



SUSTAINABLE DEVELOPMENT POLICY

NOVEMBER 16th, 2022

Sustainable Development Policy

POLICY :

TITLE: Sustainable development policy

ADOPTION: Board of Directors

EFFECTIVE DATE: 2022-11-16

MODIFICATION: Board of Directors

Resolution

TABLE OF CONTENTS

PREAMBLE	2
THE ORGANIZATION’S COMMITMENT	2
FIELDS OF APPLICATION	2
DEFINITION	3
GUIDELINES	4
DETAILED COMMITMENTS.....	6
RESPONSIBILITY	11
POLICY APPLICATION.....	11
EFFECTIVE DATE.....	11

PREAMBLE

By adopting this Policy, Créations Pyro recognizes its responsibility toward sustainable development. The organization agrees to promote sustainable development and to apply its principles within the resources at its disposal.

The purpose of this policy is to define the general principles of our organization in this respect, to determine its commitments, and to specify the scope of these commitments.

This policy will evolve as we learn more about it and will be enhanced by the actions and experiences that emerge from it.

THE ORGANIZATION'S COMMITMENT

In this context, Créations Pyro commits to, with all its partners to:

- A. Define sustainable development principles and practices relevant to the organization and integrate them into decision-making and management processes;
- B. Act responsibly and show initiative in sustainable development;
- C. Involving suppliers of goods and services in achieving sustainable development goals;
- D. Introduce a process of continuous improvement in sustainable development practices aimed at changing consumption and production patterns;
- E. Measuring results and evaluating progress;
- F. Present our commitments to partners and promote them on our event website.

This policy constitutes Créations Pyro's frame of reference for implementing this commitment.

FIELDS OF APPLICATION

Our policy applies to all divisions of Créations Pyro. Employees must implement it both in the performance of their activities and their relations with colleagues, customers, suppliers, volunteers, and other organizations. This knock-on effect enables us to involve our different partners in achieving the sustainable development objectives to which Créations Pyro subscribes.

DEFINITION

The Brundtland Report¹ defines sustainable development as ‘‘development that meets the needs of the present without compromising the ability of future generations to meet their own needs’’.

The Johannesburg Declaration² states that economic development, social development, and environmental protection are the pillars of sustainable development; they are ‘‘interdependent and mutually reinforcing’’.

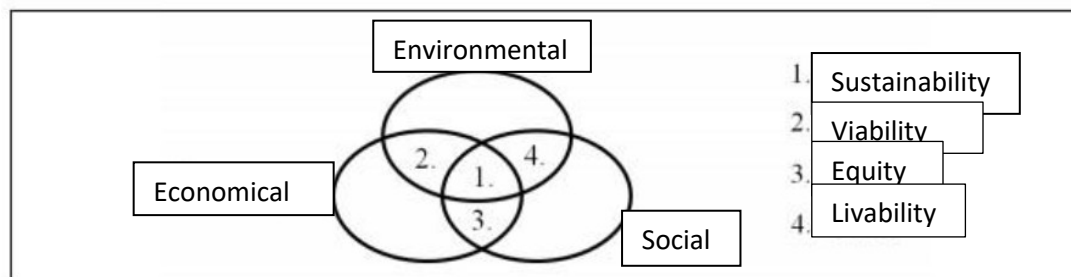
In this context, sustainable development is based on a long-term vision in which decision-making is based on a set of principles that enable environmental, economic, and social issues to be brought together with a view to responsible development.

Three dimensions of sustainability

Sustainable development is becoming the major challenge facing our society. It remains a very broad concept and does not refer solely to environmental protection. It must inseparably integrate the following three dimensions: environmental, social, and economic.

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.

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



Source: adapted from Jacobs and Sadler.

¹ The Brundtland Report is the name commonly given to a publication, officially entitled *Our Common Future*, drawn up in 1987 by the United Nations World Commission on Environment and Development, chaired by Norwegian Gro Harlem Brundtland.

² The Johannesburg Declaration on Sustainable Development was adopted at the World Summit on Sustainable Development, sometimes referred to as the Earth Summit 2002, at which the Plan of Implementation of the World Summit on Sustainable Development was also adopted.

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; Rigby et al.).

Environmental dimension

Maintaining the integrity of our environment to ensure the health and safety of humans and their ecosystems.

Social dimension

Consider the social consequences of our activities, the problems of inequality, and working and living conditions.

Economical dimension

Reconcile our organization's viability with ethical principles such as environmental protection, responsible production, and consumption.

Quebec's Sustainable Development Act³ is based on these 16 principles.

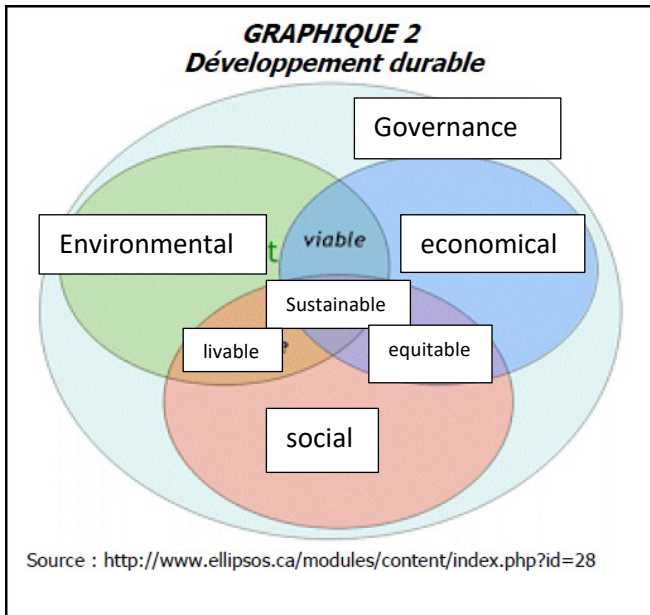
- Health and quality of life
- Equity and social solidarity
- Environmental protection
- Economical efficiency
- Participation and commitment
- Access to knowledge
- Subsidiarity
- Partnership and cooperation
- Prevention
- Precaution
- Protecting cultural heritage
- Preserving biodiversity
- Respecting the carrying capacity of ecosystems
- Eco-responsible production and consumption
- Pollution charge
- Internalizing costs

³ <https://www.environnement.gouv.qc.ca/developpement/principe.htm>

1. GUIDING PRINCIPLES

This policy is based on the Social Practices Assessment Model (SPAM) developed by Événements Attractions Québec (ÉAQ) in consultation with various stakeholders via a “consensus” committee made up of representatives from the Ministry of Tourism, Loto-Québec, sustainable development, leisure, and various financial backers.

MEPS is inspired by the concepts of sustainable development (SD) and corporate social responsibility (CSR). This Social Practices Assessment Model (SPAM) for festivals and events measures the social performance of organizations around 12 social issues.



The 12 MEPS challenges

Challenge 1: Responsible management

Challenge 2: Participative governance

Challenge 3: Employee fulfillment and quality of life

Challenge 4: Quality of life for people and the environment

Challenge 5: Fulfillment and quality of life for visitors

Challenge 6: Social participation and community recognition

Challenge 7: Community involvement

Challenge 8: Accessibility

Challenge 9: Local identity and cultural enhancement

Challenge 10: Promoting diversity

Challenge 11: Creativity and innovation

Challenge 12: Responsible consumption

2. DETAILED COMMITMENTS

CHALLENGE 1: RESPONSIBLE MANAGEMENT

This challenge aims to assess our organization's willingness and strategic capacity to take the social dimension into account in its decisions and activities. It is not a social issue as such, but rather a management issue, which will inevitably have an impact on social practices. Here are a few concrete examples of responsible management.

Our commitments:

- Adopt a written code of ethics to guide directors and volunteers;
- Implement a plan of concrete measures to recruit volunteers;
- Establish a policy for handling visitor complaints;
- Offer group insurance and sick leave for permanent employees;
- Consider the specific needs of our employees, volunteers, and customers, such as accessibility for people with reduced mobility, work-family balance, etc;
- Implement actions to limit disparities (gender equality, accessibility for all);
- Set up profitability tools and indicators (budget, dashboard) to quickly assess our financial and economic situation.

CHALLENGE 2: PARTICIPATIVE GOVERNANCE

Participative Governance refers to the organization's willingness to establish relationships with stakeholders, notably by setting up mechanisms for information, consultation, dialogue, and participation.

Our commitments :

- Take part in and set up round tables to inform and consult the various stakeholders in our decision-making process. (Volunteers, residents, visitors, and employees);
- Evaluate visitor satisfaction after each event;
- Develop dialogue and information sharing between colleagues, partners, suppliers, and customers.

CHALLENGE 3: EMPLOYEE FULFILLMENT AND QUALITY OF LIFE

Our event aims to create a number of conditions conducive to the self-fulfillment, and quality of life of our salaried and volunteer staff.

Our commitments :

- Setting up volunteer recognition and quality of life activities;
- Providing good working conditions;
- Recognizing the achievements of employees and volunteers;
- Promoting skills sharing among employees;
- Allocate a budget to employee training programs;
- Education for sustainable development.

CHALLENGE 4: QUALITY OF LIFE FOR PEOPLE AND THE ENVIRONMENT

The population surrounding our event is the first to suffer from the impacts of our activities. This challenge aims to optimize the quality of life of the population and the environment. This is achieved by implementing measures to mitigate the negative impacts of our activities, and by raising awareness among festival-goers of their impact on the environment.

Our commitments :

Sound pollution :

- Set a strategy to reduce noise in collaboration with the residents living in the area;
- Promote the use of public transportation and active transportation among visitors to limit problems linked with traffic.

Waste management :

- Favoring the use of renewable resources and recyclable and compostable materials;
- Promote the reuse, sorting, recycling, and recovery of waste (energy, water, materials, food, etc);
- Inform and raise awareness among employees and visitors about the importance of waste management;
- No sale of plastic water bottles;
- Eliminate the use and sale of polystyrene and plastic straws;
- Opt for biodegradable and compostable products when the use of washable dishes is not possible;
- Implementing a composting system at event venues from 2024;
- Raise awareness and support our food suppliers for healthy waste management, especially by redistributing food surplus to charitable organizations;

- Reduce paper use, create efficient management of documentation, and favour paperless communications;
- Optimize technological tools to reduce business travel (video-conferencing, teleworking, etc.);
- Organize paperless meetings (use of projector screen and computers during meetings);
- Program printers to default to black & white and duplex options.

Managing CO2 emissions

- Make pyrotechnic companies aware of our sustainable development policy and require them to submit an emissions report after each pyrotechnic show.
- Compensate for the CO2 emissions produced during our events with Carbone Boreal via tree planting, and the Scol'Air program, which provides training in schools;
- Encouraging visitors to offset the CO2 emissions produced by their travels;
- Make the employees aware of measures to reduce energy consumption. E.g. Ask the employees to turn off devices when not in use (computer screens, lights, etc.);
- Optimize the transportation of people, goods, and materials, and adjust work schedules to reduce employee travel and encourage carpooling.

CHALLENGE 5: VISITOR FULFILLMENT AND QUALITY OF LIFE

The concern to satisfy visitors' needs and expectations, and ensure a quality tourism experience, usually guides organizations in their decisions and activities.

Our commitments :

- Implement an action plan on accessibility for people with reduced mobility;
- Set up a rest area set back from the activation section of the event site for people with special needs;
- Offer first aid services to visitors;
- Provide access to picnic areas on site;
- Catering for visitors;
- Provide free access to drinking water;
- Provide full toilet access;
- Provide safe areas for bicycles;

CHALLENGE 6: SOCIAL PARTICIPATION AND COMMUNITY RECOGNITION

Social participation and recognition from the community are a sign of territorial anchoring and belonging to our event, and even a sign of the sustainability of our activities. They measure the level of involvement of the community and the population within the organization.

Our commitments :

- Involving volunteers in our operations;
- Implement volunteer retention and loyalty strategies;
- Implement strategies to recruit local volunteers.

CHALLENGE 7: COMMITMENT TO THE COMMUNITY

This challenge is a guarantee of the organization's territorial roots. It's a fundamental aspect of ensuring the acceptability of our activities, the recognition of our event, and the long-term future of our organization.

In a context of sustainable development and social responsibility, an organization is also called upon to participate in the economic, tourism, socio-cultural, and community development of its community.

Our commitments :

- Contribute to local employment;
- Promote reintegration assistance (professional or personal) by working with community organizations;
- Participate actively in local, regional, and sectoral consultations;
- Contribute to the sector's reputation;
- Create partnerships with other events;
- Exchange services and materials with other organizations;
- Create packages with local tourist attractions, hotels, and restaurants.

CHALLENGE 8: ACCESSIBILITY

The absence of discrimination or respect for human rights are important aspects of a socially responsible and sustainable organization. This challenge aims to assess the measures our event has put in place to avoid discrimination based on an individual's physical, economic, social, or cultural capabilities.

Our commitments :

- Create a specific section for people with reduced mobility with no surface obstacles;
- offer free admission to our events;
- Make the site accessible and barrier-free;
- Display bilingual information and signage on our site.

CHALLENGE 9: COMMUNITY IDENTITY AND CULTURAL ENHANCEMENT

This challenge aims to determine whether the event contributes to reviving, enriching, promoting, maintaining, respecting, and nurturing the cultural identities of its territorial or affinity community. The event must enable people to enjoy an authentic experience in line with the distinctive features of its environment.

Our commitments :

- Preserve, share, and disseminate the local cultural and natural heritage, including traditions, languages, customs, and arts in all their forms;
- Work with other organizations to maximize socio-economic benefits and environmental performance;
- Showcasing local and regional artists, craftspeople and collaborators;
- Enhancing the natural heritage of our event site.

CHALLENGE 10: PROMOTING DIVERSITY

Identity takes shape through openness and comparison with other cultures. Openness to different horizons is, in itself, a source of enrichment. The circulation of people, ideas, and projects is what allows cultures to breathe. By nurturing each other, they make a positive contribution to the development of all cultures.

Our commitments :

- Promote cultural diversity through our event programming choices;
- Respect cultural and gender diversity.

CHALLENGE 11: CREATIVITY AND INNOVATION

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

Our commitments :

- Reduce CO2 emissions to fight climate change by requiring the use of a minimum of 30% more eco-responsible pyrotechnic parts by our pyrotechnic firms.
- Support innovation in pyrotechnics, including the use of perchlorate-free pyrotechnics.

CHALLENGE 12: RESPONSIBLE CONSUMPTION

Buying locally and responsibly is synonymous with contributing to the long-term health and economic vitality of communities and maintaining and/or redistributing wealth in the community. The issue of local and responsible consumption, therefore, refers to the event's willingness and ability to contribute to the development of its community.

Our commitments:

- Provide a form to all our suppliers to verify their commitment to sustainable development;
- Promoting the use of local products and services;
- Support local businesses (suppliers, service companies, etc.);
- Offer local products to festival-goers (bars, food trucks, etc.)

3. RESPONSIBILITY

The Policy is the responsibility of the Board of Créations Pyro.

Créations Pyro commits to :

- Ensure that the present policy is applied;
- Elaborate an action plan to reach the goals set by the Sustainable Development Policy and to keep improving it;
- Allocate the material, financial and human resources required to implement the action plan;
- Ensure the compatibility of any new or updated policy with this Sustainable Development Policy;
- Raise awareness among employees, volunteers, suppliers, and partners of the importance of achieving Policy objectives;
- Maintain a strategic watch on innovative approaches to sustainable development;
- Implement a strategy for continuous improvement of this policy and seek Board approval for any changes required;
- Present an annual report to the Board of Directors on the achievement of policy objectives.

4. POLICY APPLICATION

Every member of the organization who performs a management function is responsible for applying the Policy in the areas for which he or she is responsible.

5. COMING INTO EFFECT

This Policy takes effect upon adoption by the Board of Directors.

Adopted on: January 24, 2023

A handwritten signature in blue ink, appearing to be 'SC', is centered on a light-colored rectangular background.

Simon Clément, Chairman of the Board of
Créations Pyro