

# INVESTING FOR A BETTER FUTURE: WE ARE TAKING CONCRETE STEPS TO IMPROVE OUR ENVIRONMENTAL PERFORMANCE.



Over the past several years, our Corporate Social Responsibility (CSR) program has become an important part of the company's culture. We are particularly proud of the progress we made in 2009 through our commitment to the environment.

We announced, in April, our participation in the *Changing the world, one step at a time* program, developed by Équiterre, a leading environmental organization in Quebec, and supported by Green Communities Canada. As the first national company to join this initiative, we are taking concrete steps to improve our environmental performance over the next three years.

We are committed to strengthening our environmental initiatives on an ongoing basis and the *Changing the world, one step at a time* program provides the framework for us to focus on certain priorities and measure our performance.

We are pleased to report that we are already taking some important environmental actions as part of our day-to-day business practices. For example, we produce directories composed of post-consumer fibre from Canadian suppliers, and we use vegetable-based ink and hot-melt glue, rendering them entirely recyclable. We also purchase only 100% recycled and FSC-certified (Forest Stewardship Council) office paper for all our offices across the country.

This is just a beginning. Here are additional concrete measures we have taken in 2009 to support our commitment to the environment.

## A NEW GUIDE FOR LIVING GREEN

This past year, we successfully launched the ecoGuide, a valuable local reference with helpful tips on responsible consumption, located in the front section

of all new Yellow Pages™ directories. This guide includes tips on responsible consumption, recycling do's and don'ts, and the proper way to dispose of hundreds of household items. More specifically, people can find:

- a directory to Reuse & Recycle more than 400 household items such as tires, computers, electronics, mattresses, carpets and smoke detectors to be disposed of ecologically and a list of addresses of where to take them;
- a list of materials that are accepted/refused in recycling bins, along with details on the collection of green and hazardous domestic waste;
- 35 ecological certifications to help consumers make more responsible purchases; and
- 15 simple ways to reduce our environmental impact (composting, temperature control, reducing water consumption, etc.) while saving fuel, electricity and, of course, money.

The ecoGuide was developed in collaboration with a number of leading environmental organizations, municipalities and local recycling councils and is adapted to reflect the local resources available in each market. Our goal is to meet Canadians' need to find relevant environmental services in their community. Our efforts were acknowledged by the Recycling Council of Ontario with a silver award in recognition of the ecoGuide's contribution to informing Ontarians about waste reduction.

The different regional ecoGuides are also available online at [www.eco.yellowpages.ca](http://www.eco.yellowpages.ca).

## OFFERING CONSUMERS THE CHOICE

The majority of Canadians continue to use and value their Yellow Pages™ directory. A growing number of



consumers turn to online local search tools to find local businesses, we also want to offer them the option to choose the format in which they wish to receive our rich directory content, namely print, online or mobile. With this in mind, we launched the Custom Delivery Program in 2009. Canadians can opt out from the distribution list or increase the number of print Yellow Pages™ directory copies they want to receive by simply filling the online form or calling our toll-free number.

The program has been very well received by consumers and environmental groups as it demonstrates our commitment to reducing our environmental footprint and to meeting consumers changing patterns.

### MEASURING OUR ENVIRONMENTAL FOOTPRINT

One of our key strategic environmental initiatives this year was the finalization of our 2008 Greenhouse Gas (GHG) emissions inventory, which will effectively measure our progress in reducing our emissions year-over-year. In 2009, we were able to broaden the scope of our GHG inventory to have a more accurate assessment of our carbon footprint. With a solid base of factual information, established by external environmental specialists, we are now in a better position to set clear goals and communicate to our key stakeholders how we are improving on these goals.

### SUPPORTING OUR LOCAL COMMUNITIES

For the past few years, we have been offering our national “*Make it Real: Better Businesses for Better Communities*” annual program to recognize the community involvement of selected small businesses across the country. Again in 2009, 20 companies were rewarded for their efforts to improve their communities. They each received a cash award and secured a donation to a charity of their choice.

### ATTRACTING TALENT

We place a high priority on offering our employees a stimulating and rewarding work environment. In recognition of our efforts, for the fifth consecutive year, Maclean’s magazine listed us as one of Canada’s top 100 employers. In 2009, we were again ranked among the country’s best companies for the quality of our work environment as well as our compensation and employee benefits program.

In 2009, YPG ranked among the Top 10 companies to work for by the Financial Post. For the fourth consecutive year, we also figured on the list of Montreal’s 15 best employers published by The Gazette and Le Devoir. We also continue to hold the distinction as one of Canada’s 10 Most Admired Corporate Cultures by Waterstone Human Capital. Most notably, we are highly rated for our vision, our values, our leadership, and our operational and financial performance.

### INVESTING FOR A BETTER FUTURE

Taking part in the *Changing the world, one step at a time* program this year was certainly a step in the right direction towards improving our environmental performance. In 2010, we will put particular emphasis on energy efficiency by evaluating energy consumption in our various office locations and identifying ways to reduce it.

We will continue monitoring and reporting on our progress, in order to create a better working environment for our employees, and for the communities we serve across the country.

More information about our CSR initiatives can be found on our corporate web site at [www.ypg.com](http://www.ypg.com).



Ecological Agriculture  
Sustainable Transportation  
Fair Trade and Ethical Consumption  
Energy Efficiency  
Waste Management  
Social and Community Involvement



## CHANGING THE WORLD, ONE STEP AT A TIME BY:

1. Reducing greenhouse gas emissions from business travel
2. Encouraging green commuting solutions
3. Promoting socially responsible and sustainable purchasing
4. Making socially responsible and sustainable purchasing choices
5. Promoting and purchasing certified fair trade products
6. Promoting local and organic agriculture
7. Implementing energy efficiency measures in our offices
8. Collaborating with our distributors to reduce their greenhouse gas emissions
9. Implementing paper reduction initiatives
10. Supporting directory recycling
11. Enhancing source reduction and recycling in our offices
12. Contributing to employee social involvement

Compared to virgin paper, the 3,055 kg of **Rolland Enviro 100** paper used in this report **reduced our ecological footprint by:**

**57 trees**  
**1,646 kg** of solid waste  
**155,743 L** of water  
**3,615 kg** of air emissions

