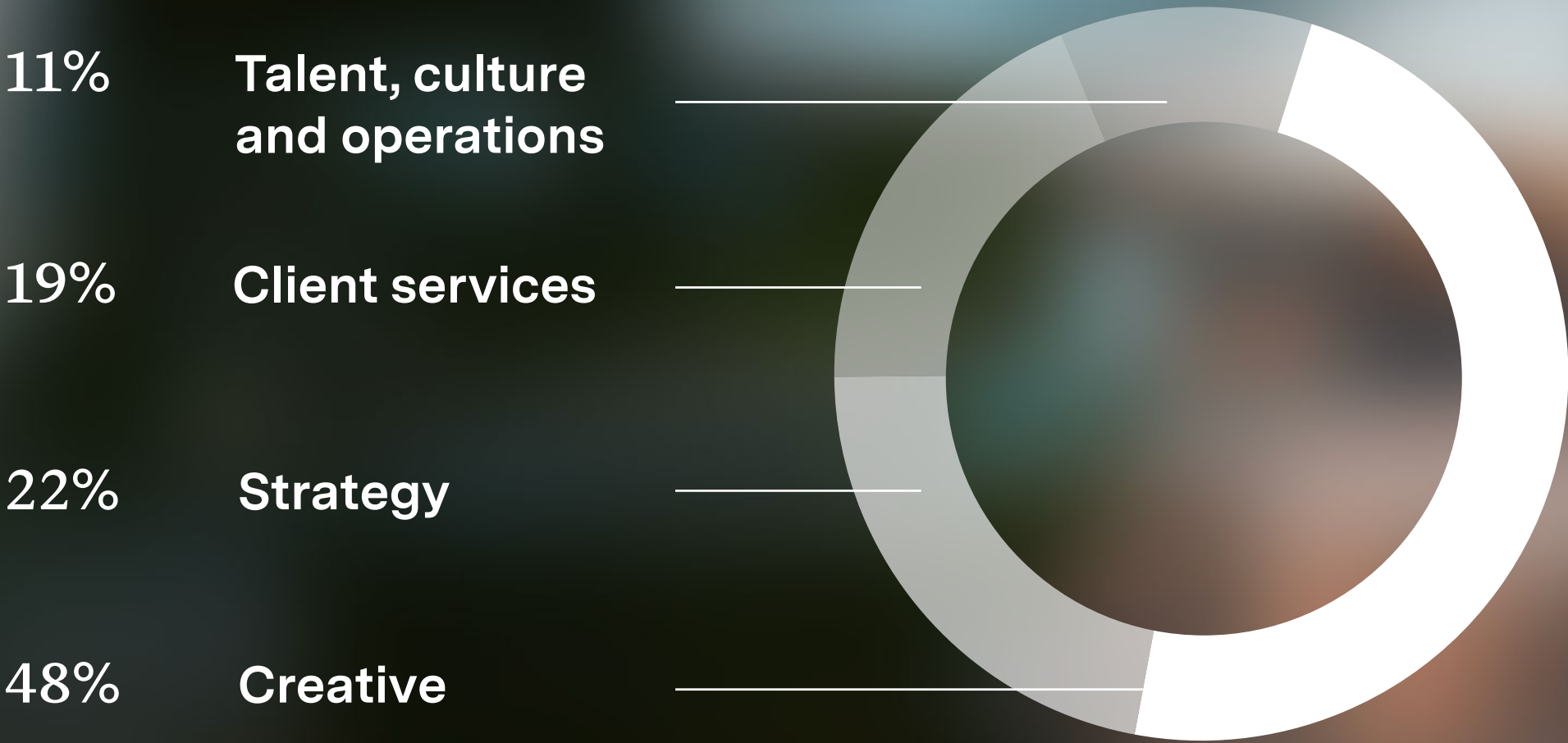
pro bono services

67% of our managers are women

22 months of seniority on average per employee

Turnover rate
33%

Number of employees per department



870 hr. invested in professional development which represents 4.2% of our revenues

940 hr. invested in collective training
In the shape of Lunch & Learn sessions, which represents 4.6% of our revenues
Value of \$155,100

18

cultural
events

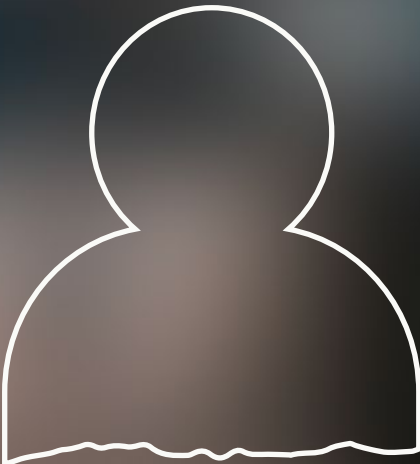
15

group training
sessions

18

new
hires

We have achieved our hiring
goals while maintaining respect
for our hiring and total payroll
targets for the year



66%

of annual employee
goals were achieved

7.5/10

Officevibe

Officevibe is a platform that helps
managers keep track of their teams’
wellbeing and needs via quick
surveys and reports.

GOVERNANCE

Adopt impact and CSR best practices

Increase our B Corp score from 102.7 to 113 (target improvement of 10%)

Measure and communicate agency activities with transparency

Assess the impact of our client portfolio using our proprietary measurement framework

Publish two reports compiling the impact findings of our client portfolio

Put stakeholders at the heart of our decision-making process

Create a diversified advisory committee

Set up an employee share ownership plan

SOCIETY

Build an agency representing the diversity of Quebec society

Develop an internship program to address the lack of diversity in college and university programs

Hire two individuals who have completed our internship program and identify as being part of a minority

Contribute to solving the lack of representation in the marketing industry

Bring together key industry stakeholders and get a clear picture of the lack of diversity in the industry

Develop an initiative based on a deep understanding of systemic barriers in the marketing industry endorsed by all agencies on the panel

Create a work environment where everyone is heard

Foster the conditions for 100% of our employees to describe Republik as a discrimination-free workplace

Create positive, measurable change in our community

Invest an average of 50 hours per employee annually in pro bono or «low bono» mandates (minimum of 30 hours per employee)

CULTURE*

Develop the full potential of our talents and offer an inclusive, flexible and rewarding employee experience

Reduce turnover from 33% to 25%

Offer 12 training sessions per year, attended by at least 80% of the agency’s staff

Offer each employee a defined career path

ENVIRONMENT

Measure, reduce and offset our emissions**

Facilitate the offsetting of GHG emissions from services sold to 75% of our clients

Integrate biodiversity principles into our impact service offering

*Our commitments to company culture are planned for 2023
**Note that Republik has offset its GHG emissions for the last two years (2021-2022)

Let’s continue the conversation

info@republik.ca
republik.ca

Montreal office

1435, rue St-Alexandre,
Suite 710
Montréal, QC
H3A 2G4 Canada

[LI](#) | [IG](#) | [FB](#) | [BE](#) | [TK](#)

A creative social
capital agency

Republik

