The Trust Roadmap Appendix

Our Seven Trust Drivers + Table Stakes

Understanding Our Analytics & Methodology

Our KPI Table: How We Hold Ourselves Accountable

Our Speak Up Index is comprised from responses within our people trust survey to get an understanding of our employees' sentiments around leadership, ethics, and business practices. Our people trust survey is conducted annually to understand how our people feel about our organization, the leadership, the culture, and our integrity. The index is designed to measure our employees' sentiments by assessing the degree of agreement with statements about leadership, ethics, and business practices. The index is comprised of questions related to leadership, ethics, and business practices, and it is calculated as the percentage of employees who strongly agree or agree with the statements. The index is updated annually to reflect the current state of our organization and to identify areas for improvement.

We re-mapped PwC Canada's stakeholders, looking for opportunities to strengthen our connections with them. Our stakeholder engagement strategy is designed to ensure that we understand our stakeholders' needs and expectations, and to develop relationships that are based on mutual trust and benefit. Our stakeholders also had baseline data collected, which served as a starting point for our trust roadmap.

We have made the decision to manage our greenhouse gas (GHG) emissions by 2030. We have also committed to reduce our carbon footprint to a cap of 8,963 tCO2e each year. We have assessed how our various micro-drivers are related to each other as a means to understand whether we can prioritize certain drivers in order to maximize “efficiency” of our improvement efforts and impacts. This could enable us to consider prioritizing one potential driver over another based on analysis of global trends and thousands of conversations with clients. We have looked at how our competitors and the marketplace are performing relative to PwC Canada against the specific drivers we identified. We have also assessed how our various micro-drivers are related to each other as a means to understand whether we can prioritize certain drivers in order to maximize “efficiency” of our improvement efforts and impacts. This could enable us to consider prioritizing one potential driver over another based on analysis of global trends and thousands of conversations with clients. We have looked at how our competitors and the marketplace are performing relative to PwC Canada against the specific drivers we identified.

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