

Annual Impact Report 2023

Our most impactful year to date

Plänk



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Introduction



Read about the
Ethical Web Design
Framework

I am very proud to introduce our second annual impact report. As I reflect on the past year, it's clear to me that this has been our most impactful year to date. It's not just about big leaps, but the small measures at every level of our company that have truly made a difference. Let's get going!

In August 2022, we proudly became a B Corp. You might be wondering, what is a B Corp? Simply put, Certified B Corporations are businesses that hold themselves to the highest standards of verified social and environmental performance, public transparency, and legal accountability. We are committed to balancing profit with purpose, and this journey has already been transformative for us.

One of our brightest achievements in the past year is how we've supported our team. People are at the heart of Plank's success. We've given our employees more say in how Plank functions than ever before, leading to promotions, hires, and a more diverse team. Warren and myself have worked to lift up everyone, continuing to foster an empathetic, supportive, and accountable company.

We are thrilled to report that we now have more senior women and a broader range of voices at the decision-making table. This diversity enriches our perspectives and drives positive change. Professional learning and development have remained a top priority, ensuring that our team stays at the forefront of our rapidly changing industry.

While our travel to meet clients, learn, and attend events has remained challenging, our commitment to reducing our environmental impact remains unwavering. We continue to explore ways to make a positive contribution to the planet. In a world facing war, environmental crises, poverty, and social justice issues, we believe in the power of supporting an open and ethical internet. Plank remains dedicated to making meaningful progress in this regard, and will be updating our "Ethical web design framework" in the coming year.

2023 has been a year of growth, learning, and positive change. We're excited about the future and the positive impact we can continue to make. Thank you for being a part of our journey.

With gratitude and optimism,



Steve Bissonnette
Managing Partner, Plank

Our Mission

We use our business as a force for good by inspiring purpose-driven organizations to join us in making the internet a better space for all.

We bring out the best in our people and partners, by collaboratively building meaningful websites that meet the five pillars of our Ethical Web Design Framework: Accessibility & Inclusion, Privacy & Security, Device-First Design, Development Best Practices & Sustainability, and Environmental Considerations.

We connect artists to their audiences, citizens to their communities, and information seekers with the answers they need.

Perspectives

“

As I reflect on the second year since our B Corp certification (and our 25th anniversary), I'm proud of all of the team's improvements to ensure that we continue to meet our commitment to the movement. We still have a long way to go in some areas, and I'm excited to see how we continue to make Plank a better company as we enter our next quarter century.

Warren Wilansky
President & Founder, Co-Owner



“

The past year saw us continue to invest deeply into so many aspects of our company. We're working to broaden and solidify Plank's pillars of process, finance, and collaboration. Our B Corp status has not just been a source of inspiration, but a beacon which we're heading towards, using our values as a map, and our support of each other as fuel.

Steve Bissonnette
Managing Partner, Co-Owner



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Plank's drive to be a force for good can be seen every day in the way its employees are empowered. As a member of the 2SLGBTQ+ community, it's heartwarming to be able to engage in a meaningful way - this year by participating in QueerTech conference, one of our partnership initiatives.

Sarah Christiani
Senior Business Strategist &
Strategy Lead



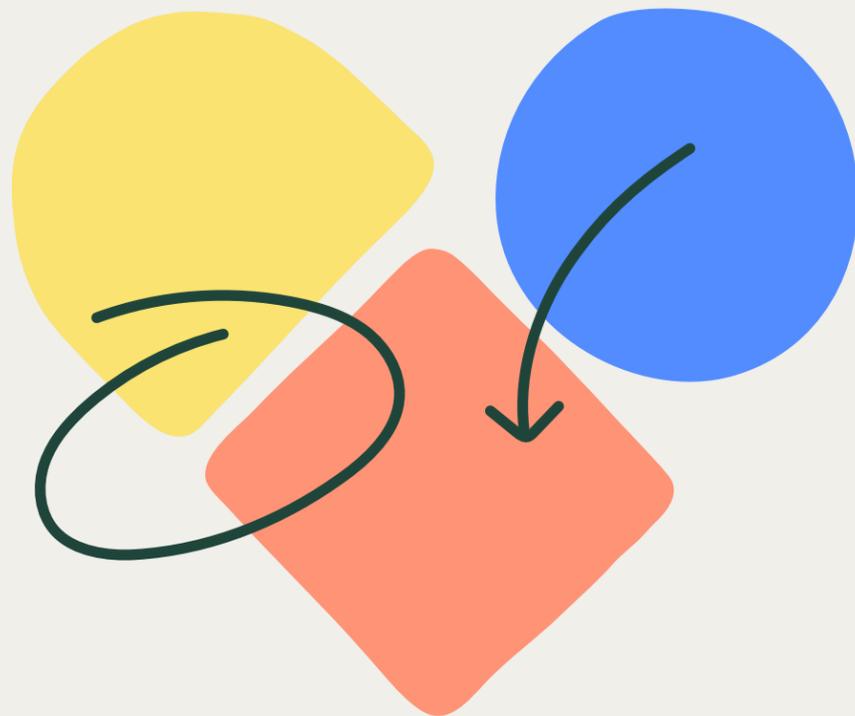
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Plank is remarkable in that it is truly a people-centric company. Beyond its hiring DEI initiatives, the company ensures that employees have the support and challenges they need to stay engaged and inspired. As the competitive tech industry evolves, Plank welcomes new ideas and initiatives from its employees, allowing them to stay sharp and at the cutting edge. New opportunities for growth and advancement are regularly being created so employees can fuel their career trajectory.

Megan McEwan
Director of UX



Committed to the success and well-being of our partners



Our clients' work inspires our own, which is why the opportunity to work on great projects with good people, important institutions, and inspirational organizations fuels us. We're committed to the success and well-being of our partners — to celebrating shared passions, solving meaningful problems, and making the web a better place.

We are thrilled to be working more and more with nonprofits and purpose-driven organizations. Our goal for this past year was to really invest into the B Corp Community and seek out projects that would allow us to contribute to and advance important community missions.

This year, we were fortunate to work on over 35 web projects with 28 clients, of which:

8

are purpose-driven organizations (28.6%)

6

are for-profit organizations (21.4%)

14

are registered charities (50%)

Income Impact

We take our work to heart because we take our client's work to heart



Since 1973, American Rivers has made it their mission to protect and restore rivers throughout the U.S. by helping their partners protect vital habitats, working with communities to reduce river pollution, securing policies that ensure clean and abundant streams of water, and strengthening the river movement. With over 300 000 members, supporters, and volunteers, they are the most trusted and influential river conservation organization in the U.S. As a Certified B Corp, we were thrilled to partner up with their team to assist in the overall improvement of their digital presence to further their vision and address the urgency of the climate crisis.

[VISIT THE SITE ↗](#)



Canadian Race Relations Foundation exists to create systemic solutions and advance public policy on anti-racism through partnership engagement, building awareness, and mobilization — ultimately working toward a Canada free of systemic racism and hate. We are proud to have partnered with them to reimagine their website to adequately support the organization's evolution and growth over the past decade as they've emerged as a national leader in the space.

[VISIT THE SITE ↗](#)



One of our newest clients, Futurpreneur, has been fueling the entrepreneurial passions of Canada's young enterprise for over two decades. They are the only national, non-profit organization that provides financing, mentoring and support tools to aspiring business owners aged 18-39. Since inception, they have supported over 17,000 young and diverse entrepreneurs, assisted in the launch of 14 000 businesses across every province and territory, and provided over \$200M in capital alongside 1:1 mentorship. Although just beginning, we are so proud to be working with the Futurpreneur team to redesign and develop a website that better supports entrepreneurs, mentors, and partners, and more accurately reflects their position as a national authority in the entrepreneurial space.

COMING IN 2024

We value our enduring partnerships



People are at the heart of Plank's success

Read more about
Pay Transparency



We believe in supporting our team to become the best version of themselves both personally and professionally, and in turn, they help make Plank a better version of itself. We have seen tremendous growth in many of our team members and see more on the horizon. In 2022, we transitioned from a company that was office-centric to a hybrid one and then a remote-first company. In 2023, we pushed ourselves to try to expand our perspectives and understanding of what it means to support a team without the need or intention of them ever coming to the office.

We continue to have **96% of our team at full-time status** and have pushed to make as many of our benefits open to all employees as possible.

Competitive Pay

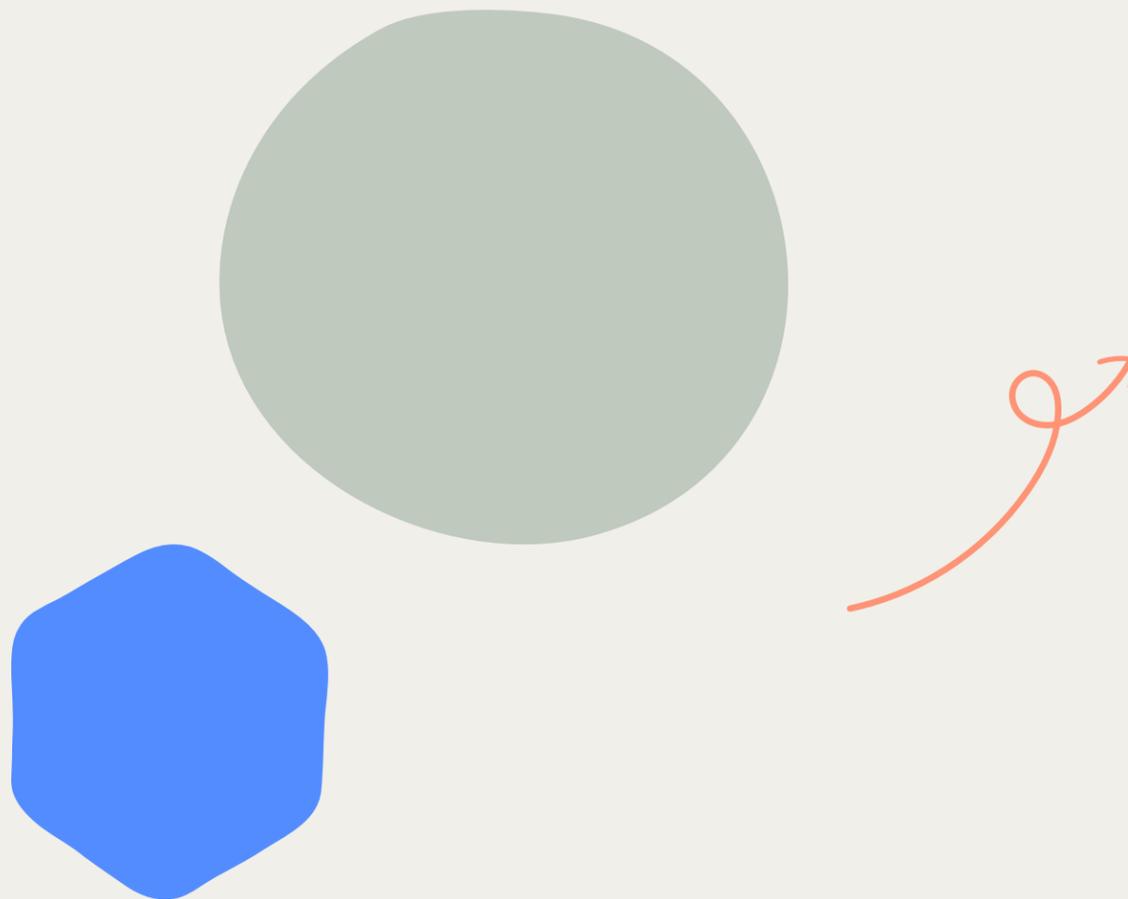
Offering our team competitive pay remains one of our top priorities, along with maintaining a great work-life balance. Our Operations team regularly reviews our salary bands and where our team is within them to make sure the team is paid well and equitably. Beyond salary, Plank continues to offer a VRSP contribution match as well as profit-sharing based on our success over the year.

Hiring

We are proud to say that our hiring process continues to improve every year. We have stood by our “everyone gets an email” philosophy, ensuring that no one who applies to work with us is ever left in the dark about their position in our hiring process. We have seen two new members join our team, Oluwatosin Ogunniyi and Sarah Christiani, and continue to promote our practice of sustainable hiring.

Professional Learning & Development

Now in its second year, our learning and professional development program, Plank+, continues to offer our team great opportunities! This year, eighteen of our twenty-seven team members have participated in at least one of nineteen projects. These have varied from open-source contributions to upskilling to attending conferences in 5 different countries.



reactjsday 2022 - Verona
Front End Team, October 2022



QueerTech Qonference - Toronto
Luke, Megan & Nasouh, November 2022

Awwwards Conference - Toronto
Creative Team, May 2023

Project Management Institute Local Meetups - Saskatoon
Jason, 2022-Present



Bootcamp for the Arts - New York
Strategy Team, October 2022

Smashing Con - San Francisco
Megan & Eyel, May 2023

Laracon - Nashville
Web Applications Team, July 2023

WordCamp US - San Diego
Dave & Warren, August 2023



Owner Camp - Costa Rica
Steve, November 2022



WordCamp EU - Athens
Christina, Dave & Warren, November 2022



Project Management Institute - Stockholm
Project Management Team, March 2023

Girl Power: An Improved Strategy Team



In August, we hired a Senior Business Strategist and Team Lead to level up our Strategy team. The team's broad mandate is to fill our pipeline with opportunities to help us reach our financial goals, while providing interesting work for our developers. At Plank, we are thoughtful in which projects we pursue; we don't simply want to bid on everything that comes our way. We want to ensure we can build strong foundations with our clients, become trusted partners and choose meaningful projects that allow our wider team to grow and hone their skillset.

A new key team member

Filling this role is **Sarah Christiani**, who has over 12 years of experience in business development, proposal management and marketing. Having Sarah in this role has allowed Warren the time to focus more strategically on gathering interesting opportunities, building meaningful relationships with our existing partners and continuing to grow awareness of Plank. Sarah will also contribute to Plank's ongoing commitment to having women in leadership and senior positions.

As Plank looks to Fiscal Year 2024 and beyond, we are excited about what is on the horizon. The newly structured Strategy Team, which includes Paisley as our Senior Business Strategist and Felicia as our Strategy Coordinator, is being set up for success and beginning to shift gears as we work towards stretch goals to grow our portfolio.

Our Team

VRSP

88%

of eligible team contributing with
50% Plank match
(350k saved since 2019!)

SALARY

+9.32%

average increase (Y over Y)

TEAM

2 hires

1 departure

26 people (+4 for the year)
19% turnover

GENDER PAY EQUITY

Equal roles =
Equal Pay

Pay Bands
Transparency
Oversight

PLANK+

\$3000

dedicated professional development
budget per employee

Embracing diversity with purpose

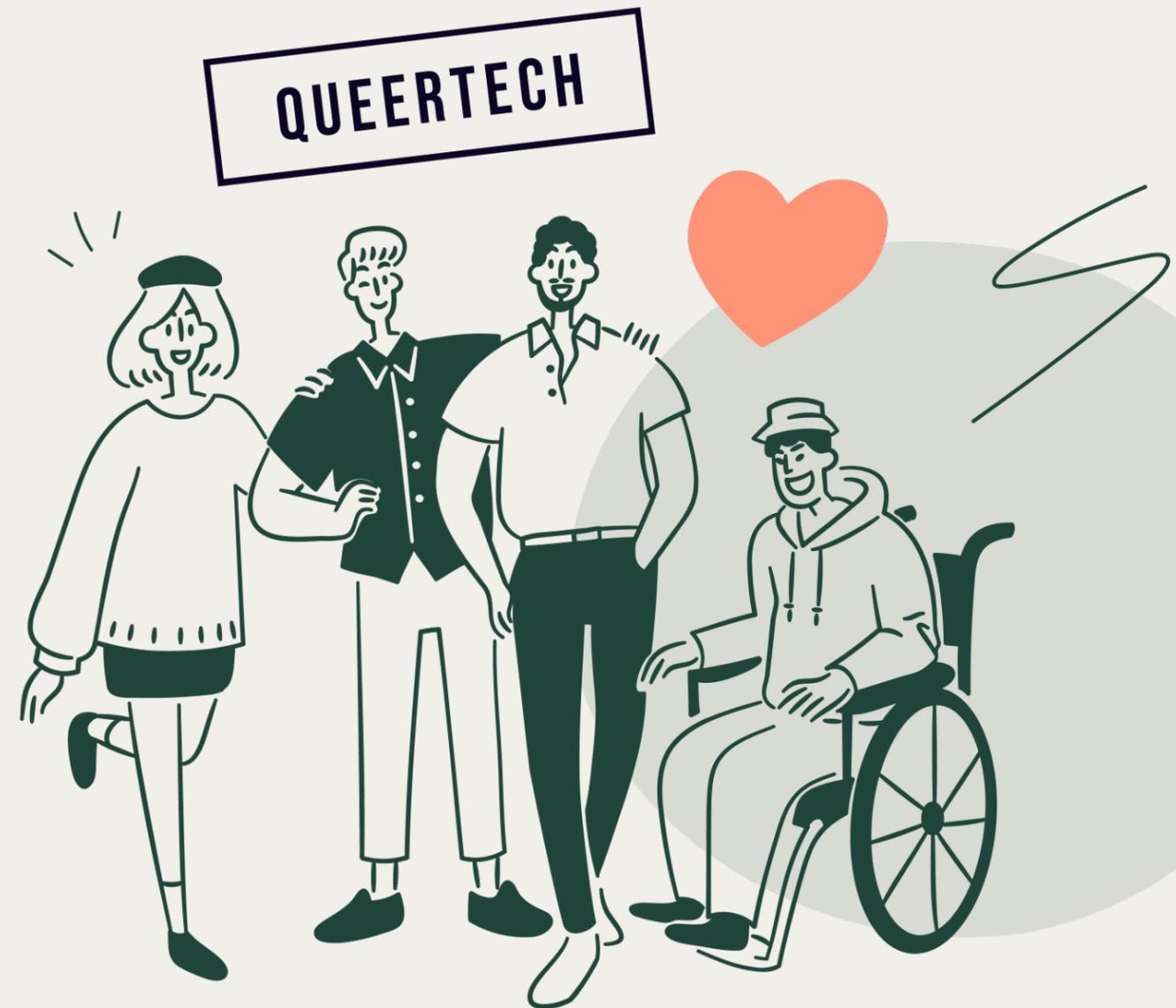
In our commitment to advancing diversity, equity, and inclusion (DEI) efforts, Plank has invested significant time in building partnerships with external organizations. We recognize that true progress in DEI requires breaking out of our internal bubble and actively engaging with external communities. To achieve this, we are dedicated to creating and nurturing relationships with community groups and organizations that reflect the diverse backgrounds of our team members.

Building partnerships

This year, our focus was on establishing a partnership with QueerTech, an organization based in Montreal with a mission to queer the tech ecosystem by dismantling barriers, creating inclusive spaces, and fostering connections within the 2SLGBTQ+ community. As a corporate sponsor, we gained access to events and actively immersed ourselves in the QueerTech community. Notably, we participated in the QT Conference in Toronto on November 1st and 2nd, 2022.

Post-conference, our involvement extended to various events, including a pride charity fundraiser where Plank donated approximately \$400 worth of tickets for our team to attend. Additionally, we engaged in the inaugural QT Access mentorship program, contributing through guest speaking and mentoring both during and after the program.

Our biweekly DEI meetings, initiated last year, continue to thrive, with an increasing number of participants from different teams. Looking ahead, our goal for the next year is to build on this momentum and potentially establish a dedicated DEI committee. This committee will be entrusted with driving and sustaining initiatives that hold particular significance for us.



Diversity, Equity & Inclusion

GENDER AT PLANK

48% Female

48% Male

4% Non Binary

total of 27 people during FY23

LGBTQ SUPPORT

4

events attended

ETHNICITY

81.48% White

7.41% Mixed

3.7% Hispanic

3.7% Black

AGE

36.2 years old

Youngest: 25 years old
Oldest: 52 years old

WOMEN IN SENIOR POSITIONS

8 of 13 (61.5%)

29,6% across all employees in 2022

Nurturing our workers and our workplace

Human Resources and Operations at Plank has gained substantial momentum over the past year. From building on our previous accomplishments to assessing new ways we can improve our culture, working environment, tools, and systems, Plank is seeing a steady change in the way we work.

Our goals this year have been great clarity and understanding of our systems as well as working on centralizing and simplifying the way we work. We strived to make the Employee Experience as streamlined and accessible as possible. Though we still aren't quite where we want to be yet, we've made great progress and will continue to push forward.

Health & Wellness

We are thrilled to see that our team's health and wellness initiatives have been so successful over the course of this year. Our Work From Anywhere & Wellness benefit has increased its utilization by 52.89%. We hope to see continued growth and enthusiasm for these programs as we move forward. To ensure this happens, we will continue to review the needs of our team in an effort to shape our policies to support them in the best ways possible.

Supplier Policy

Historically, Plank's network of suppliers, contractors, consultants, and partners has been built on trust. While we are mindful of the clients we choose to work with and the people we hire — based on value alignment, expertise, and overall fit — we have come to realize this year that, as a Certified B Corp, we need to be more thoughtful and transparent about the selection process for suppliers as well.

In the coming year, we will be rolling out a formalized supplier policy to ensure that the suppliers we choose to work with meet certain social and environmental standards with an emphasis on respect for people and the environment as well as practices that are ethical, transparent, and responsible. Not only will this diversify our supplier network to be more inclusive, it will also ensure that we are working with mission-driven organizations and amplifying our company's impact in creating a more just future for all people and the planet.

Human Resources & Ops

WORK FROM ANYWHERE &
WELLNESS BENEFITS

52.89%

increased utilization

SATISFACTION

63.5%

average eNPS score (4 surveys)

WELLNESS

132 (approx.)

hours of private yoga

PERSONAL TIME OFF

486 days

approx. 486 days + 260 holidays

WELLNESS BENEFITS

88.89%

utilization



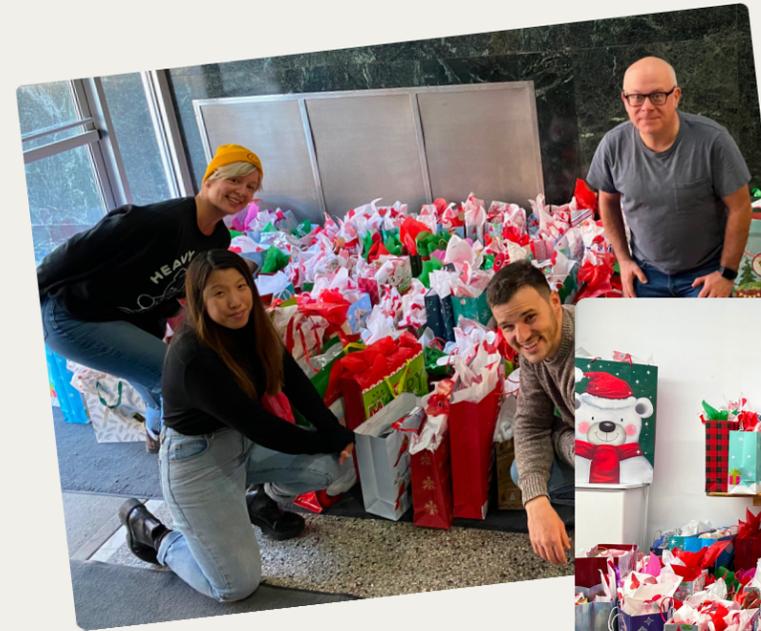
Bringing a ray of light to those in need

Although Plank has always placed emphasis on giving back to our community, we have shifted our focus this year to support and give back in inspiring and effective ways that are most meaningful to our team, our partners, our clients, and our community at large. We always make sure to bring our values into every interaction within our community — be it charitable, knowledge-sharing, or even managing partnerships with contractors and consultants.

Carolyn's Community

For the second year in a row, Plank is incredibly proud to support Carolyn's Community (formerly Carolyn's Toy Drive). For more than 20 years, this holiday toy drive has been supplying toys to thousands of children, teens, and mothers in women's shelters, group homes, refugee centres, and other organizations around Montreal. Led by Plank's Senior Business Strategist — also referred to as one of Carolyn's "Head Elves" — our team collected and purchased 214 brand-new toys for children to receive during the holidays.

Since introducing a policy last year to open up our office space for community events and supporting community outreach programs, we turned half of the office into "Santa's Workshop" once again to pack, organize, and store all of the gifts until they were dropped off at the shelter. We look forward to supporting this initiative next year and continuing to increase our team's contributions for years to come!



Supporting organizations that strive for positive change

One initiative that we are proud to continue launching year over year is **Plank Gives Back (PGB)**, our pro bono effort in which we offer our digital expertise to organizations that strive for a positive change in their communities.

Because our team was so inspired by Carolyn's work in and around the Montreal Community, we decided to take it a step further this year to help support her in her journey to becoming a registered non-profit. We have seen the powerful impact Carolyn's Community has had in Montreal and we were extremely passionate about bringing her work to a bigger audience through a digital presence, which is why she was selected for our 2022 PGB project.

Over the past year, a few members of our team worked with Carolyn on:

- Organizing Hack Days to set the groundwork for the project, get the creative juices flowing, surface goals and complexities, and come up with effective solutions to the challenges she was facing day-to-day without a brand or a website.
- Creating a meaningful brand identity that represents Carolyn and the impact and diversity of the work she does alongside her team of volunteers.
- Developing a content strategy with consistent messaging to better represent the various initiatives she leads across her new website and social platforms.
- Designing and developing a website to consolidate all of her initiatives under one roof, expand her organization's reach and exposure, and create a more centralized communication system for those she supports and those who want to get involved.

Check out our rebrand and new website for Carolyn's Community



LAST YEAR'S IMPACT

Thank you to all of our generous donors and dedicated volunteers

4,473

gifts for children

1,953

gifts for women

200

gifts for men

In total, we were able to provide **6,548** gifts to **71** women's shelters and smaller organizations in **2022**.



The result is a beautifully designed 5-page website with fresh branding to expand the impact of her initiatives on the community she serves.

How we get involved



Diversity & Inclusion Mentorship Program

In 2023, we decided to start working on bringing back our Mentorship Program as a way to offer recent boot camp graduates, as well as other members of the community, valuable insights into agency life so they can be better prepared for their first job in our industry.

Our goal is to make a program that is better structured so we can offer an exceptional experience to everyone we speak with. We ran the idea by some of our partners and were met with a lot of enthusiasm. We will continue to ask them for feedback to make sure we are making a program that gives their graduates and members the most valuable insights possible. We aim to launch our new and improved Mentorship Program in 2024.

Volunteering

We are always looking for inspiring and effective ways to support the communities in which we work and live in, which is why we continue to encourage our team to find causes and organizations they are passionate about and to spend some time during work hours to help out in any way they can. Over the past year, our team contributed 4 days (28 hours) volunteering for various organizations in their communities. While we expected more utilization of the community service paid time off across the board, we are proud of our team's contributions since introducing this initiative in July 2022.

In our efforts to increase Plank's community involvement in the coming year, we are looking into potential modifications to our volunteering policy based on the team's feedback and interest. We are currently assessing new systems to allow for more volunteer opportunity engagement. We are also now in the process of putting together an extensive list of organizations with volunteer opportunities to inspire and encourage the team to get involved when they're not sure where to go. In the coming year, we will continue to find more ways to increase the team's volunteer contributions and engagement with a diverse group of organizations within the community.

Giving back to those who give back

Charitable Giving

Our charitable efforts mirrored those of the previous year, with a notable shift towards donating time rather than money. This aligns with our commitment to making a meaningful impact in our community. We still donated some funds to organizations that might be in need of financial assistance instead of our time. Notably, we contributed \$1,639.90 to organizations supporting Indigenous communities in observance of National Truth & Reconciliation Day, emphasizing our dedication to social responsibility and cultural awareness.

In our ongoing effort to reduce electronic waste and support local organizations, we continued our tradition of donating retired equipment. This year, we provided The Montreal Fluency Centre with two additional screens, reinforcing our commitment to environmental sustainability and community investment. We also donated an older MacBook Pro to one of our former mentorship program attendees when they had a critical laptop failure. Furthermore, we maintained our support for various causes through both in-kind and financial contributions via our Hardware Buyback Program. This initiative allows employees to purchase their old laptops upon upgrade, or, alternatively, these laptops are made available in our annual “Old Hardware Sale.” Proceeds from these sales, amounting to \$1,750.00 for the fiscal year ending 2023, are allocated to a pool of charities chosen by our employees.

Our philanthropic activities for the year were not just about financial contributions but also about fostering a culture of giving and community engagement within our team. By involving our employees in these decisions and focusing on both environmental and social causes, we continue to use our resources to support and uplift our community in diverse and impactful ways.

Contractors & folks who help us

We have always valued commitment in partnerships. We have worked hard to create fair and equitable real relationships with those who help us with all the things it takes for Plank to function. In 2024, we'll also introduce the Plank Partners Initiative. This will be a transparency drive, demonstrating our commitment to fair and equitable relationships with our partners. We've always ensured to pay our partners fairly, and now we're taking it a step further by openly sharing how our collaborations function, reinforcing trust and integrity in our business relationships.

PLANK GIVES BACK

105

estimated hours for 2023

CAROLYN'S TOY DRIVE

214 toys

worth total of \$5 350

VOLUNTEERING

200+

hours planned for 2024



Sustainability isn't a dirty word



Benefits of WFA

In 2023 we have solidified our commitment that Plank is a stronger company when our employees can work from anywhere. We officially moved from a “Work from Home” policy to a “Work from Anywhere”. This gives the team the option to make choices about their work environments, and continues to empower everyone to lessen their environmental impact around unnecessary travel. As we noted last year — our main office is rented and we have very little control over its environmental impact in terms of energy, water, and waste.

Purchasing & Suppliers

In 2023, we wrote a post about our impact in running a company that has a physical office, employees working from home across Canada and around the world, and buys technology/ products and services to support us and our workspaces wherever we are.

Read about our Sustainable Suppliers

A brand new Plank

Last spring we unveiled new Plank branding. This has an environmental impact that wasn't lost on us. We produced shirts and sweaters, stickers, small promotional items, new banners, and a host of other supporting marketing material.

We have done our best to not waste older promotional items marked by our previous logo and colours. We have donated some of these, but have learned a lesson for this next generation of items: moving forward, we'll attempt to produce more on demand items. We're using QR codes to allow the team, partners and clients to choose single items which they will enjoy and will therefore less likely become waste. We're setting up an online platform for our team to choose items that are customized for them, instead of ordering a preset number of items.

On demand creates its own set of issues, it takes more energy to make one of an item, and more CO²e is created in shipping. It also has the potential to reduce our choices in products and materials. We'll be watching all these issues carefully and making balanced sustainable decisions as we move forward.



Plank across the globe

In 2023, our team traveled a lot. We easily got back to pre-covid levels of travel and perhaps surpassed them. While we have a lot of room to improve this aspect of the company, we have made sure that the travel was valuable for employee growth, strengthening client partnerships, and putting ourselves into new environments that would not be possible virtually.

Let's get into the numbers...

Estimated number of trips and mileage:

The Plank team took an estimated 133 trips between August 1, 2022 and July 31, 2023. From the shortest drive across town to attend a local meetup, to a long haul flight between Montreal and Italy, we've tried to capture as much as we could.

Our data is broken down into Long (greater than 3 500 km), Medium (between 200 and 3 500 km) and Short trips (under 200 km). All fuel sources were petroleum based as far as we can tell.

Only a few of our flights this year were "carbon offset" at time of ticket purchase. We have not factored these into our data as it was a test this year to learn how this works, how effective it might be, and research the actual impact. Not all carbon offsets are created equal, and we'll be continuing to purchase these next year when it makes sense.

Total trips by transport type



278 690 km



25 040 km



4 336 km

TOTAL KM

308 066 km

Our Travel in Numbers

Means of Transport	Distance Qualifier	Distance km	CO ² e emissions per passenger km/g	Converted to kg CO ² e
Flight	Long	220 540	33 081 000	33 081
Flight	Medium	58 150	9 071 400	9071,4
Flight	Short	0	0	0
Train	Long	0	0	0
Train	Medium	24 590	467 210	467,21
Train	Short	450	2700	2,7
Car	Long	0	0	0
Car	Medium	4120	704 520	704,52
Car	Short	216	33 696	33,696
		308 066	43 360 526	43 360.526

What comes next

While we feel we've been fairly thoughtful and careful about travel, we know we can continue to improve. In the next year we'll be looking at:

- Air travel with certified, high-impact carbon offsets for all flights
- With extremely low CO² emissions we'll be asking our team to use rail more often
- Renting electric cars whenever possible for ground transport at remote destinations
- Continuing to promote local green travel for our team: Shared bikes, metro, bus, LTR, and walking.

Estimated Total travel carbon footprint:

43,360 kg CO²e or **47.7 tons CO²e**



References for Carbon Footprint of Transportation Options

Means of transport	CO ² equivalent emissions per passenger in km
	Short Flight - 255g Medium Flight - 156g Long Flight - 150g
	National Rail - 41g
	Medium Car (Gasoline) - 192g Medium Car (Diesel) - 171g Gasoline Car (Two Passengers) - 96g Medium Electric Vehicle - 53g
	Bus - 105g
	Medium Motorcycle - 103g
	Ferry - 192g

SOURCE ↗

References for Montréal/Toronto Trips

Means of transport	CO ² equivalent emissions per passenger in km
	186 kg CO ² e
	55 kg CO ² e
	104 kg CO ² e
	25 kg CO ² e

SOURCE ↗

It could have been an email!

Virtual Meetings

We remain committed to great virtual collaboration, recognizing its critical role in today's business landscape and its benefits on lowering travel. Virtual meetings still have a small environmental energy impact, but it is far less than jumping on a plane.

We've significantly upgraded our Zoom technical setup within the Plank office using suppliers from our list. These advancements are designed to facilitate larger group meetings and ensure that remote participants have a more engaging and impactful presence. We have also promoted the use of Slack Huddles amongst our team. This initiative encourages quick, friction-free collaboration, allowing for spontaneous discussions that mimic the ease of in-person interactions.

Additionally, we are diligent in conducting quarterly meeting audits. The purpose of these audits is to ensure that our virtual meetings are productive and progressive, rather than falling into a pattern of redundancy. By continuously evaluating our meetings, we strive to ensure that each one adds value and propels us forward, reflecting our commitment to innovation and continuous improvement in our operations.

Virtual Events

We have a problem with virtual events. Virtual conferences have been mostly unengaging, meetups have lacked the spontaneity we all value, and the focus is often just not there amongst all the attendees.

We are continually looking for ways to improve the impact these bring us so we can offset the environmental impact of travel. Unfortunately most of the events, large and small, attended by our team last year were not great.

Our stand on this from an impact perspective is that, if we're going to travel to events: we carefully research and lessen the impact when possible. We stay close to venues, use efficient ground transport when it makes sense, and try and make trips multi-purpose to add to their value.

Less disposal, more renewal



Recycling

We consistently reduce waste through creative upcycling, rigorous recycling, and responsible disposal, affirming our pledge to environmental sustainability.

Our successful employee buyback program allows staff to purchase retired older laptops, screens, electronics, and office equipment, which has achieved a nearly 100% rate, reducing electronic waste effectively.

Collaborating with a friendly local yoga studio for Earth Day, we gathered four bags of old electronics from our team, preventing numerous outdated items from ending up in landfills.

Food Waste

Our main Montreal office currently does not have any kind of composting or food waste collection. We continue to advocate for service in our borough, even writing to the Mayor of Montreal directly on Social media.



Looking Ahead

To 2024 and beyond...

Our journey towards improving our environmental and social impact is ongoing and incremental. We are grateful that our team, clients, partners, the broader community, and stakeholders are increasingly aligning with us. Together, we understand that our business serves a greater purpose beyond profit.

Looking ahead, 2024 promises to be a year of continued positive change, building on the wonderful momentum we've gained in 2023.

Ethical Web Design Framework

We will launch an updated version of our framework to guide more ethical design practices.

New Supplier Policy

We will diversify our suppliers, focusing more on local and sustainable options and exploring on-demand solutions to minimize waste. We will also place more emphasis on the operational impact and business model of our suppliers when making partnership decisions to ensure value alignment and DEI practices.

B Corp Community Engagement

We aim to strengthen our involvement and make significant contributions within the B Corp community.

Transparency in Compensation

We will promote transparency in how we compensate our team, as detailed in our LinkedIn article Impact of Pay Transparency.

Deepening DEI Efforts

We are committed to enhancing our Diversity, Equity, and Inclusion (DEI) initiatives. This will include more frequent bi-monthly DEI group meetings, mentorship program improvements, allyship training, and stronger partnerships to support DEI.

Plank Partners Initiatives

In 2024, the Plank Partners Initiative will launch, showcasing our dedication to transparency and fair dealings with our partners by openly communicating the workings of our collaborations.

Plank Gives Back

We will explore innovative ways to invest our time and resources back into the community through our 'Plank Gives Back' initiatives.

Carbon Neutrality Goals

We will work towards achieving carbon neutrality in specific areas of our operations.



Read more about
Pay Transparency

We are excited about what's ahead and deeply appreciate your support



Plank

plank.co



2022 was the year our printer took retirement - let yours have a well needed rest and read this report digitally instead.