

OUR JOURNEY CONTINUES

OUR EFFORTS TOWARDS SUSTAINABILITY

CBC  Radio-Canada

2008-2010 ENVIRONMENTAL PERFORMANCE REPORT

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PRESIDENT'S MESSAGE

The media landscape is changing quickly, and our experience has shown that adapting to these changes in real time is quite a challenge. We know that the coming years will be ones of continuous adaptation, since the transformation that our industry is undergoing is showing no signs of letting up. Still, our challenges extend beyond those of just our industry.

We must also contend with broader shifts in society. Among them, growing environmental consciousness and the need to be ever more vigilant and socially responsible, both as people and as a company, in addressing such things as air quality improvement, greenhouse gas reduction, natural resource preservation, and waste management—to name just a few areas of interest and concern.

We seek to inform and enlighten Canadians on issues like these every day in all that we do, but we also have a responsibility to measure our own environmental performance and improve on it in whatever ways we can. That's why we adopted an Environmental Policy in 2002, incorporating environmental considerations in decision-making processes across the organization.

This report is about transparency and accounting for our collective environmental performance to you, our people. I would encourage you to take a look, to see where we're making improvements and where we need to do a better job in the future.

Our environment is everyone's business. Every individual "act of green" brings CBC/Radio-Canada a little bit closer to the attainment of its goal to be more environmentally responsible. Where you think you can help us make a difference and improve our environmental performance, please do. When we hold campaigns, I encourage you to get involved. And when you have ideas to share, share them—whether it's through one of our green initiatives or your manager, through suggestions sent via email to ResponsibilityMatters@cbc.ca or in your day-to-day dealings with colleagues.

- Hubert T. Lacroix, President and CEO, CBC/Radio-Canada



OUR ENVIRONMENTAL IMPACT

KEY RESULTS

In its role as national public broadcaster, CBC/Radio-Canada is not considered to be part of an industry that leaves a large footprint on its surroundings. Nonetheless, our operations are broad enough in scope that we must consider the ways that we can tread as lightly as possible on the Canadian landscape.

The table that follows provides a detailed look at what we produce and consume on an annual basis in a number of different categories as well as a look at how we operate.



■ Improvement
 ■ Needs Improvement
 ■ No change

ENVIRONMENTAL FOOTPRINT	08-09 RESULTS	09-10 RESULTS	VARIANCE (%)
Production			
Greenhouse Gases ¹ (Kg. of CO ₂)	75,511,137	75,394,744	-0.15
Non-hazardous wastes ² (Diversion rate %)	61	64	4.90
E-waste diverted ² (Tonnes)	65	113	74.55
Consumption			
Energy (eKwh) ³	231,459,452	232,333,740	0.38
Water ² (Ltr./employee)	31,100	32,238	3.66
Fuel (Ltr.) ⁴	1,608,728	1,429,826	-11.12
Operation			
# of properties (Owned or leased) ²	87	83	-4.59
Avg. # of vehicles ⁴	714	730	2.24
Distance traveled (Km.) ⁴	10,365,992	9,526,597	-8.09
# of petroleum tanks ³	261	261	0

¹ Based on Building, Transmission and Fleet energy use

² From Buildings

³ From Buildings and Transmission

⁴ Fleet



CBC/RADIO-CANADA'S ENVIRONMENTAL POLICY

CBC/Radio-Canada is committed to the protection and preservation of the environment by integrating environmental and economic factors into its decision-making process in all of its activities. The Corporation supports sustainable development and recognizes that its responsibilities in the field of environmental management constitute a high corporate priority.

The four objectives of the Environment Policy 2.2.16, Appendix A, adopted in March 2002, require that CBC/Radio-Canada:

1. Comply with applicable environmental laws, regulations and other corporate requirements;
2. Monitor and continuously improve its overall environmental performance by seeking to meet or exceed established objectives and targets, periodically reviewed in light of changes to environmental aspects of CBC/Radio-Canada's activities and facilities;
3. Develop, design and operate its facilities and conduct its activities in accordance with sound environmental practices and recognized standards to prevent discharges or emissions to the environment and other forms of pollution;
4. Communicate the CBC/Radio-Canada Environmental Policy to its employees, provide training and motivate its employees to conduct their functions and activities in an environmentally responsible manner and in accordance with the principles set out in this Environmental Policy.

FOCUS ON SUSTAINED ADVANCEMENT

ENSURING CONTINUOUS IMPROVEMENT TO OUR ENVIRONMENTAL MANAGEMENT SYSTEM

To ensure that the Policy stays current and to direct any necessary work to comply with it, an Environment Lead Team (ELT) was formed in 2007. Katya Laviolette, vice-president, People and Culture, currently chairs the ELT that reports to senior management on a quarterly basis. An environmental update is also provided annually to the Board of Directors in addition to reports on any major incidents that occur throughout the year.

- The ELT deals with strategic environmental issues. Its performance is reported quarterly and reviewed regularly with senior management in conjunction with cross-corporate representatives. The ELT met 4 times over the course of the last fiscal year.
- The ELT Working Group, implemented in 2008-2009, deals with more tactical day-to-day environmental issues. It met 5 times over the course of the last fiscal year.

ENVIRONMENT LEAD TEAM MEMBERSHIP

Katya Laviolette VP, People & Culture, Montreal

Michèle Parent, Executive Director, Organizational Health & Wellness, People and Culture, Montreal

Pat Pietracupa, Director, Health, Safety & Environment, Organizational Health & Wellness, People and Culture, Montreal

Dennis Graham [secretary], Sr. Manager, Environment, Organizational Health & Wellness, People and Culture, Toronto

Marcel Gauthier, Interim Executive Director, Real Estate Services, Montreal

Daniel A. Langevin, Manager, Health, Safety & Environment, Real Estate Services, Montreal

Martin Marcotte, Director, CBC Transmission, CBC/Radio-Canada Transmission, Toronto

Michel Bazin, Manager, Health, Safety and Environment, CBC Transmission, CBC/Radio-Canada Transmission, Winnipeg

Michael Mooney, Sr. Director, Corporate Finance & Administration, Finance & Administration, Ottawa

Nata Maggio, Director, Insurance & Risk Management, Finance & Administration, Ottawa

Mario Gionet, Corporate Fleet Manager, Supply Management, Finance & Administration, Montreal

François T. Lachaine, Legal Counsel, Legal & Corporate Secretariat, Montreal

Fred Mattocks, General Manager, Media Operations & Technology, Toronto

Julie McCambley, Director, Operations and Contingency Planning, English Services, Toronto

Dany Harrison, General Manager, Technical Production, Radio-Canada, Montreal

Daniel McGuire, Manager, Operations & Contingency Planning, Technical Production, Radio-Canada, Montreal

Martine Ménard, Sr. Director, Corporate Communications, Ottawa

Julia E. Morris, Coordinator, Strategic Communications, Corporate Communications, Ottawa

Pierre-Philippe Desmeules, Sr. Manager, Emergency Preparedness, Organizational Health & Wellness, People and Culture, Montreal

SUPPORTING CBC/RADIO-CANADA'S ENVIRONMENTAL POLICY

RESPONSIBLE WASTE MANAGEMENT

Here are some of the ways that we are managing our various waste products:

Type of Waste	Context	Actions Taken
Organic Waste	A significant amount of organic waste is produced in cafeteria facilities.	At the Maison de Radio-Canada in Montreal, a new food services agreement includes a significant number of environmental considerations, like responsible procurement. New initiatives include: <ul style="list-style-type: none"> - Using more ecologically friendly cleaning products; - Packaging and materials management; - Purchasing locally made products.
Hazardous Waste	Electronic devices such as cell phones and computers contain significant amounts of toxic materials including lead, mercury and cadmium, in addition to metals and harmful plastics. E-waste represents a significant amount of the waste generated by CBC/Radio-Canada.	Creation of an E-Waste Working Group with cross-corporate representation. This group deploys strategies for e-waste management at CBC/Radio-Canada centres across the country. In addition, a <i>National Cell Phone Take-Back Recycling Program</i> was implemented in 2008.
Non-Hazardous Waste	Regular characterization studies give a clear picture of our performance in managing residual material.	Recovery and recycling programs have been put in place in 24 of the 27 Real Estate Services' owned buildings.



TRACKING AND REDUCING ENERGY CONSUMPTION

Annually, CBC/Radio-Canada building operational costs are benchmarked against the local market. This practice shows where there are opportunities for improvement and often leads to energy audits and ensuing feasibility studies and projects.

In the reporting period:

- Energy consumption in CBC/Radio-Canada buildings remained nearly flat.
- Water consumption reached 289 million litres in 2009-2010 or 32,000 litres/employee, which means that the consumption remained relatively unchanged compared to the three-year average of 293 million litres.

ASSESSING RISKS

WORK SITES

Our work sites are regularly inspected and assessed, especially when new properties are acquired or sold, or when contamination is suspected.

- In 2008-2009, two environmental assessments were conducted for the installation of two fuel storage tanks, but no mitigation measures were required.
- As a prevention activity, 16 Real Estate Services properties were assessed.

SPECIES AT RISK

CBC/Radio-Canada gives special consideration to various flora and fauna that exist in proximity to its work sites and that are at risk of being negatively affected by its operations.

- The Species at Risk study was completed in 2008-2009.
- CBC/Radio-Canada completed the guidelines that will direct the Transmission Division's in sensitive areas where species at risk exist.



PREVENTION THROUGH MANAGEMENT

WATER AND AIR QUALITY

To ensure that CBC/Radio-Canada employees can work in healthy environments, preventative assessments are carried out according to:

- A five-year plan for water quality tests.
- A three-year plan for indoor air quality tests.

ASBESTOS

In the reporting period, we continued the reassessment of asbestos containing materials in our buildings. This allowed the Corporation to identify affected areas and implement corrective measures to protect the health and safety of employees, and to ensure proper disposal of any hazardous material.

- 20 asbestos site reassessments were conducted of which 11 required abatement in 2008-2009.
- 9 sites were reassessed in 2009-2010 and 4 sites required corrective action.

RADON

In 2009-2010, Health Canada launched a National Radon Testing Program for federal buildings. CBC/Radio-Canada is participating in this initiative with guidance from Health Canada.

- Tests are currently being carried out in 35 sites.

FUEL TANKS

Tanks are regularly checked in order to prevent any potential for soil contamination. Gap analyses have been performed on tanks subject to the new federal *Storage Tank Systems for Petroleum Products and Allied Petroleum Products Regulations*, and corrective measures have been implemented as needed.

Throughout the last year:

- 5 tanks required replacement compared to 6 in 2008-2009.
- Site-specific emergency plans were developed.



POLYCHLORINATED BIPHENYLS (PCBS) AND BIOCIDES

PCBs are found in many types of products. At CBC/Radio-Canada, they may be found in some capacitors and lighting ballasts. Biocides are selectively used by industries to limit biological infestation and growth, and can have a negative impact on human health when not properly handled. At the Corporation, PCBs and biocides need to be properly managed in order to prevent adverse human health and environmental effects.

Over the reporting period, CBC/Radio-Canada:

- Updated the National PCB Inventory on Environment Canada's new online PCB reporting system.
- Developed an action plan for the reduction of biocide use.

REPORTING

ENVIRONMENTAL INCIDENTS

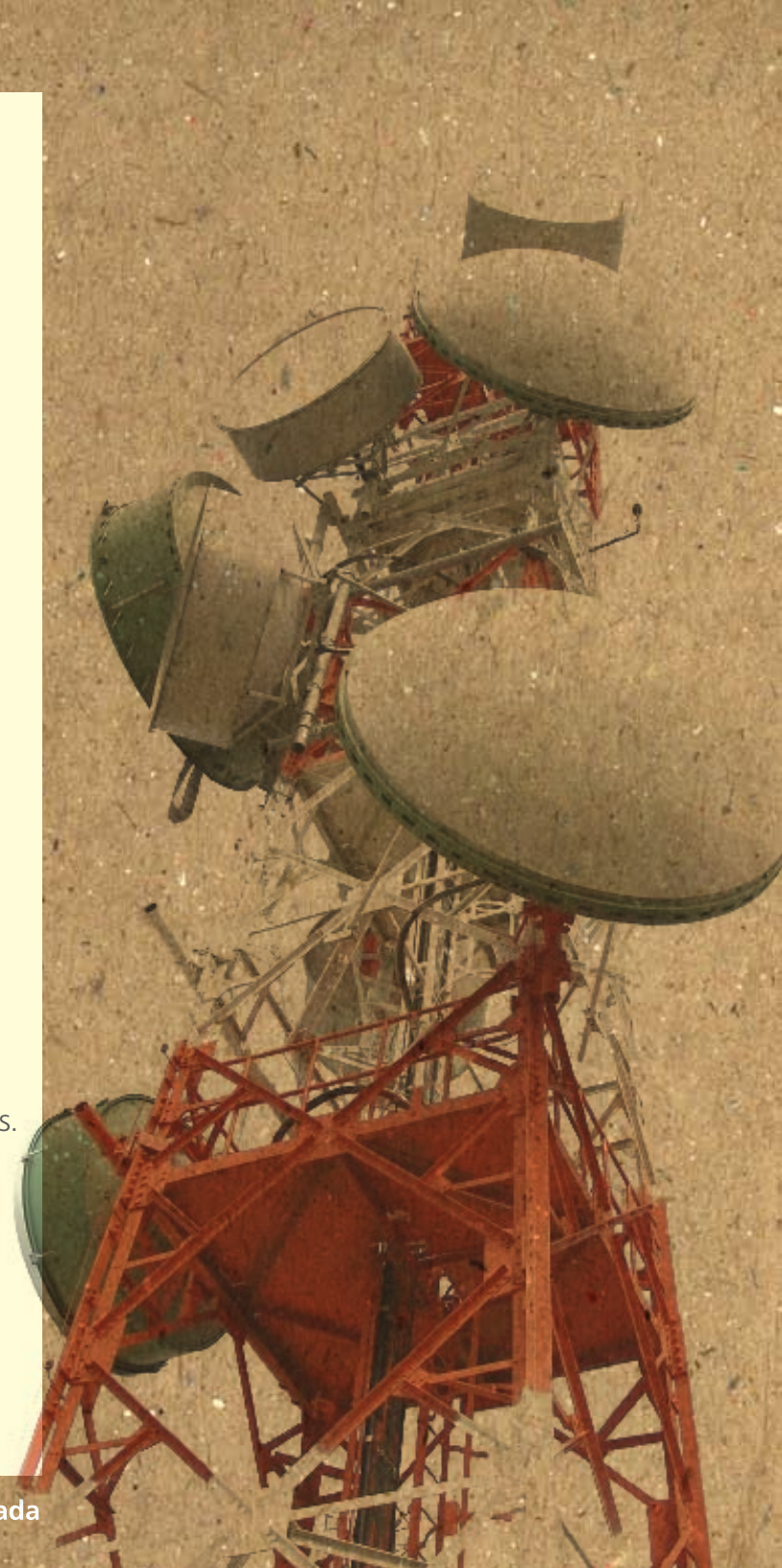
The number of reported environmental incidents decreased from 27 to 25 over the 2008-2009 and 2009-2010 fiscal years. Over the past year, 19 of the 25 incidents involved halocarbon (ozone depleting substances) releases, but there were no incidents of material environmental significance.

- To reduce halocarbon leaks, corrective measures are being put in place by Real Estate Services including the inspection of systems twice a year and the standardization of record keeping across all sites.

MONITORING COMPLIANCE

In 2009-2010, we implemented a five-year compliance audit plan to help determine whether or not CBC/Radio-Canada facilities conform to existing procedures and regulations.

As part of our ongoing efforts to be sustainable, CBC/Radio-Canada completed a review of the environmental legislation applicable to its operations.



KEEPING OUR PEOPLE ENGAGED

TRAINING

Our sustainable business initiatives could not be realized without the collaboration of employees. So, CBC/Radio-Canada ensures that employees receive the training they need to be environmentally aware.

- Over the last year, CBC/Radio-Canada provided 15 categories of environmental training/awareness to 311 employees as compared to 12 types of training courses offered to 333 employees in 2008-2009.
- Included in this training was the launch of an online spills course for employees who operate or work around large vehicles.

"GREEN" EVENTS & CAMPAIGNS

In addition to training, awareness activities were conducted. Here are highlights of various CBC/Radio-Canada initiatives undertaken over the past two years:

RESPONSIBILITY MATTERS

This initiative encouraged employees to contribute their thoughts on how the Corporation can become more efficient, socially responsible and environmentally conscious.

- A plan to invest in the accelerated replacement of incandescent TV production lighting with LED (Light Emitting Diode) lighting has been approved, following a suggestion from a Toronto-based lighting director.
- Thanks to a suggestion from an employee, the highlights of the *2009 Pension Plan Annual Report* are available online exclusively.
- CBC/Radio Canada has a large vehicle fleet. The Fleet manager has been working to find ways of reducing the environmental impact of our fleet and associated operations. We are currently engaged in a pilot project with Fleet Challenge Ontario to define a set of measures to reduce our environmental impact as well as costs.
 - 122 suggestions have been received since the creation of the *Responsibility Matters* committee.
 - 71 suggestions were "green" suggestions (i.e. remove water coolers and print on both sides of paper).



DÉFI CLIMAT

In 2009, CBC/Radio-Canada participated in “Défi climat”, a campaign designed to mobilize Canadians and sensitize them to the role they play in preserving the environment.

- CBC/Radio-Canada employees working in Quebec were encouraged to make some routine lifestyle changes at home, at work, and on the road to cut their environmental footprint.
- Cumulative savings committed by 55 employees were:
 - 68,188 kg. of CO₂ per year.

ONE MILLION ACTS OF GREEN (OMAOG)

CBC and Cisco launched the campaign on October 21, 2008 in partnership with CBC Television’s *The Hour*.

This initiative was promoted to CBC/Radio-Canada employees as a way to have a positive impact on the reduction of greenhouse gases in different aspects of their daily lives.

- In just over a hundred days, the campaign attracted CBC/Radio Canada employees as well as thousands of users from over 50 countries. It’s a spectacular example of working together to create a national movement defined by public broadcasting values.
 - One million acts of green was reached in February 2009.
 - During the campaign, participants logged an average 9,345 acts per day, 7 acts per minute.
 - This represents a reduction of approximately 52,000,000 kg. of greenhouse gases.

PAPERLESS PAY STUB CHALLENGE

Going paperless was an initiative with both cost-saving and environmental benefits where employees were encouraged to stop receiving a paper pay stub and to access it electronically instead.

- Since its launch in May 2009, 3,746 employees (43%) of CBC/Radio-Canada have accepted the challenge.
- As of March 2010, the Corporation saved 12,760 dollars and 7.5 trees.



SMART COMMUTE

A commuter survey was conducted to understand employee commuting modes in Toronto.

- 1,015 (36.5%) CBC/Radio-Canada employees responded to the *Smart Commute* survey.
- Toronto employees are now eligible to sign up for *Carpool Zone*, a website developed to assist employees find carpooling opportunities.

CANADIAN ENVIRONMENT WEEK

CBC/Radio-Canada used Environment Week as a way to promote “going green” to its employees. This week was dedicated to the celebration of our successes and initiatives in tackling climate change and reducing air pollution.

- Many CBC/Radio-Canada employees signed up to receive their corporate AMEX™ statements online.
 - As of March 2010, 475 out of 3,538 cardholders (or 13.4%) received their AMEX™ bill electronically.
- Employees were challenged to take a “paper diet” to reduce paper consumption in the office.
- The Transmission Division accepted the *Commuter Challenge*. This is a national event that encourages Canadians to choose sustainable and active transport to get to where they are going during Environment Week.
 - 11.55 % of Transmission employees signed up for the *Commuter Challenge* in 2009.



RECOGNITION

AWARDS

CBC/Radio-Canada continues to accumulate different awards and certifications that acknowledge its efforts towards sustainability.



- In June 2009, CBC/Radio-Canada in St. John's received an Award of Excellence from the Building Owners and Managers Association [BOMA] of Newfoundland and Labrador. This award recognizes the Corporation's achievement in complying with the building management highest standards in the "Corporate Facility" category, as defined by the commercial real estate industry.
- *BOMA BEST* certifications [Level 3] were obtained in Montreal and Toronto in 2010.
- *BOMA BEST* certifications [Level 2] were obtained in St. John's, Moncton, Halifax TV and Radio in 2009.
- *BOMA BEST* certifications [Level 2] were obtained in Winnipeg, Calgary, Regina and Vancouver in 2008.

The *BOMA BEST* program is a national environmental recognition for existing buildings where environmental best practices have been implemented into operations. Almost all employees work in a *BOMA BEST* certified space.

Metrics (%)	2008-2009	2009-2010
% of space certified BOMA BEST	82	89
% of total employees working in certified spaces	87	95



- In October 2009, the Toronto Broadcast Centre received a silver certificate for waste minimization from the Recycling Council of Ontario for successfully increasing the waste diversion rate from 55% to 70%.



- In 2008, provincial and national Earth Awards were given to the Maison de Radio-Canada in Montreal.

AFFILIATION

CBC/Radio-Canada is a member of the Conference Board of Canada's cross-industry Business Council for Sustainability. This council aims to help its members:

- Adopt new and innovative practices in environmental management and corporate sustainability;
- Share viewpoints and experiences with peer organizations within Canada;
- Make the best use of public policy research.



LOOKING AHEAD

CBC/Radio-Canada has, over the course of the last couple of years, had a great deal of success in its efforts to implement and act on environmentally sound business initiatives.

Naturally, there are still many areas where the Corporation can improve its performance. Generally, the objective moving forward is to continue the “greening” of operations. This will come about in a few ways.

Employees are a key element in CBC/Radio-Canada’s success. As such, the Corporation will concentrate on awareness campaigns that sensitize employees to their potential contribution to sustainable practices, as demonstrated by the success of the *National Cell Phone Take-Back Recycling Program*, *Responsibility Matters*, the LED lighting initiative, as well as other environmental initiatives described in the report.

CBC/Radio-Canada will also continue to favour principles of sustainable consumption and, for example, further encourage employees to move towards a paperless pay stub. Furthermore, as in the past, it will observe Earth Day, Canadian Environment Week, Bike to Work Week and National Waste Reduction Week. These high-profile campaigns and events are important because they underscore the ways that employees of CBC/Radio-Canada can minimize their footprint on the environment in their daily activities.

Finally, CBC/Radio-Canada also plans to pursue *BOMA BEST* recertification for Vancouver, Calgary, Regina and Winnipeg to ensure that its buildings remain compliant with all applicable regulations and that our employees can benefit from the healthiest environment possible.



JOURNEY WITH US

