



Expanding our positive human
impact through uncertain times.

Avanade Corporate Citizenship Annual Report FY20

Expanding our positive human impact through uncertain times.

Rethink. Drive innovation and progress.

Message from Pam Maynard, Avanade CEO

Avanade is, to its core, a human enterprise. Every day, we strive to make people's lives better through technology and innovation. One of my first actions when I stepped into the CEO role one year ago was to cement Avanade's purpose: To make a genuine human impact. This was before anyone could have imagined what 2020 held in store.

Our commitment to changing people's lives has grown stronger as the world has faced unprecedented challenges and changes, starting with COVID-19 and the ensuing economic impact, and continuing with the social unrest that surfaced after George Floyd's death. While none of us has a clear roadmap through this historic time, we've been advising our clients, our partners and our team to: **Rethink. Respond. Reset. Renew.**

We've been applying this same framework to our partnerships with clients and our corporate citizenship activities.

We are helping nonprofits rethink how they can continue to provide their much-needed services when daily operations have been upended. We're working with other partners to take a new look at how their organization is poised for long-term growth and success.

Throughout these pages, you'll see stories of how we're living up to our purpose and weaving citizenship into our business and our daily lives. This has been our strongest year in citizenship yet, which is a testament to our purpose, our passion, and our people.



Our commitment to changing people's lives has grown stronger as the world has faced unprecedented challenges and changes.

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Investing time in our communities



More than **11,200 volunteer hours** logged in FY20, a near tenfold increase over the previous year.



Approximately **1,600 employees** tracked volunteer time during the recent fiscal year.

Our people are always finding ways to share their time and talents to benefit others, especially during the global pandemic.

To support and encourage people to respond to the crisis, we expanded our eight hours of paid volunteering to unlimited time and expanded the scope of what people could do. “We want people to have the freedom to help an elderly neighbor get groceries, to organize a food drive or even donate blood, for example,” explains Heba Ramzy, Director of Corporate Citizenship. “We have been excited to see the passion and creativity in how Avanade people have stepped up during the crisis.”

This year, we created the [Avanade Citizenship Champ Network](#) to help engage people locally and give them more opportunities to get involved as a volunteer and grow as a leader. People at any level of the organization can take on a role — in addition to their “day job” — that encourages them to get involved with causes they believe in while inspiring others to do the same.



Families collecting refurbished computers from Avanade and InterConnection



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“In Australia, we have about 15 to 20 people that we work with across the three streams aligned to Avanade’s global corporate citizenship agenda,” explains Avanade Corporate Citizenship Executive Sponsor Carol Gobby.

“We focus on the youth stream by bringing coding and design thinking into schools and by working with Swinburne University to support STEM scholarship opportunities for women. We have Avanade Gives, where we volunteer and cook for homeless people working with OzHarvest, support Cancer Council with the Biggest Morning Tea and recipe book, donate presents for disadvantaged children at Christmas time working with The Smith Family. We also just started donating our recycled computers to indigenous people with our partner Many Rivers. Our third stream of activity supports digital transformation for non-profits, and there we work with Microsoft.

“We are always thinking about how we can innovate,” Carol continues. “One example is an app we built to help our people log their volunteering hours more easily. Of course, we do this in our spare time because we have a passion for making a human and social impact.”

Avanade employees go to great lengths to apply their passion to causes that matter to them, from cancer research to local foodbanks. Some examples of our employees’ dedication to making a positive impact are shared throughout this report.



“We want people to have the freedom to help an elderly neighbor get groceries, to organize a food drive or even donate blood.”

Heba Ramzy
Global Citizenship Lead, Avanade



Our volunteers supported nonprofits in our local communities



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“Taking a day from your everyday life”

Pre-COVID-19, **Garry Newton**, Advisory, U.K., and a team of Avanade volunteers participated in a 24-hour bike ride at the London office to raise money for WaterAid, a charity whose mission is to ensure everyone has access to clean water. Staying up for 24 hours was quite tiring but knowing that it was for a good cause gave Garry the extra boost he needed to finish. “To me, volunteering is about taking a day from your everyday life to give something back,” says Garry. “It’s a great way to meet new people within the business, support charities and to give back to your community.”

“Understanding the challenges others face”

Reymond Edlin, Senior Analyst, Singapore, helped people rehabilitate their homes with Habitat for Humanity and prepared food at the Willing Hearts Soup Kitchen. “Volunteering is an opportunity for us to give back to the community and to understand the challenges faced by different groups in society,” says Reymond. “Kudos to Avanade for being socially responsible and making a difference in the community, and to the Avanade Gives program for matching our personal donations!”

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Developing the **next generation** of STEM professionals



99 [Avanade STEM Scholars](#) in 13 universities in 10 countries.



10 Avanade STEM Scholars have joined Avanade post-graduation.

Five years ago, we set out to help close the gender gap in technology. Since then, our Avanade STEM Scholarship program has offered nearly 100 young women financial coverage to pursue degrees at accredited universities around the world.

In addition, Avanade supports each student throughout her studies with mentoring, internship opportunities and exposure to the work we do. Some join the Avanade team upon graduation; all continue to benefit from the strong network of mentoring and support from our people and fellow scholars.

We will continue to grow our scholarship program with plans to expand into Australia in the coming year. We also actively support all facets of diversity, including racial equality. While our scholarship program has always served a diverse group of young women, we're stepping up our effort by adding designated scholarships specifically for women of color.



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Our commitment to nurturing more STEM professionals extends beyond our Avanade Scholars program and into internships and collaborations with universities.



40 students mentored by Avanade employees.



120 students from 39 universities attended [FUEL: Innovation, Leadership and Technology Conference](#)

Each year, we bring our STEM Scholars and interns together for [FUEL: Innovation, Leadership and Technology Conference](#). While shifting the event to virtual this year demanded significant redesign, planning and coordination, doing so enabled us to open it up to more participants. We were able to translate the value of FUEL into a virtual medium, bringing together inspiring speakers, networking opportunities and the ever-popular hackathon. This year's FUEL featured a five-day Avanade [U.S. Instagram takeover](#), which allowed interns to share their perspective on the event.

For the hackathon, virtual teams had five days to create technology solutions in three categories: Inclusion and Diversity, Environmental Sustainability and Workplace. All hackathon team members were given the opportunity for mentorship from the emerging tech team, as well as support to build prototypes and share them on the premier ideas showcase shared between Avanade, Accenture and Microsoft.

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“Being recognized by a large company and being given a unique opportunity made me have more faith in myself,” says Jasmine Coleman, Avanade intern.

2020 FUEL Hackathon Winning Teams

Inclusion & Diversity

Universal Voice of the Unheard applied innovation to help the underserved deaf community.

Environmental Sustainability

Recyclify zoned in on the need to change behavior using persuasive technology.

Workplace

Guard Up leveraged innovative technology including Data and AI to create human and business impact.

Popular Vote

Free Cycle created an app that gave users suggestions on how to reuse and recycle products to reduce waste.



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Respond and reset. Navigate a rapidly changing world.

**Message from Stella Goulet, Avanade CMO and Chair of the
Citizenship Council, and Innes Grant, Avanade Global Nonprofit Lead**

The idea of inspiring and caring for each other lies at the heart of nonprofits, which are a focal point of our citizenship program.

When COVID-19 changed our world overnight, the nonprofit sector was confronted by several immediate and dramatic shifts — the move to working from home, the threat of reduced funding during an economic downturn and an increased demand for services. Based on our work with the NetHope consortium and our own Tech for Social Good business, we're aware of the limited technology capabilities of many nonprofits, which often defer investment in infrastructure to maximize their impact for people in need.

Without knowing how long the world would be affected by the coronavirus — along with the subsequent economic challenges and social unrest — we focused not only on responding to immediate needs, but also on helping nonprofits reset their processes and technology systems to navigate a changing world. Our people continue to draw upon all their talents — knowledge of the Microsoft suite, comfort with virtual collaboration, agility, creativity and the ability to deliver quick and lasting value — to change things for the better for individuals and groups affected by COVID-19.



Helping
nonprofits reset
their processes
and technology
systems to navigate
a changing world.

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Enhancing the impact of nonprofits through **digital innovation**



Became a trusted advisor to **32 nonprofit organizations** across 50+ projects in our first two years.



Created a digital tool for **24 Goodwill stores** in North America to accept item donations faster and more efficiently.

Two years ago, Avanade ramped up our work with nonprofits in two significant ways. We launched Tech for Social Good, a new business within our organization to work directly with nonprofits, and we became a founding member of the NetHope Center for the Digital Nonprofit.

At the time, CEO Pam Maynard said, “The social sector, nonprofits and NGOs face many challenges and are typically behind in the adoption of digital technologies, and that is where Avanade, partnering with Microsoft, can really help.”

Through Tech for Social Good, Avanade is becoming a trusted partner to nonprofits and delivering technology on the Microsoft platform to help transform the sector.



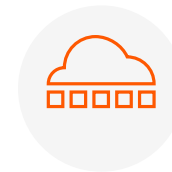
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We work with individual organizations on their unique technology challenges while also building tools and assets for a sector that values sharing and reuse.



Built a mobile app for the **Felix Project** in London, which enabled volunteers to supply more than 1,000,000 meals each month to those suffering from food poverty.



Completed phase one of a massive technology infrastructure project for **Answer ALS** that will help researchers collaborate globally on insights and treatment for this debilitating and deadly disease.

“One of the big hallmarks of the nonprofit sector—unlike most commercial organizations—is the willingness and appetite to share best practices and IP (intellectual property) for the benefit of other nonprofits,” says Innes Grant, Avanade’s Global Nonprofit Lead. “We’re really about leading with several of our best offerings and landing that IP in the market for the benefit of the sector.”

Avanade is helping foster that open exchange of ideas and innovation through client work, our own research and IP development, and as a founding member of the NetHope Center for the Digital Nonprofit.

Each year, NetHope brings forward-thinking nonprofits together with technology experts to explore ways that digital innovation can increase an organization’s impact. In October 2019, Avanade invited Dr. Kristine Dery from the MIT Center for Information Systems Research (MIT CISR) to attend the NetHope Summit in Puerto Rico. Dr. Dery previewed research results around how [nonprofits are addressing future readiness](#).

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“We think of the workforce as being just about people,” says Dr. Dery.
“But as organizations transform, we need to think differently – about the ‘force of work,’ or all the things that will be delivering work: people, machines, AI, robotics.”

Dr. Dery’s words came to life as COVID-19 instantly changed the way people work while also radically shifting priorities for local, regional and global economies. No one was ready for the future realized by the pandemic, but individuals and teams within Avanade and across its network of partners mobilized quickly to develop Artificial Intelligence (AI) tools that could help bring order amidst chaos. From virtual agents to help manage patient flow in hospitals in Catalonia, Spain, to modeling virus spread in Italy and participating in a ventilator challenge in the UK, Avanade people jumped with skills and vision to make positive contributions.

Several Avanade leaders pulled together the people and ideas that had emerged in the early responses to COVID-19 as a foundation for AI for Human Impact. The group is a community that extends beyond Avanade.

“We’re bringing together our global partner ecosystem to see what we’re each doing and what we could be doing together,” explains Jed Khan, Avanade Global Data & AI Lead-Partner Ecosystem.

“From helping decommissioned oil rigs spark new coral life to working with the Royal Air Force to tell the Battle of Britain story from the perspective of active LGBTQ military personnel, AI has the potential to further humanity. We’re excited about creating, discovering and sharing these stories as part of a community committed to doing good.”



“We’re excited about creating, discovering and sharing these stories as part of a community committed to doing good.”

Jed Khan
Global Data & AI Lead-Partner Ecosystem,
Avanade

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Finding comfort – and competition – in a cuppa

Avanade Australia enthusiastically joined the Cancer Council Biggest Morning Tea event, which encouraged people to join a virtual “cuppa” to raise funds for the organization, which spans everything from research to family support. The team put a special twist on it, challenging people to create their best tea party fare and submit recipes (with donations) to a cookbook. A sign of how intense the competition was: second place went to elaborate hummingbird cupcakes with dehydrated pineapple flowers. This confectionary masterpiece lost to a smorgasbord of pastries and treats.

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Unlocking **boundless potential** with Junior Achievement



More than **1,000 Avanade people** dedicated **3,700+ hours** to volunteering with JA.



More than **1,500 JA employees** trained on Microsoft Teams and Office 365.

Avanade's global partnership with Junior Achievement (JA) helps us advance our goal of helping youth and communities achieve their potential through digital innovation. Avanade people mentor individual students, volunteer in groups, participate in JA's cornerstone events and work on technology innovation.

As the [global technology partner for Junior Achievement](#), we built a modern data platform that gives the organization quick and easy access to the information that is the lifeblood of the organization. Previously, JA's data was housed in disparate systems, each with its own maintenance challenges and limited ability to communicate with one another.

"Non-government organizations (NGOs) historically don't use data, partly because they haven't had access to sophisticated data tools," says Asheesh Advani, CEO, Junior Achievement Worldwide. "In partnership with Avanade [we can] take all the data we collect from our offices around the world...and present it in an actionable way."



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JA's new data platform, powered by Microsoft technologies, can generate meaningful business intelligence to help shape strategies and plans.



50,000+ youth
reached through
JA events in Europe.

Self-service reporting gives local offices around the world and the global team access to information on how many students are participating in each program, which programs are most successful and which events tend to attract the most support from benefactors. We trained users throughout JA to get the most of their new analytics capabilities.

Not only are we the JA Worldwide global technology partner; we work with the organization regionally as well. Avanade was already supporting the JA Europe Enterprise Challenge, where student teams that had created their own businesses were set to meet in Athens, Greece, in June for a final competition.

When COVID-19 took travel out of the equation, we jumped in, offering webinars to help the teams with their business development activities and use Microsoft Teams to collaborate and pitch virtually. We helped design the [finals](#) of the competition over several days in June, providing judges and offering mentoring and coaching to the winners. "Canceling the event was really our last resort. We didn't want to do that, and with Avanade's help, we didn't have to," says Iris Lapinski, Director of Technology, JA Europe.

A woman with dark curly hair, wearing a black top, is writing on a whiteboard. She is holding a red marker and has just finished writing the word 'Thoughtcatalog' in pink cursive. The whiteboard also has 'Thought' written above it. The background is a plain white wall.

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“If you believe it, you can achieve it”

Lisa Kotasek, Group Manager – Program/Project Management, Minneapolis, U.S., is a product of Junior Achievement herself and remains a strong supporter. Lisa inspires kids to follow the mantra “If you believe it, you can achieve it.” “I had a high school teacher who believed in my abilities and a mentor who recommended Junior Achievement as a way to explore a career in marketing,” says Lisa. “I want to give back to kids in the same shoes.” Lisa has participated in multiple events aimed at empowering young people in the Twin Cities Metropolitan area.

“Helping young minds grow”

“If there’s any opportunity to help our young minds grow and be exposed to what we do, then I am all in. It makes me proud to be part of an organization that values my contributions. I think it’s important to do what you are most passionate about and truly embrace the intent and not outcome.” — **Linh P Nguyen**, Gulf Coast Territory Executive, Houston, who taught a six-week Junior Achievement course at his daughter’s primary school.

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Renew. Expand our impact.

Message from Heba Ramzy, Director of Corporate Citizenship

One aspect of technology innovation is the stress test — overwhelming a process or a tool or a system to try to identify any breaking points in a testing environment rather than in production.

This eventful year globally had the potential to challenge our commitment, our processes, and our ability to make a genuine human impact for people, nonprofits and communities.

I am humbled and gratified to report that the stress of this year's events made us stronger and more effective in our corporate citizenship initiatives. We affirmed that our individual and collective efforts align with what people and organizations need from Avanade. We're in the right place doing the right work.

We turn toward a new fiscal year with a renewed energy to be a responsible business in everything we do, with a focus on **sustainability, human impact** and **forward-looking leadership**. We value our culture of transparency, ethics, integrity, equality and inclusion. These focus areas fundamentally guide the way Avanade engages our **people**, our **clients** and our **community**.



We value our culture of transparency, ethics, integrity, equality and inclusion.

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Creating a **better world** around us



95% of our employees around the world feel they can be themselves at work, and 96% believe their manager promotes a culture of inclusion.

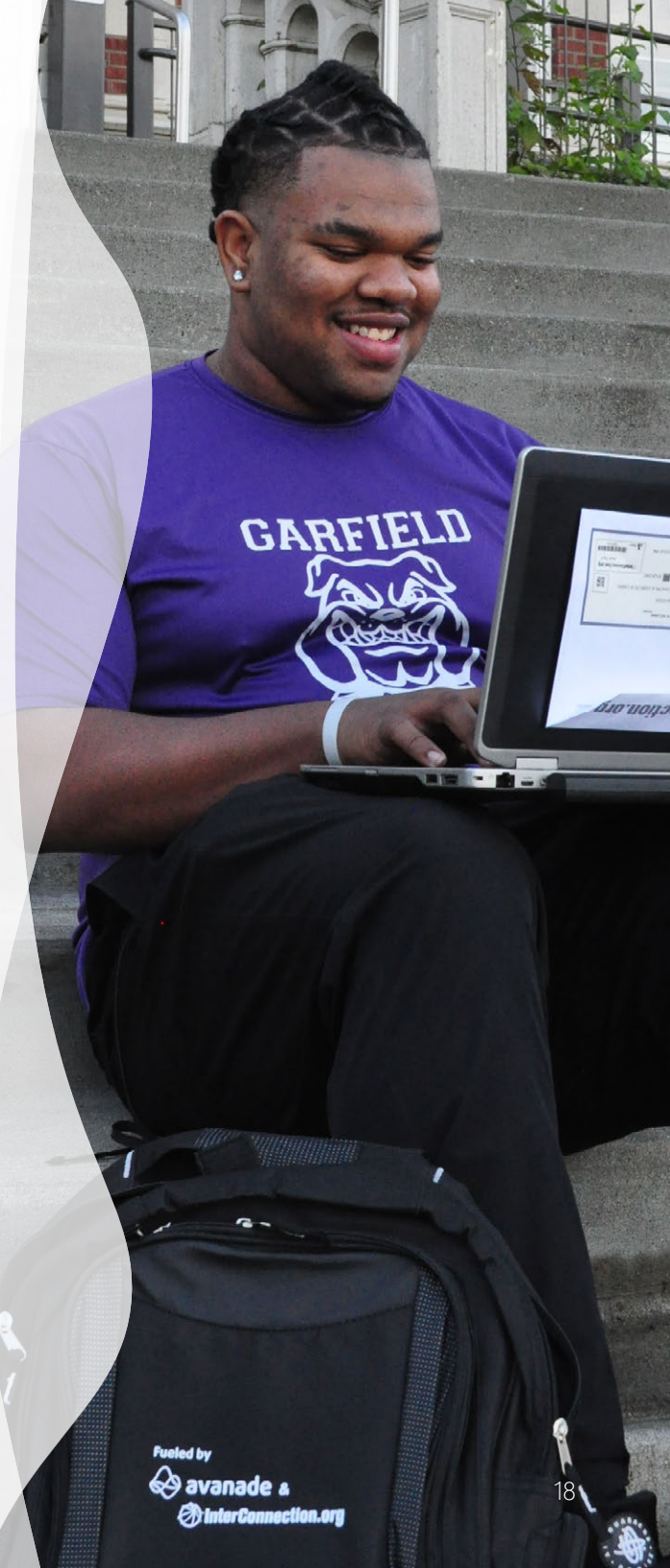


More than **250 refurbished laptops** were distributed to children and families through schools and organizations through our partnership with [InterConnection](#).

Corporate Citizenship at Avanade is more than our philanthropic activities—our global partnerships with nonprofits, our scholarships, and the many ways our employees contribute to their communities alone and in teams.

We also look at our larger commitment to making a genuine human impact in the world. Telling the full story of our impact means drawing on the work being done in various areas of Avanade, including our Inclusion & Diversity team, our Digital Ethics team, and the individuals and groups committed to sustainable business practices.

All this rolls into our aspiration as a responsible leader, where we set a strong example not just as a digital innovator, but also as an organization that values people and our planet.





Foster a welcoming environment

At Avanade, part of being a responsible business leader is value all our people for exactly who they are and what they bring to the team.



Avanade recycled **2,371 computers**, ensuring they were disposed of in an eco-friendly way.



Around **700 Avanade employees** received training in digital ethics as part of a global launch.

Avanade has a thriving Inclusion & Diversity program, which was instrumental in guiding conversations around racial awareness after the death of George Floyd. We invited employees to take a “day of reflection” on the day of Floyd’s funeral and launched a series of virtual listening sessions where employees could share their perspectives and ideas with Avanade leaders. We’re adding unconscious bias training to our required curriculum. Additionally, we created a Global Inclusion & Diversity Taskforce comprising people at different career levels, geographies and ethnic backgrounds. The goals of the taskforce are understanding the experience of diverse employees, identifying friction points, and making a plan for removing obstacles and measuring progress.

Our focus on addressing systemic racism is reshaping our current activities as well as creating new ones — our STEM Scholarship program is adding five additional opportunities for women of color in North America.

“Diversity — of background, perspective, thought and ideas — drives innovation,” says Tim Knezevich, Global Talent Management Executive. “We need to look and think like our clients and their customers. We keep finding ways to foster that diversity at Avanade.”

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Commit to ethical innovation

As part of our commitment to responsible business leadership, we work to promote digital ethics standards to drive systemic change.

For several years, Avanade has been exploring the dynamics of rapidly advancing technology and the need for mindful innovation. Recognizing the importance of digital ethics, we have committed to bringing these types of conversations to our employees, our clients, and our community. In the past year, we've held workshops with clients on digital ethics, launched an internal digital ethics training program for our people, created an internal app to guide Responsible AI efforts, and actively engaged in digital ethics dialogue through various industry and community groups.

"As we bring new and innovative solutions to our clients around the world, it's our responsibility to consider the ethical implications of the work we do, and to help our clients do the same," says Chris McClean, Global Lead-Digital Ethics. "For example, as the world reacts to COVID-19, many of the systems and methods of engagement that are taking center stage will have a significant impact on people's lives, so we're using our Digital Ethics framework to help clients systematically address concerns related to technologies like contact tracing, proximity sensing, and temperature screening."



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Chris McClean
Global Lead-Digital Ethics



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Bridge the digital divide

One piece of ethical innovation is making sure everyone has access to technology and we don't leave a large swath of society behind as we continue to advance.

That's why Avanade has partnered for several years with InterConnection to refurbish our old laptops and equipment so they can go to people in need. COVID-19 highlighted the technology gap, especially for students learning remotely for the first time. When InterConnection could no longer hold big events to distribute equipment, we worked with the organization to shift from providing computer to nonprofits to providing computers to students in need. Recipients included children in foster care, students in extracurricular STEM programs, and other organizations focused on the positive role technology can play in young people's lives. In a social media contest encouraging students to talk about how they are using their new computing power, one student thanked InterConnection for the opportunity to listen to stories through the New York Library and play math games.

Another taught himself how to code and built an application that demonstrates his emerging talent.

"With the laptop I received, I was able to complete my schoolwork during the lockdown," says Asam Mahina from Museum of Flight Washington Aerospace Scholars. "I also began learning Python and was able to make a program that when run, would open a browser and log in to an Instagram account. I have tried to learn some coding before, but this is really the first time that I was able to make something that I actually thought was cool."





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Focus on sustainable business

Working with InterConnection to extend the life of our computer equipment creates a genuine human impact; it also helps reduce our footprint on the planet.

Responsibly retiring technology is a big piece of our global efforts to conduct business in an eco-friendly way. We're proud to maintain an EcoVadis Silver Designation for our overall corporate social responsibility efforts.

For 20 years, Avanade has been committed to being there for clients — working on site and bringing our best global expertise to solve complex business challenges. COVID-19 upended our client delivery model (and reduced our carbon footprint) by creating a fully virtual model. We have the technology infrastructure, expertise and existing business practices to collaborate and deliver value from anywhere in the world.

As the way we work continues to evolve during and after the pandemic, we'll look for sustainable approaches to bring our clients the best we have to offer while being mindful of our impact on the environment around us. From reducing travel by using Microsoft Teams (even before the pandemic) to recycling and promoting energy efficiency in our offices, we know that each small action adds up to a global impact.

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Feeding needs in New York

Avanade offices are typically well stocked with beverages and snacks to help fuel people as they work. When offices closed and people began working from home all the time, several employees thought about that food and the budget that supplies it. "I had employees reaching out to me to say 'We always have food in the office and we aren't going to need that budget anymore. What could we do with it?'" says **Suzanne Dann**, General Manager, Avanade Northeast. "The employees got together and figured out that we could use that budget to help feed kids in New York City who weren't in school. This speaks to the character of our employees, who immediately started finding ways to help."

Stitching together acts of compassion

"Avanade is so unique, so giving and caring, allowing me to take a few volunteer days to use my skillset and talents to protect lives and make an impact on the community during the COVID-19 pandemic." — **Linda White**, Avanade Senior Director, Indianapolis, U.S. Linda joined a Facebook group for sewing masks and set up a donation fund and drop-off sites for fabric.



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Sharing stories of caring

As Avanade Citizenship Champ **Peter Ehrlich** was flying home to the U.K. from Bangkok when COVID-19 shut down work at client sites and offices around the world, he wondered how to keep people connected during such a disrupted time. He envisioned Avanade Radio, a dedicated Teams site where people could share stories of their own COVID-19 experience. Topics could cover anything from tips for working from home to managing stress, to showcasing a pet. The main goal is to keep people feeling inspired, confident and cared for.

“We’re getting people to interact with each other in ways they haven’t before,” Peter explains. “We had our Chief Marketing Officer, Stella Goulet, interviewed on Avanade Radio, followed immediately by a junior analyst giving an incredible talk about neurodiversity. These are people we might never talk to in an office, but we’re removing barriers to connection.”

Breathing easier in Brazil

As the need for respirators and ventilators emerged as one of the most critical in the earliest days of the pandemic, we set out to help. Working with Accenture, an Avanade team built a Microsoft Power BI portal that collected information from a variety of sources and enabled tracking of ventilators — from how, when and where they were being shipped to how they were being deployed in hospitals. Bringing visibility to a limited but essential tool in the approach to the coronavirus enabled government officials and medical professionals to help more people.

Gustavo Brancante, Avanade Brazil’s Innovation Lead, set out to make a difference by creating an automated respirator out of a commonly used manual device, drawing on open source coding and his own ingenuity. He also developed a mask made of 3D printed parts that can be used for assisted breathing. “My motivation is to help the needy by doing something that I am good at and that is new. This has been a hobby of mine,” says Gustavo.

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“Everything feels very possible at the moment.”
— Peter Ehrlich, Avanade Citizenship Champ.

The challenges of 2020 gave us an unexpected opportunity to find out what corporate citizenship means at Avanade. We witnessed the energy and compassion of our 39,000+ employees shine through in countless ways as individuals and in groups. We tapped into the power of our technology expertise and the wisdom of our purpose as we worked quickly to deliver digital innovation to hospitals and public health agencies.

Most of all, we affirmed that being a good corporate citizen is engrained in all areas of our company; it is part of who we are and what we do in good times and in bad. Knowing the strength of commitment is at the core of Avanade opens a world of possibilities for making a genuine human impact on the world around us.

Being a good corporate citizen is engrained in all areas of our company; it is part of who we are and what we do in good times and in bad.



About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 39,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com. www.avanade.com.

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