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Inspire Change Locally

To inspire a collective force for good, we focus increasingly on executing programs locally with support from global parameters and toolkits. We bring inventive new ideas to projects across the entire Edelman spectrum. This way, our 65 offices work to reach Edelman objectives, then engage with local partners to tackle their community's goals.

Local change is always driven by our employees, Edelman's core strength. And we strive to encourage local initiatives within our global universe to propel advances in learning & development, diversity & inclusion, health & well-being, and creating greener, more sustainable offices.

By motivating change locally, we catalyze a path from influence to leadership. That's a powerful story.

Breakdown of Employees per Region

	Female	Male	Undisclosed	Total
APACMEA	1,201	539	180	1,560
Canada	154	78	-	232
Europe & CIS	827	391	-	1,218
Latin America	248	96	-	344
U.S.	1,845	810	-	2,655
Total	4,095	1,914	180	6,009

Breakdown of Employees per Region

	Silent (Pre 1946)	Boomer (1946-1965)	Gen X (1966-1979)	Millennial (1980-1995)	Gen Z (Post 1995)	Undisclosed	Total
APACMEA	0	40	246	1255	1	18	1,560
Canada	0	12	64	156	0	-	232
Europe & CIS	1	71	301	845	0	-	1,218
Latin America	0	8	54	280	2	-	344
U.S.	6	171	654	1824	0	-	2,655
Total	7	302	1,319	4,360	3	18	6,009

Learning & Development

With Edelman's commitment to excellence, it's important that we demonstrate a thirst for knowledge by embracing curiosity. Through a widening array of learning options and [career paths](#), and via platforms like the Edelman Learning Institute, the annual Leadership Academy and our Global Fellows program, we enable the personal and professional growth of our employees.

Today, the Edelman Learning Institute is a corporate "virtual campus" that encompasses global online sessions, regional seminars, and core skills in-house courses. In FY16, our employees completed 134,167 training hours globally as we again achieved our goal of providing at least 24 hours of training per year to each employee.

The Edelman Leadership Academy enables our leading talent from across the globe the unique opportunity to participate in an intensive educational program conducted by Edelman executives and experts from various fields.

Our [Global Fellows](#) program sends DJE employees abroad for up to 12 months to gain firsthand experience working in different markets. This year's Fellows transferred from their regions to our offices in Chicago, Johannesburg, Mumbai, Paris, San Francisco, Sao Paulo, Shanghai, Stockholm, and Washington, D.C.

The Global L&D network is championed and supported with senior regional business leads and a network of deans from each and every office across the globe.

Diversity & Inclusion

In FY16, we continued a multiyear and multipronged effort to ensure our agency possesses a diverse workforce and an inclusive work environment that embraces a host of backgrounds, beliefs and experiences.

We established a [Diversity & Inclusion](#) (D&I) Leadership Team to map out measurable goals, priorities and actions; launched our third affinity group, Griot (a network for Edelman's African American employees and all colleagues who are interested in learning more about the community) and we will be rolling out Edelman Inclusivo, our Latino network, and our veterans' network in fall 2016. Our employee networks were instrumental in convening colleagues for town hall discussions after the shootings in Orlando and tragedies in Baton Rouge, Minneapolis and Dallas in summer 2016.

We increased internship opportunities for students of color through external partnerships, and sponsored key industry events to recruit diverse candidates; and worked to revamp our D&I training effort.

Our internal [Global Women Executive Network](#) (GWEN), first formed in FY12, was established to increase the number of women in senior leadership positions. Currently 40% of senior leadership positions are held by women, and we strive to reach 50%. We will launch of a complete program to support this goal, including measurable actions such as building a pipeline for executive recruitment, addressing unconscious bias through training, and advancing our approach to senior-level succession planning and career development.

Health & Wellbeing

At Edelman, we want to provide a safe and healthy workplace that promotes the wellbeing of all our employees. Our most recent Citizenship and Your Voice employee surveys make clear that employees want Edelman to focus on their health and wellbeing, and we're on it. Finding the right balance between our personal and working lives is key to our wellbeing journey.

Our Global HR, Wellness360 and Global Citizenship teams established a task force, developed an action plan and sent recommendations to senior leadership with the intent to put the new goals in place globally in FY17.

We are determined to create a culture of wellbeing that focuses on the physical and emotional health of us all, tailored by location to meet the specific needs of individuals, their families and their communities.

Current programs include [Edelman Escape](#), Flexible Work Arrangements and Family Leave, and [Sabbatical Programs](#).

'Wellbeing Wednesday' has been established by our UK office, to ensure that employees get updates and invitations to various wellness-related workshops, talks and activities on a regular basis.

FY16 onsite activities ranged from health checks and nutritional talks to a session on cultivating resilience. Building on this, we will be extending 'Wellbeing Wednesday' to our continental Europe markets in FY17.



Carbon Emissions (TCO2e)	FY15	FY14	FY11 (Base Year)	% Change FY15 vs FY14	% Change FY15 vs FY11 (Base Year)
Region					
US	10,307	12,030	11,225	-14%	-8%
EMEA	2,703	3,208	2,562	-16%	5%
Asia Pacific	3,510	3,295	2,074	7%	69%
Latin AM	524	509	237	3%	121%
Canada	169	139	139	21%	21%
Total Carbon Emissions	17,212	19,180	17,212	-10%	6%

Carbon Trust

On the heels of London becoming our first office to achieve the esteemed Carbon Trust Standard in FY15, Edelman as an agency became the industry’s first firm to receive the certification worldwide in FY16. The award certifies we have reduced our carbon footprint and commit to further annual reductions in the 15 global offices that represent over 70% of our total carbon emissions. To fulfill previously developed goals, in FY17 we are focusing on improving lighting energy efficiency and conducting lighting audits in those offices. We have already started this process in our Chicago, Atlanta and Amsterdam offices. In 2016, we also received a gold Ecovadis rating that puts Edelman among the top 5% of all companies evaluated by the collaborative platform, which provides supplier sustainability ratings for global supply chains.

Green Offices

In Edelman’s holistic approach to managing its overall environmental impact, we continued to make significant progress on major goals. Although our total emissions increased as a result of growth, like our recent acquisition in Colombia, by the end of FY15* we achieved an aggregate carbon intensity (per FTE) decrease of 21% vs. FY11 (our baseline year). This exceeds our hub office target by 16%. Contributing to that reduction was a 24% carbon intensity (per FTE) drop in business air travel vs. FY11. We created and distributed a Green Meeting Guide to all offices, and continued to set all office printers to double-sided default and buy copy paper with at least 50% recycled content. Fifty-eight percent of our offices conducted pick ups of electronic waste through CloudBlue and we intend to increase that number in FY17. We also launched a pilot program to reduce solid waste, paper, plastics and food in an effort to divert 50% of our waste from landfills for recycling. To understand the landscape of country-specific employee commuter benefits options, we undertook a region by region study of available programs and will use the outcomes to make recommendations going forward.

Carbon Disclosure Project (CDP)

Edelman recognizes that by measuring our environmental risk, we’re better able to manage it strategically. We want to minimize our impact where we can. That’s why we made a commitment in FY14 to report to CDP, and we submitted our first annual response in FY15. Additionally, our current and prospective clients report to CDP and expect their suppliers to do so, too. Our initial score, received in FY16, showed that we outperformed the average score in our category. We submitted our second response earlier this year and expect to receive our updated score in November 2016.

*There is a one-year delay for environmental data reporting due to the timing of our publication and our fiscal year.