



Sustainable Development Plan 2019-2020

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Our vision

The United Nations defines sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own.” In addition, it also stresses that this is only possible by “[reconciling] three basic elements, which are interdependent and all essential to the well-being of individuals and societies: economic growth, inclusion social and environmental protection.”¹

In this context, WILL Solutions, a socially committed company, fully assumes its role of catalyst and active participant in a low-carbon green economy, embodying many of the 17 Sustainable Development Goals (SDGs)¹ of the United Nations and inclusive of its different actors. To do so, WILL Solutions recognizes that:

- Realizing the importance of global challenges affecting sustainable development, especially climate change, empowers us to take action in our daily lives, right now.
- Any lasting change is carried out optimally in collaboration with a multitude of stakeholders who are different in nature, both organizationally and in terms of ideas.
- It is our duty to educate, raise awareness and inform customers, partners and the public about the challenges of sustainable development, in particular climate change and the low-carbon economy.
- The company, its employees and its collaborators, must aim to promote the respect which is due to each individual and organization with which we work.
- The company must embody sustainable development both by fulfilling its mission and its Sustainable Community project and by being consistent in its daily operations.

Society

Despite the international community’s greater awareness of the challenges of climate change since the Rio Summit (1992), it remains difficult to internalize the environmental and social costs of pollution in our current economic structure. The development of the voluntary carbon market today is similar to that of fair trade and organic certification in the early 2000s. Still relatively

¹ <https://www.un.org/sustainabledevelopment/fr/development-agenda/>

marginal and targeting mainly responsible consumers, it nevertheless has the potential to have a significant impact in changing the society and the environment. By working with civil society, WILL actively participates in the development of the voluntary carbon market in Quebec. The Sustainable Community solution, which can be franchised anywhere in the world, will increase the active participation of civil society in global climate challenges.

Customers, buyers & gestures sponsors

Buyers of verified carbon credits (VCUs) from the WILL Sustainable Community can benefit from quality carbon credits with a social impact going beyond the simple quantitative reduction of GHG emissions. The new online purchasing platform launched in March 2018 also allows individuals to buy these carbon credits directly, thereby facilitating their access to the voluntary market or making it easier for them to diversify their carbon neutral portfolio.

Current portrait

Environment

In addition to the environmental nature of the Sustainable Community solution, WILL has been quantifying and offsetting its own GHG emissions linked to travel and its operations since 2007. In addition, WILL's work structure, based on telework, means that its overall ecological footprint has minimal impact on everything related to other categories of environmental impact (such as waste generation, energy consumption, etc.).²

Economy

The Sustainable Community (SC) solution aims to support small local organizations in their will to act in the face of climate challenges through the community aggregation of GHG reductions, the marketing of which enables revenue sharing. Thus, the realization of each micro-project of SC members is stimulated by the opportunity for carbon revenues. These verified carbon credits are part of the internationally recognized economic tools for internalizing the cost of carbon. USEPA³ estimates the negative externalities brought about by GHG emissions and climate change at US \$ 36/tonne for 2015⁴.

² It is difficult to fully quantify these aspects since they come under the initiative and the personal situation of the employees (ex: an employee may have access to composting because of his / her area of residence / work, which may not be the case of another).

³ USEPA: United States Environmental Protection Agency, from the State Department of the United States.

⁴ It should be notes that in fall of 2017, a new price of \$ 6/tonne was proposed for the year 2020. This new downward estimate is controversial within the scientific community.

https://19january2017snapshot.epa.gov/climatechange/social-cost-carbon_.html

Our company is committed to returning 10% of the net benefits from our activities to civil society in order to support the funding of community projects in harmony with sustainable development, for the benefit of all.

Principles of our Action Plan

Considering that WILL's Sustainable Community solution is, by its nature, a tool for sustainable development, the basic principle of our actions in this area is the dissemination of Sustainable Community. Thus, the more active SC members there are, with their GHG reductions both in Quebec and elsewhere in the world, the more WILL be able to sell and promote these offset credits to individual, corporate and government buyers, thereby implementing its vision and commitments to sustainable development.

1. Increase the number of SC members, as well as their eligible and verified GHG reductions. Complete with the marketing and sales of the resulting VCUs.

2. Within WILL's activities:

2.1. Promote our core values through our activities:

2.1.1. **Objectives:** Raise awareness to the challenges of SD, climate change and the green economy through our words and actions, with all our members, clients and the general public.

Actions: Produce original content that highlights the relevant actions of SC members and specific to our sector of activity, and share it on our social networks.

Indicator: Make at least 4 communications (article, video or conference) per month.

2.1.2. **Objectives:** Give back to the community by helping with the funding of sustainable development (SD) projects.

Actions: Determine an amount at the end of each fiscal year that can be allocated the following year.

Indicator: Donate 10% of net profits to various sustainable development community projects (circular economy).

2.2. **Objectives:**

TRANSPORT: Minimize the intensity per capita of our GHG emissions related to employees and collaborators travel by promoting collective and active transport.

Actions: Encourage employees and collaborators to take public and/or active transportation during their work-related trips. Organize team meetings with our partners in places accessible by public and/or active transport whenever possible.

Indicator: Reduce the GHG intensity/active person at WILL and compensate for all emissions linked to transport.

2.3. **Objective:**

ENERGY USED AND WASTE: That all employees and collaborators have a conscious and responsible management of their energy consumption and waste production.

Action: Recycle and compost at WILL Solutions head office and encourage employees and collaborators to participate in their local recycling and composting programs.

Indicator: That employees and collaborators confirm their participation to their local recycling and composting programs.

2.4. **Objective:**

RESPONSIBLE PURCHASING: Make supplies in accordance with the company's social and environmental values.

Action: Develop a simple local-based and responsible purchasing policy.

Indicator: Adopt a responsible purchasing policy favoring local purchases.