

SUSTAINABLE DEVELOPMENT POLICY

Les Créations Pyro

2025-2027



TABLE OF CONTENTS

PREAMBLE	1
DEFINITION	1
THE DIMENSIONS OF SUSTAINABILITY	1
GUIDING PRINCIPLES	2
DETAILED CHALLENGES	3
CHALLENGE 1: RESPONSIBLE MANAGEMENT	3
CHALLENGE 2: PARTICIPATIVE GOVERNANCE	3
CHALLENGE 3: EMPLOYEE FULFILLMENT AND QUALITY OF LIFE	4
CHALLENGE 4: QUALITY OF LIFE FOR LOCAL POPULATIONS AND THEIR ENVIRONMENT	5
CHALLENGE 5: VISITOR WELL-BEING AND QUALITY OF LIFE	5
CHALLENGE 6: SOCIAL PARTICIPATION AND COMMUNITY RECOGNITION	6
CHALLENGE 7: INVOLVEMENT OF THE ORGANIZATION WITHIN ITS COMMUNITY	7
CHALLENGE 8: ACCESSIBILITY	8
CHALLENGE 9: ENHANCEMENT OF LOCAL CULTURAL IDENTITY	8
CHALLENGE 10: PROMOTING DIVERSITY	9
CHALLENGE 11: CREATIVITY AND INNOVATION	10
CHALLENGE 12: RESPONSIBLE CONSUMPTION	11
OUR COMMITMENTS	12
APPLICATION	12
REVIEW	13
ADOPTION	13
REFERENCES	14

PREAMBLE

We acknowledge, through the adoption of this policy, our responsibility in matters of sustainable development. We agree to promote sustainable development within our organization and events, and to apply its principles while considering the resources available to us.

The purpose of this policy is to outline our guiding principles and objectives related to sustainable development, to define our commitments, and to specify their scope of application.

This policy will evolve as we learn and will be enhanced every three years based on the actions taken and the experiences gained.

Our sustainable development action plan, which is closely linked to this policy, will be updated annually to ensure that our objectives are being met through concrete actions.

DEFINITION

The Brundland Report defines sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987).

The Johannesburg Declaration states that economic development, social development, and environmental protection are the pillars of sustainable development; they are “interdependent and mutually reinforcing” (World Summit on Sustainable Development, 2002).

In this context, sustainable development is based on a long-term vision in which decision making is based on a set of principles that enable environmental, economic, and social issues to be brought together with a view to responsible development.

THE DIMENSIONS OF SUSTAINABILITY

Sustainable development is becoming the major challenge facing our society. It must be economically efficient, socially equitable, and ecologically tolerable. The social must be an objective, the economic a means, and the environmental, a condition.

Although the three dimensions of sustainable development are closely interlinked, defining them in isolation can help us find concrete ways to move towards global sustainability (Goodland, 1995).

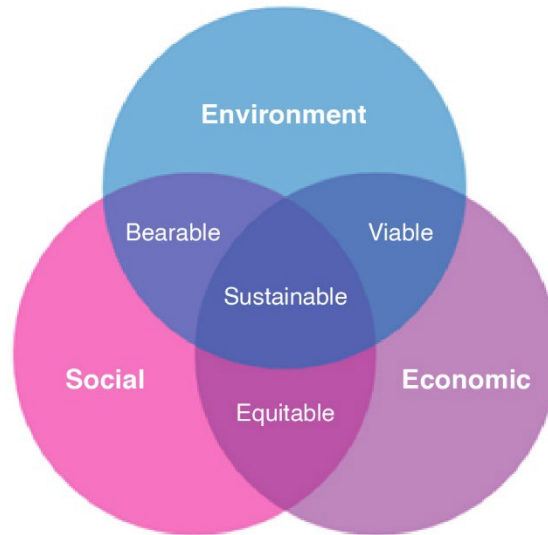


Figure 1. Representation of the dimensions and characteristics of sustainable development

Economic dimension

This dimension encourages sustainable economic growth that benefits the whole of society without depleting resources.

Social dimension

This dimension aims to ensure social equity, health, and quality of life for all.

Environmental dimension

This pillar aims to preserve natural resources and protect the environment for future generations.

GUIDING PRINCIPLES

This policy is based on the Social Practices Assessment Model (SPAM) developed by Événements Attractions Québec (ÉAQ) in partnership with the ministère du Tourisme du Québec and Loto-Québec.

The SPAM is inspired by the concepts of sustainable development and corporate social responsibility (CSR). This tool measures the social performance of festivals, events and attractions around 12 social issues.

At Les Créations Pyro, we believe that the SPAM model remains the most relevant and well-suited framework for evaluating our sustainable development practices.

DETAILED CHALLENGES

CHALLENGE 1: RESPONSIBLE MANAGEMENT

This challenge aims to assess our organization's willingness and strategic capacity to integrate the social dimension into its decisions and activities. It is primarily a management issue, one that inevitably influences our social practices.

OBJECTIVE 1.1: Develop a structured and sustainable approach to human resource management

This objective aims to implement management tools to guide the development of our organization's human resources and ensure continuity in leadership. The actions outlined in the action plan are part of a long-term management vision to support organizational stability and effectiveness.

OBJECTIVE 1.2: Ensure proactive risk management and continuous improvement of the client experience

This objective focuses on creating processes and policies that promote safety, visitor satisfaction, and an ethical approach to procurement.

OBJECTIVE 1.3: Position our organization as a leader in sustainable development within the event industry

We aim to highlight our organization's commitment to upholding and promoting best practices in sustainability, accessibility, and social responsibility. By obtaining various certifications, we demonstrate our dedication to continuously improving our practices and meeting the growing expectations of stakeholders in terms of sustainability and social accountability.

CHALLENGE 2: PARTICIPATIVE GOVERNANCE

This issue relates to the organization's willingness to build relationships with stakeholders, particularly through the implementation of mechanisms for information sharing, consultation, collaboration, and participation.

OBJECTIVE 2.1: Encourage stakeholder participation in decision-making

We recognize that including and involving our stakeholders in decision-making processes is essential for promoting sustainable development and fostering trust, buy-in, and shared responsibility. Regular consultation and active engagement of stakeholders contribute to the creation of a collaborative and sustainable organizational culture.

OBJECTIVE 2.2: Demonstrate transparency towards the community

We are committed to open and honest communication with all our stakeholders, including the local community, partners, employees, and volunteers. Transparency helps build trust, supports a collaborative climate, and strengthens the social acceptability of our organization's projects. This objective aligns with our sustainable development approach by promoting accountability and credibility within our community.

OBJECTIVE 2.3: Assess festival-goer satisfaction

This objective aims to measure and understand the satisfaction levels of our festival attendees to continuously adapt and improve the experiences we offer through our events. Regular evaluations not only help meet expectations but also reinforce our commitment to the quality and sustainability of our activities. This approach supports sustainable development by aligning our services with participants' needs while fostering a positive and responsible experience.

CHALLENGE 3: EMPLOYEE FULFILLMENT AND QUALITY OF LIFE

The issue of personal fulfillment and quality of life for both staff and volunteers is based on the idea that work and volunteering can contribute to individual well-being—provided that our events create favourable conditions.

OBJECTIVE 3.1: Ensure a good quality of life for volunteers

We aim to provide a respectful, healthy, and motivating environment for our volunteers, who are essential to the smooth operation and success of our organization's projects. Volunteer well-being is a key element of sustainability, as it fosters engagement, loyalty, and personal growth. This objective addresses the need for recognition and fulfillment by valuing volunteers' contributions and supporting them throughout their experience.

OBJECTIF 3.2: Ensure a good quality of life for salaried staff

We are equally committed to promoting the well-being and personal development of our salaried staff, which are vital to the performance and long-term sustainability of the organization. Supporting a high quality of life helps strengthen motivation, retention, and productivity. By emphasizing respect, work-life balance, and employee recognition, we aim to contribute to sustainable development through responsible and inclusive management practices.

CHALLENGE 4: QUALITY OF LIFE FOR LOCAL POPULATIONS AND THEIR ENVIRONMENT

The communities surrounding our event sites are the first to experience the impacts of our activities. This issue aims to enhance the quality of life for residents and the surrounding environment by implementing measures to mitigate negative effects and raising awareness among festival-goers about their impact on the area.

OBJECTIVE 4.1: Promote the use of public and active transportation for festival-goers, volunteers, and staff

We are committed to open and honest communication with all our stakeholders, including the local community, partners, employees, and volunteers. Transparency helps build trust, supports a collaborative climate, and strengthens the social acceptability of our organization's projects. This objective aligns with our sustainable development approach by promoting accountability and credibility within our community.

OBJECTIVE 4.2: Reduce our environmental footprint

We aim to minimize the ecological impact of our events through concrete actions across multiple operational areas. This includes resource management, waste reduction, energy and water efficiency, and the protection of local ecosystems.

OBJECTIVE 4.3: Minimize negative impacts on the local community and environment

Our goal is to reduce the effects of our events on residents, businesses, ecosystems, and infrastructure, while fostering harmonious development between our events and their immediate surroundings. This includes managing noise and visual disturbances, maintaining cleanliness, and respecting the needs of local communities.

CHALLENGE 5: VISITOR WELL-BEING AND QUALITY OF LIFE

Our concern for meeting the needs and expectations of our visitors and delivering a high-quality tourism experience guides our decisions and actions.

OBJECTIVE 5.1: Ensure the safety, health, and well-being of our visitors

This objective lies at the heart of our commitment to providing a positive and responsible experience during our events. We implement both preventive and responsive measures to ensure a safe environment for all. Our top priority is to ensure that every participant can enjoy our activities in a secure, healthy, and pleasant setting.

OBJECTIVE 5.2: Encourage active participation from our visitors

We aim to foster active engagement from participants by creating a dynamic environment where festival-goers are invited to take part in physical activities, social interactions, and participatory initiatives. By offering interactive and playful spaces, we encourage self-expression, connection with others, and full immersion in our events, helping to build a sense of belonging and community engagement.

OBJECTIVE 5.3: Enhance our visitors' quality of life

This objective seeks to provide an enriching, enjoyable, and caring experience for all event participants. We are committed to creating a welcoming and comfortable environment by offering convenient and well-adapted services. By promoting solutions that support friendliness, well-being, and safety, we aim to maximize visitor comfort and enjoyment, while addressing specific needs—whether attending with family, friends, or solo.

OBJECTIVE 5.4: Maintain regular and engaging communication with our visitors

We strive to maintain a consistent and interactive relationship with participants before, during, and after our events. We are committed to using various communication channels—such as social media and newsletters—to keep festival-goers informed about news, programs, and special events. By regularly sharing engaging content and encouraging interaction, we build a close connection with our community, strengthening both their experience and loyalty to our events.

CHALLENGE 6: SOCIAL PARTICIPATION AND COMMUNITY RECOGNITION

Social participation and community recognition are indicators of a strong sense of belonging to our events—and a sign of their long-term sustainability. They reflect the level of community involvement in the organization.

OBJECTIVE 6.1: Better understand and reach our target audiences

Through visitor origin and traffic studies, we aim to deepen our understanding of the different visitor groups to better meet their expectations and needs. This will help us tailor our offerings and services to provide a more enriching and relevant experience, while also allowing us to share accurate data on event attendance with our partners.

OBJECTIVE 6.2: Strengthen volunteer engagement and participation in our events

This objective seeks to foster long-term, meaningful volunteer involvement by recognizing them as key contributors to the success of our events. By valuing their contributions, we aim to offer a rewarding and fulfilling experience. The actions outlined in our action plan are designed to strengthen this relationship and ensure consistent volunteer engagement year after year.

CHALLENGE 7: INVOLVEMENT OF THE ORGANIZATION WITHIN ITS COMMUNITY

This issue reflects our organization's deep connection to its local environment. Such rootedness is essential to ensure the social acceptability of our activities, the recognition of our events, and the long-term sustainability of our organization.

OBJECTIVE 7.1: Support local employment and promote professional inclusion

We aim to strengthen the local economy by creating job opportunities and promoting workforce integration within the community. By working with employability programs, we seek to improve access to meaningful employment while contributing to social and professional inclusion. This objective aligns with our commitment to supporting economic growth and social cohesion in our region.

OBJECTIVE 7.2: Strengthen local and regional partnerships to promote our events and stimulate the local economy

This objective focuses on building and maintaining strong relationships with local businesses, organizations, and institutions to boost event promotion and support the local economy. By fostering collaboration with other festivals, tourist attractions, hotels, restaurants, and economic stakeholders, we aim to maximize the visibility of our events, attract more visitors, and generate positive economic impact for the community. The goal is to develop a collaborative network that benefits all stakeholders and reinforces our local presence.

OBJECTIVE 7.3: Strengthen local and regional partnerships to promote our events and stimulate the local economy

This objective highlights our commitment to making a positive impact on the well-being and social cohesion of the community. Through tangible actions, such as participating in community projects, we aim to improve living conditions, foster inclusion, and promote sustainable development and personal fulfillment. By contributing to meaningful initiatives, we strengthen our role as a socially responsible organization and a key partner in local development.

CHALLENGE 8: ACCESSIBILITY

The absence of discrimination and the respect for human rights are key components of a socially responsible and sustainable organization. This issue focuses on assessing the measures our events have implemented to prevent discrimination based on individuals' physical, economic, social, or cultural circumstances.

OBJECTIVE 8.1: Eliminate financial barriers to participation

We aim to create an environment where everyone, regardless of financial status, can fully take part in our events. By offering free access to our events, we commit to removing a major obstacle that may prevent certain individuals from attending. This commitment fosters greater openness and inclusivity, while strengthening community ties through equitable access for all.

OBJECTIVE 8.2: Facilitate participation for individuals with reduced mobility

This objective involves implementing site adaptations and services that allow all visitors to move around safely and comfortably. By taking specific accessibility measures, we aim to ensure a welcoming and inclusive experience for people with reduced mobility. This reflects our commitment to making sure every visitor—regardless of physical ability—can fully enjoy our events.

OBJECTIVE 8.3: Facilitate participation for individuals with visual impairments

We are committed to making our events accessible by removing visual barriers that could limit the experience for blind or visually impaired visitors. Our efforts include implementing measures that help these individuals navigate event spaces and engage fully in the activities offered. This inclusive approach ensures a rich and meaningful experience for all, regardless of visual ability.

OBJECTIVE 8.4: Facilitate participation for individuals with hearing impairments

We also strive to create an environment where deaf or hard-of-hearing visitors can enjoy our events without barriers. To achieve this, we implement appropriate measures to ensure accessible communication and information, fostering equal participation and a fulfilling experience for everyone.

CHALLENGE 9: ENHANCEMENT OF LOCAL CULTURAL IDENTITY

This issue focuses on how our events contribute to reviving, enriching, promoting, maintaining, respecting, and nurturing the cultural identity of the community. The goal is to offer an authentic experience that reflects the unique character of the region.

OBJECTIVE 9.1: Promote the cultural identity and heritage of the region

We aim to celebrate and share the historical, artistic, and natural richness that defines our region. By integrating cultural heritage elements—such as iconic figures, landmarks, and local traditions—into our programming, we invite visitors to discover or rediscover the soul of our community. This commitment strengthens the sense of belonging among residents and offers festival-goers a meaningful immersion into the region’s distinct identity, while encouraging the preservation of these cultural treasures for future generations.

OBJECTIVE 9.2: Encourage visitor participation and education

We seek to enhance the experience of every attendee through an interactive and educational approach. Our goal is to create opportunities where visitors can actively participate—not just observe—through workshops, demonstrations, and discussions that stimulate curiosity and foster learning. By integrating educational elements, this objective aims to inspire, inform, and cultivate lasting interest in the themes explored, while promoting the exchange of knowledge and personal growth.

OBJECTIVE 9.3: Support and showcase emerging and local artistic talent

This objective aims to provide a platform for regional artists—both emerging and semi-professional—to express themselves and gain visibility. By featuring local talent in our programming, we help artists share their passion and build their reputation among a broader audience. This effort not only energizes the local arts scene but also strengthens the bond between our events and the community, highlighting the richness and diversity of our cultural landscape.

CHALLENGE 10: PROMOTING DIVERSITY

Identity also takes shape through openness to and comparison with other cultures. Cultural exchange is, in itself, a source of enrichment. The movement of people, ideas, and projects allows cultures to evolve. By nourishing each other, cultures contribute positively to development.

OBJECTIVE 10.1: Promote cultural diversity and intercultural exchange in our programming

We aim to enrich the visitor experience by celebrating the variety of cultures that make up our community. By featuring artists and cultural expressions from diverse backgrounds, we strive to offer inclusive programming that reflects this diversity and fosters mutual understanding and exchange between cultures. This objective creates opportunities for interaction and sharing, where participants can discover new perspectives and engage with different traditions—strengthening respect, tolerance, and a sense of unity among festival-goers.

OBJECTIVE 10.2: Promote diversity in artistic and athletic expression within our programming

We want to offer visitors a rich and varied experience by showcasing a broad spectrum of cultural and sporting activities. By incorporating multiple forms of art—such as music, theatre, visual arts, traditional crafts—as well as a range of sports disciplines, we aim to reflect the diversity of interests and talents in our communities. This objective not only helps engage a wider audience but also encourages discovery and appreciation of different practices, while celebrating creativity and community energy.

CHALLENGE 11: CREATIVITY AND INNOVATION

Culture is a powerful catalyst for creativity. Creativity is a strategic issue in the new economy, as it is a source of innovation. Today, creativity, innovation, education, and research are essential drivers of sustainable development.

OBJECTIVE 11.1: Foster innovation and enhance the visitor experience

This objective aims to offer a unique and memorable experience by incorporating fresh and creative ideas into our event programming and organization. Through original initiatives, innovative activities, and emerging technologies, we seek to surprise and captivate our audience while deepening their engagement. This reflects our commitment to being at the forefront of innovation in the event industry and delivering unforgettable moments that encourage festival-goers to return year after year.

OBJECTIVE 11.2: Optimize organizational and operational processes

We strive to improve the efficiency and fluidity of our event management by refining internal workflows, implementing innovative practices, and optimizing resource use. The goal is to create a more agile and responsive organization that can effectively meet the needs of festival-goers, partners, and team members, while maximizing event performance and sustainability.

OBJECTIVE 11.3: Support innovation and the advancement of practices in the pyrotechnic industry

We aim to promote the development of new technologies, techniques, and standards in the field of pyrotechnics. By encouraging research, innovation, and collaboration with other pyrotechnic events, this objective seeks to enhance the safety, creativity, and visual impact of fireworks shows. It also supports the exchange of best practices among industry professionals to elevate performance quality while addressing environmental and safety concerns.

CHALLENGE 12: RESPONSIBLE CONSUMPTION

Local and responsible purchasing contributes to the long-term health and economic vitality of communities and helps maintain or redistribute wealth within the region. This issue reflects the willingness and ability of our events to support local development.

OBJECTIVE 12.1: Support the local economy and strengthen community partnerships

We are committed to encouraging the growth and vitality of local and regional businesses and organizations. By prioritizing collaboration with local suppliers and working with nonprofit organizations, this objective aims to reinforce the connection between our events and their surroundings. It contributes to energizing the local economy, fostering cultural and social exchanges, and creating sustainable development opportunities for the area—all while offering festival-goers a more authentic, community-rooted experience.

OBJECTIVE 12.2: Promote and showcase local products and Québec craftsmanship

We seek to highlight the richness of Québec's local heritage and artisanal know-how. By offering festival-goers local food products, works by local artists and artisans, and merchandise made on-site, this objective celebrates and supports Québec creators and producers. It also introduces visitors to the region's cultural and artisanal diversity while boosting the local economy through the purchase of authentic, one-of-a-kind goods—enhancing the overall festival experience.

OBJECTIVE 12.3: Work with suppliers committed to sustainable development

This objective focuses on choosing partners who share our values of environmental, social, and economic responsibility. By favouring suppliers engaged in sustainable practices, we help reduce the ecological footprint of our events while promoting ethical, environmentally friendly business relationships. This approach also encourages a more responsible supply chain and supports sustainable solutions throughout the planning and delivery of our events.

OUR COMMITMENTS

Les Créations Pyro, in collaboration with all its partners, commits to:

- Ensuring the application of this policy
- Defining relevant sustainable development principles and practices for the organization and integrating them into decision-making and management processes
- Acting responsibly and demonstrating initiative in matters of sustainable development
- Involving suppliers of goods and services in achieving sustainable development objectives
- Developing an action plan that supports the objectives of the sustainable development policy and its continuous improvement
- Allocating the necessary material, financial, and human resources for the implementation of the action plan
- Ensuring that all new or updated policies are compatible with this sustainable development policy
- Raising awareness among employees, volunteers, suppliers, and partners about the importance of achieving the policy's objectives
- Presenting an annual report to the Board of Directors to assess progress toward the policy's objectives
- Establishing a continuous improvement process for sustainable development practices aimed at changing consumption and production patterns
- Monitoring innovative approaches and strategies in sustainable development
- Implementing a continuous improvement strategy for this policy and submitting any necessary changes for approval by the Board of Directors
- Measuring outcomes and evaluating progress made
- Sharing our commitments with partners and publishing them on the websites of our events

APPLICATION

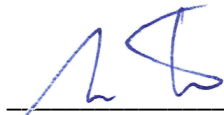
This policy applies to all divisions of Les Créations Pyro. The staff is required to implement it in the execution of their activities and in their interactions with colleagues, clients, suppliers, volunteers, and partners.

REVIEW

This policy will be reviewed by the Project Manager for Les Créations Pyro in January 2028.

ADOPTION

This policy was adopted by the Board of Directors of Les Créations Pyro on January 28, 2025, and will come into effect on February 1, 2025, for a duration of three years.



Simon Clément, President of the
Board of Directors of Les Créations Pyro

REFERENCES

Commission mondiale sur l'environnement et le développement. (1987). *Notre avenir à tous*.

Événements Attractions Québec. (2024). *Outils ÉAQ*. <https://www.evenementsattractions.quebec/ressources/outils-eaq>

Goodland, R. (1995, novembre). The Concept of Environmental Sustainability. *Annual Review of Ecology, Evolution, and Systematics*, 26, 1-24.

Sommet mondial sur le développement durable. (2002). *Déclaration de Johannesburg sur le développement durable*.