

Delivering for Canada

2021 Amazon Canada Impact Report

November 26, 2021

Since the launch of Amazon.ca in 2002, Amazon's investments have had a positive ripple effect across the Canadian economy, fueling job creation and economic opportunity for local businesses, communities, and individuals.

That trend has amplified over almost two decades. Amazon's investments have created thousands of good jobs across Canada at our local Tech Hubs, corporate offices, AWS Region (Montreal), fulfilment centres, sortation centres, and delivery stations.

We now **employ 39,500 Canadians** in addition to the indirect jobs we create across industries including construction, logistics, retail, healthcare, and food services.



2021 marks a number of milestones for Amazon in Canada

Our presence now extends from coast to coast to coast, and the benefits of our investments are enjoyed by more Canadians than at any time in our history.

We know that our investments bring broader responsibility—and can unlock opportunity. Our facilities help revitalize cities and neighborhoods. Amazon.ca creates virtual shelf space for more than 40,000 third-party sellers from each province and territory*—up from approximately 35,000 during the same period last year—most of which are local small-and medium-sized businesses.

In 2020 we donated more than $10 million** to charities focused on "Right Now Needs" (such as food, shelter, and basic goods for children and families) and computer science education for underserved and underrepresented students. Charities we support include Breakfast Club of Canada and the organizations affiliated with Amazon Future Engineer, including Canada Learning Code, Kids Code Jeunesse, TakingITGlobal, and FIRST Robotics.

As Canada continues along the path of economic recovery, we are committed to continuing to use our scale for good.



*Year ending August 31, 2021
**All dollar amounts in this report are CAD, unless otherwise indicated

The **10-year anniversary** of the launch of our first Canadian fulfilment centre, YYZ1, in Mississauga, On

The **5-year anniversary** of the AWS Region in Montreal, QC, in December (plus the announcement of the new AWS Region coming to Calgary, AB, in late 2023/early 2024)

The launch of our first facility in the Maritimes—a delivery station **in Dartmouth, NS**

The expansion of our **improved delivery service** to Yellowknife and Whitehorse

Supporting good jobs for Canadians

Amazon now has 39,500 full- and part-time employees across Canada.

Full-time employees at Amazon receive competitive wages as well as medical, vision, and dental coverage; a group RRSP plan; and stock awards. Amazon is also committed to providing employees with access to the education and skills training they need to grow their careers, offering a variety of company-funded training opportunities to help them transition into higher-paying, in-demand careers within the company and beyond.

2021 BC's Top Employers

Amazon is proud to have been named one of BC's Top Employers in 2020 and 2021.



"When I lost my job as a personal trainer at the start of the COVID-19 pandemic, Amazon was hiring. What I thought would be a transitional job has become a long-term growth opportunity. Amazon is a place where I can build a career while earning benefits that help me support my family." —Hugo Lachine, Associate, YUL2 fulfillment centre (Lachine, QC)

Good jobs across Canada



British Columbia

10,000

full- and part-time employees

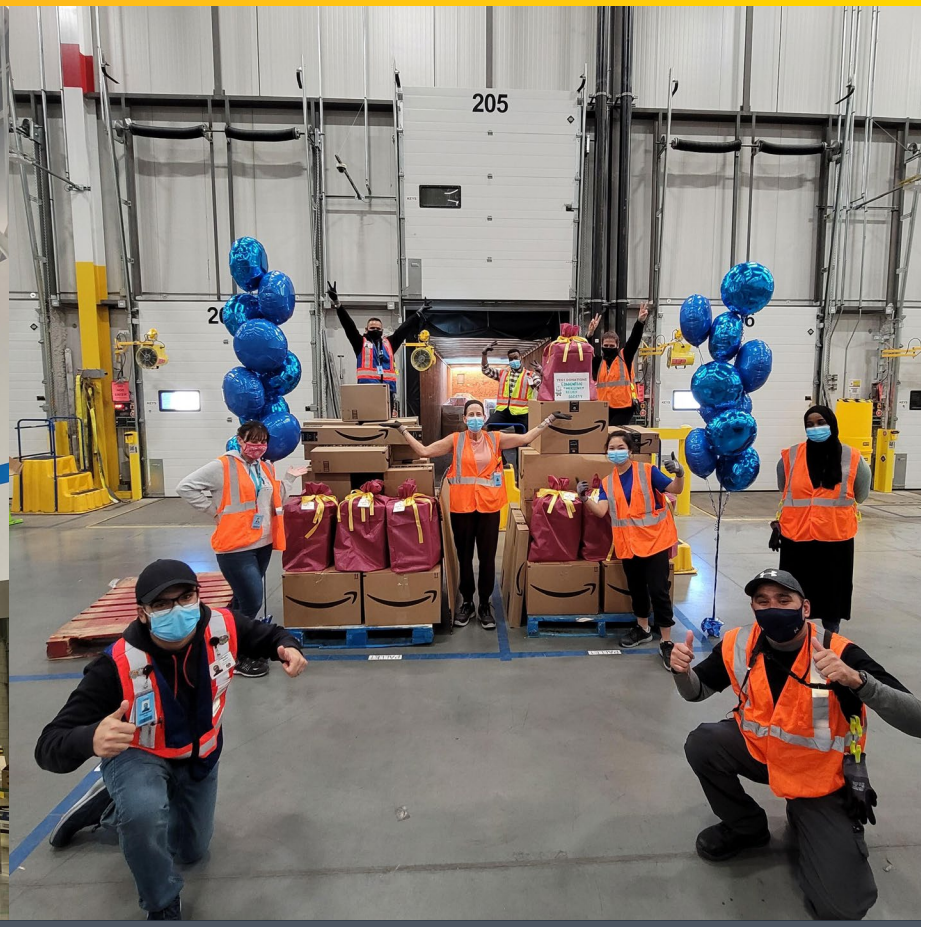
Ontario

22,000

full- and part-time employees

Good jobs across Canada





Quebec

2,400
employees*



Prairies

4,000
employees



* Québec employees are part of Amazon Canada Fulfilment Services (ACFS); Amazon Web Services Canada (AS); Amazon Data Services Canada, Inc. (ASS); and Amazon Development Centre Canada ULC.

Growing Our Tech Hubs







Vancouver, BC

3,500
employees



Toronto, ON

2,000
employees





Atlantic

Our first local delivery station opened in Dartmouth, NS, in September 2021.

Career training and upskilling

The workforce is changing—there's a greater need for technical skills than ever before and a growing number of opportunities for people with the right training to move into better-paying jobs.

As a leading employer, we have an important role to play in providing Amazonians with access to the education and training they need to progress to higher-skilled jobs within our company or elsewhere. We also invest in "upskilling" programs for developers, students, and the next generation of IT leaders in Canada to help them build in-demand skills.



Photo taken before COVID-19 pandemic

amazon | career choice

Amazon Career Choice is an innovative Amazon program uniquely designed to upskill our full-time Operations employees who are interested in pursuing a future outside of Amazon.

For eligible employees, **Amazon will pay up to 95% of tuition and fees** (up to a yearly maximum) towards a certificate or diploma in qualified fields of study leading to in-demand jobs. To make it easy for all associates to participate, many classes are held in dedicated classrooms at Amazon facilities.



Photo taken before COVID-19 pandemic

"As a mother of six, Amazon's flexible work schedules and advancement opportunities have helped me grow both at home and at work. I enrolled in the Career Choice program to further my education, and today I can proudly say that I am a graduate of the Transportation and Logistics program from Sheridan College." —Patrice Thompson, Process Assistant at Amazon Canada

AWS re/Start

AWS continues to invest in upskilling developers, students, and the next generation of IT leaders in Canada through programs like AWS re/Start. From postsecondary courses to full-time training programs and self-paced learning content, AWS Education Programs offer access to the skills needed to begin a career in cloud computing. Since 2013 AWS has helped train more than 100,000 individuals in Canada with cloud computing skills.

AWS re/Start is a full-time, classroom-based skills development and training program that prepares individuals for careers in the cloud and connects them to potential employers. A technology background is not required.

AWS re/Start kicked off virtually in July 2020 with Youth Employment Services (YES) in Toronto and has since held several 12-week-long cohorts. In Alberta, with the support of Calgary Economic Development's Edge Up 2.0 program, AWS and Mount Royal University have teamed up to bring the AWS re/Start program to Calgary in early 2022.

aws re/start



"I earned a Bachelor's in Neuroscience and Master's in Biomedical Engineering but was passionate about pursuing a career in software development. I was unfamiliar with cloud computing, but AWS re/Start gave me the confidence, skills, and support to clear the AWS Cloud Practitioner exam with a score of 986/1000, showing that anyone, regardless of background or education, can achieve their goals! Subsequently, I received several job offers and currently have the privilege to work as a software developer for Hygienic Echo Inc. AWS re/Start gave me the confidence and skills to pursue my dreams, along with important networking connections that are memorable and invaluable." —Pirashanth Theventhiran, AWS re/Start graduate

Growing small businesses

Amazon creates virtual shelf space for more than

40,000

third-party sellers from Canada—**up from approximately 35,000 during the same period last year**—most of which are local small- and medium-sized businesses.



Canadian sellers sold almost **110 million products** (209 every minute).

$100K

Almost 4,000 Canadian sellers had **over $100,000 in sales,** up nearly 24% year over year.



The number of Canadian sellers who surpassed $1 million in sales grew by more than 38%, and nearly **240 Canadian sellers surpassed $1 million in sales** for the first time.



More than half of all Canadian sellers took advantage of Fulfillment by Amazon (FBA).

Data reflects the 12-month period ending August 31, 2021, and all dollar figures are USD

How does Amazon support small businesses?

Since 2003 Amazon.ca has made its virtual shelf space available for small- and medium-sized businesses (SMBs) to reach millions of customers, build their brands, and grow their businesses. Amazon helps SMBs sell their products online, use the cloud to launch and scale their businesses, create voice apps, and publish their own books. Amazon Web Services (AWS) helps tens of thousands of Canadian startups, customers, and partners enrich their communities and the world.

In 2020 Amazon invested over $700 million (USD) and employed more than 10,000 people globally to protect our stores from fraud and the abuse of customers and sellers. Our investment led to some of the lowest fraud rates in the industry and protected sellers from frivolous and unsubstantiated claims.

IP Accelerator

Amazon recently launched the Intellectual Property Accelerator (IP Accelerator) in Canada, making it easier and more cost effective for SMBs to obtain trademarks, protect their brands, and tackle infringing goods both in Amazon's stores and the broader marketplace.

Available to any brand selling in Amazon's stores, IP Accelerator directly connects Canadian SMB owners with a curated network of local law firms charging reduced, pre-negotiated rates on key services, giving SMBs access to expert legal and general IP advice that may otherwise be cost-prohibitive or hard to find.

Amazon also provides a range of tools and services to help selling partners succeed:

- Stores, a free, multipage branded storefront, empowers brands to create a customizable destination that tells their brand story and provides a place for Amazon customers to both learn about their company and discover their full range of products.
- Brand Analytics is a feature that contains valuable insights to empower sellers and brand owners to make informed, strategic decisions about their product portfolio and marketing/advertising activities.
- Brand Registry is a free service that gives brand owners a set of powerful tools to help them manage and protect their brand and intellectual property rights.

We invested

over $700M

and employed more than

10,000 people

globally to protect our store from fraud and the abuse of customers and sellers.

Small business spotlight



William Chu,
West End Coffee Roasters,
Vancouver, BC

"Amazon allows us to focus on what we do best—roasting fresh specialty coffee, sourced from all over the world, and providing an amazing coffee experience. By handling order fulfillment with fast and free delivery services to our customers, we have been able to share great coffees with all the coffee enthusiasts in Canada. It allows us to stick to our roots and continue to provide fresh and high-quality products for our active customers who like to enjoy great-tasting coffee at work and at home."



Marise Perusse,
Brand Manager, Kana
Montreal, QC

"I began my career in fast fashion but soon realized it was not for me! Afterward, I enjoyed 12 years working in the high-end technical outdoor and activewear industry. During this time I gained expertise in developing smart features for products while working with the latest fabric technologies and certification. I felt inspired to transfer these skills to a new industry and began looking at kitchen brands . Parchment paper, cast-iron cookware, and tri-ply stainless steel are now part of my daily life, and it feels great!"



Stella Benson,
Benols Beauty
Calgary, AB

"I was previously in the finance industry but am now a mother of three with a husband who travels a lot as an engineer. In 2017 I started searching for a business opportunity that would allow me to set my own schedule so I could have more flexibility and freedom to be with my family. After researching, we found ASM (Amazing Selling Machine), joined it, and started selling on Amazon in June 2017. We decided to offer products that would provide a flawless look, with bold, beautiful eyes and face in minutes. Additionally, we wanted to focus on products that are high-quality, all at an affordable price."

Small business spotlight



Tao Guo & Jaclyn Wang,
Little Bot,
Toronto, ON

"We started by bringing neutral and unique patterns into a market long known for its colourful and alphabet letter designs. We wanted something that would fit into the living space, not just for babies but also for parents. The design and the living style that Little Bot promotes are what make our products unique. Our Ofie Mat is now enjoyed by thousands of families. People recognize us by our designs and quality, but they really get to know us through our ridiculously friendly customer service. We use one of the most comfortable and nontoxic foam materials when making our play mat, which adds to our uniqueness. Words travel fast, and our reputation precedes us."



Josh Green,
Mysa,
St. John's, NL

"Right out of university (I studied engineering at Dalhousie University), I was interested in helping homeowners become more energy efficient to help fight climate change. This led me to conducting home energy audits. During this time I discovered a gap in the market for a smart thermostat for electric baseboard heating. While other smart thermostat brands are widely popular, they don't work with high-voltage heating systems such as electric baseboard heating, which equates to about 10% of the homes in North America! Mysa smart thermostats are designed for all types of electric heat: baseboard heaters, electric in-floor heating, and A/C and Mini Split Heat Pumps."



Holly Edwards & James Gordon,
Athletic Homestyles,
Saskatoon, SK

"I started my own business in 2011 when I created My Custom Cake Topper and made unique, handcrafted wedding cake toppers. In 2017 I met James, and he joined me in the business, which helped diversify our skillset and product offering. From there we launched Athletic Homestyles, which started with us creating Christmas ornaments that reflected our enthusiasm for strength training sports. Since then we have expanded into more sports, hobbies, and careers with new products like silicone hot pads, clocks, wine stoppers, and more!"

Giving back

We are proud to support the communities our customers and employees call home.

In 2020 Amazon donated more than $10 million to charities and not-for-profit organizations across Canada,

including charities that address our focus on “Right Now Needs” like food, shelter, and basic goods for children and their families.



Highlights include:



Photo taken before COVID-19 pandemic

Close to $1 million to the Breakfast Club of Canada.

"To know that Amazon Canada is putting the well-being of children at the forefront of their priorities, with a focus on inclusion and food security, is incredible. We are very grateful to Amazon Canada for its important contribution which will make a real difference in the lives of children and families.
—Breakfast Club of Canada

More than $1 million total to computer science education charities participating in Amazon Future Engineer, a comprehensive program designed to inspire, educate, and prepare children and young adults from underrepresented and underserved communities to pursue computer science.

Causes we have supported include:

"TakingITGlobal is thrilled to collaborate with Amazon to strengthen educators' access to professional learning so they can bring computer science to life for students of all ages in the remote communities we serve. We're particularly excited to bring the Your Voice Is Power program to Canada, leveraging music as a pathway to engage students in coding."
—Michael Furdyk, Co-founder and Director of Innovation at TakingITGlobal, participating in Amazon Future Engineer

Sustainability

Renewable energy

We have announced two major renewable energy projects in Canada:

An 80 megawatt (MW) solar project in the County of Newell in Alberta. Once complete, it will produce over 195,000 megawatt hours (MWh) of renewable energy to the grid, or **enough energy to power more than 18,000 Canadian homes for a year**.

In June 2021 Amazon announced its second and **largest renewable energy project in Canada—a 375 MW solar farm in Vulcan, Alberta**. When it comes online next year, the project will bring Amazon's solar energy capacity in Canada to more than 1 million MWhs, which is enough to power more than 100,000 Canadian homes for a year.

Our DYB2 delivery station in Nisku (Edmonton), Alberta, is **our first onsite Amazon solar rooftop in Canada**, with 211 kilowatt photovoltaic to offset 35% of the building's energy consumption.



Amazon is already the largest corporate buyer of renewable energy globally, and we continue to advance our global ambition to power 100% of company activities with renewable energy by 2025—five years ahead of the original target of 2030. Amazon reached 65% renewable energy across the global business in 2020, up from 42% in 2019.



Canadian companies that have signed The Climate Pledge include:

EIA EDMONTON INTERNATIONAL AIRPORT

GEOTAB®

HARBOUR AIR SEAPLANES

Inn at Laurel Point

CARBON CURE™



Investing in remote regions

We understand the need to provide essential goods and everyday products to customers quickly and at an affordable cost.

We are investing in expanded service to offer faster delivery times to customers living in remote regions. Amazon Prime customers in Iqaluit, Yellowknife and Whitehorse can now receive qualifying items in 3 to 5 days, compared with the previous 15 to 20 days for Iqaluit and 10 to 12 days for Whitehorse and Yellowknife. The service is available to all Amazon Prime members at no extra cost.

In Iqaluit this service is made possible in part through our partnership with Canadian North, a wholly Inuit-owned airline headquartered in Kanata, Ontario.

"For the residents of Iqaluit, fast shipping times aren't just a luxury, they are essential to ensuring our community has access to many of the daily essential items they need. We are grateful that Amazon is using its global scale for good to make a historic, positive change in our city. We could not be more excited to see just how big of an impact Amazon's new expedited shipping services will have on the Iqaluit community, which will support residents, the local economy, and small businesses shipping their products to, from, and within our city."
—Kenneth Bell, Mayor of Iqaluit

AWS in Canada

Amazon Web Services (AWS) Cloud operates **81 Availability Zones** within **25 geographic regions** and has the largest footprint globally, serving millions of customers.



The AWS Canada (Central) Region has **three Availability Zones** that are each made up of one or more discrete data centres.

AWS data centres in Canada draw from a regional electricity grid that is **almost entirely powered by hydro power.**

TENS OF THOUSANDS OF AWS CUSTOMERS IN CANADA, INCLUDING

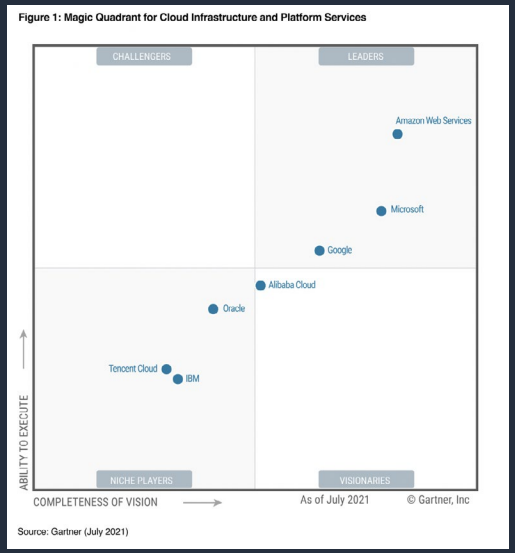
BMO BlackBerry NHL Sun Life KiDoodle.tv™

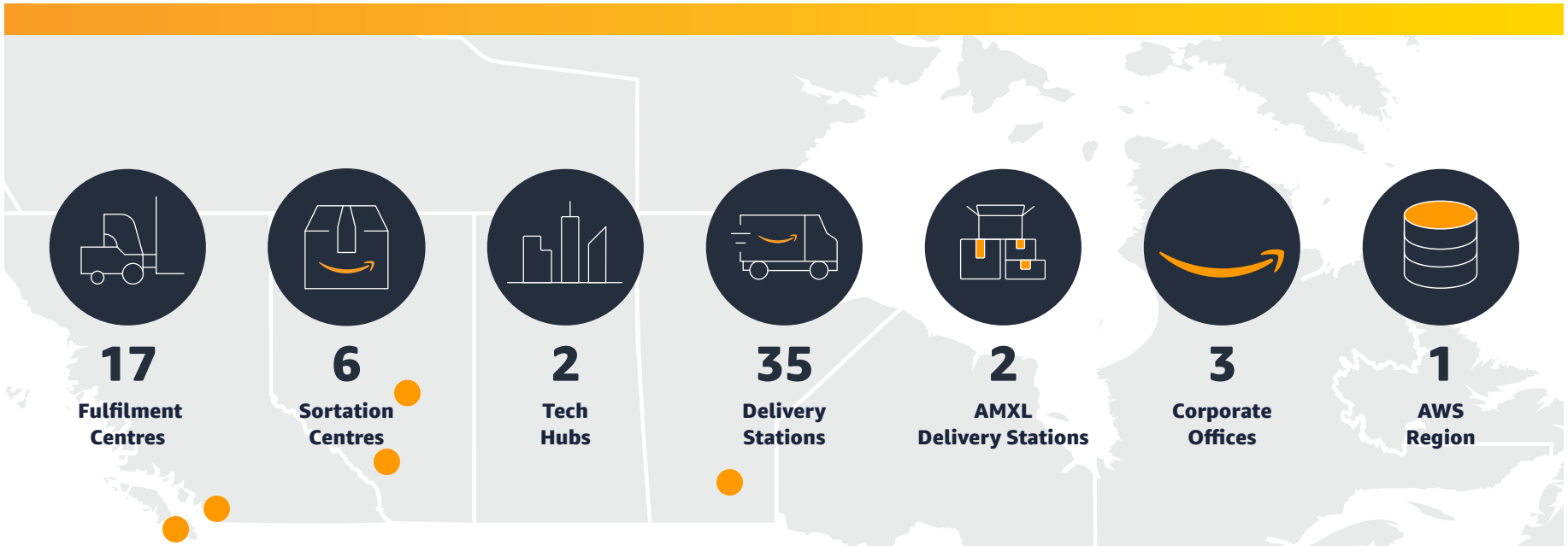
Gartner, Magic Quadrant for Cloud Infrastructure & Platform Services, Raj Bala, Bob Gill, Dennis Smith, Kevin Ji, David Wright, 27 July 2021. Gartner and Magic Quadrant are registered trademarks of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

aws

Magic Quadrant for Cloud Infrastructure as a Service, Worldwide (2021)

For the 11th year in a row, AWS is evaluated as a Leader in the 2021 Gartner Magic Quadrant for Cloud Infrastructure and Platform Services.





Amazon in Canada

Fulfilment Centres (17)

Delta, BC
New Westminster, BC
Richmond, BC
Tsawwassen, BC
Calgary, AB
Nisku (Edmonton), AB
Ajax, ON
Brampton, ON (2)
Caledon, ON
Hamilton, ON
Milton, ON
Mississauga, ON
Ottawa, ON (2)
Toronto, ON
Lachine (Montréal), QC

Sortation Centres (6)

Langley, BC
Rocky View County, AB
Bolton, ON
Brampton, ON
Coteau-du-Lac, QC
Longueuil, QC

Delivery Stations (35)

Burnaby, BC
Delta, BC
Langley, BC
Pitt Meadows, BC
Surrey, BC
Vancouver, BC
Calgary, AB, ON (2)
Nisku (Edmonton), AB (2)
Winnipeg, MB (2)
Brampton, ON (2)
Cambridge, ON
Concord, ON
Etobicoke, ON (2)
Kitchener, ON
London, ON (2)
Mississauga, ON (3)
Ottawa, ON
Scarborough, ON (2)
Stoney Creek, ON
Toronto, ON
Vaughan, ON
Whitby, ON
Lachine, QC
Laval, QC (2)
Dartmouth, N.S.

AMXL Delivery Stations (2)

Coquitlam, BC
Toronto, ON

Tech Hubs (2)

Vancouver, BC
Toronto, ON

Corporate Offices (3)

Victoria, BC (AbeBooks)
Winnipeg, MB
Ottawa, ON

AWS Region

Montréal, QC
Calgary, AB (late 2023 or early 2024)


amazon
amazon
prime