

SDP 2010-12

CASCADES 2010 ▶ 2012

SUSTAINABLE DEVELOPMENT PLAN

OBJECTIVE 01
REDUCE ENERGY CONSUMPTION: 6%

OBJECTIVE 02
INCREASE CONSUMPTION OF RENEWABLE ENERGY: 6%

OBJECTIVE 03
INCREASE THE RE-USE OF PAPERMAKING WASTE: 6%

OBJECTIVE 04
OPTIMIZE THE RECYCLING PROGRAM: 20%

OBJECTIVE 05
ENCOURAGE SUPPLIERS' COMMITMENT TO SUSTAINABLE DEVELOPMENT: 20%

OBJECTIVE 06
INCREASE THE USE OF RECYCLED FIBRES AND VIRGIN FIBRES THAT ARE FSC OR EQUIVALENT CERTIFIED: 4%

OBJECTIVE 07
REDUCE THE DISCHARGE OF EFFLUENT: 6%

OBJECTIVE 08
IMPROVE

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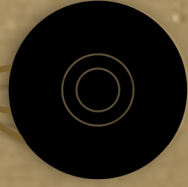
OBJECTIVE 08
IMPROVE

AGENCY

PERFORM LEADER

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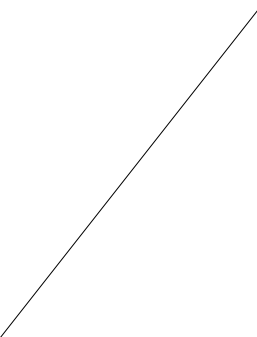


**MANCE
RSHIP**

TRANSP

GREEN BY NATURE

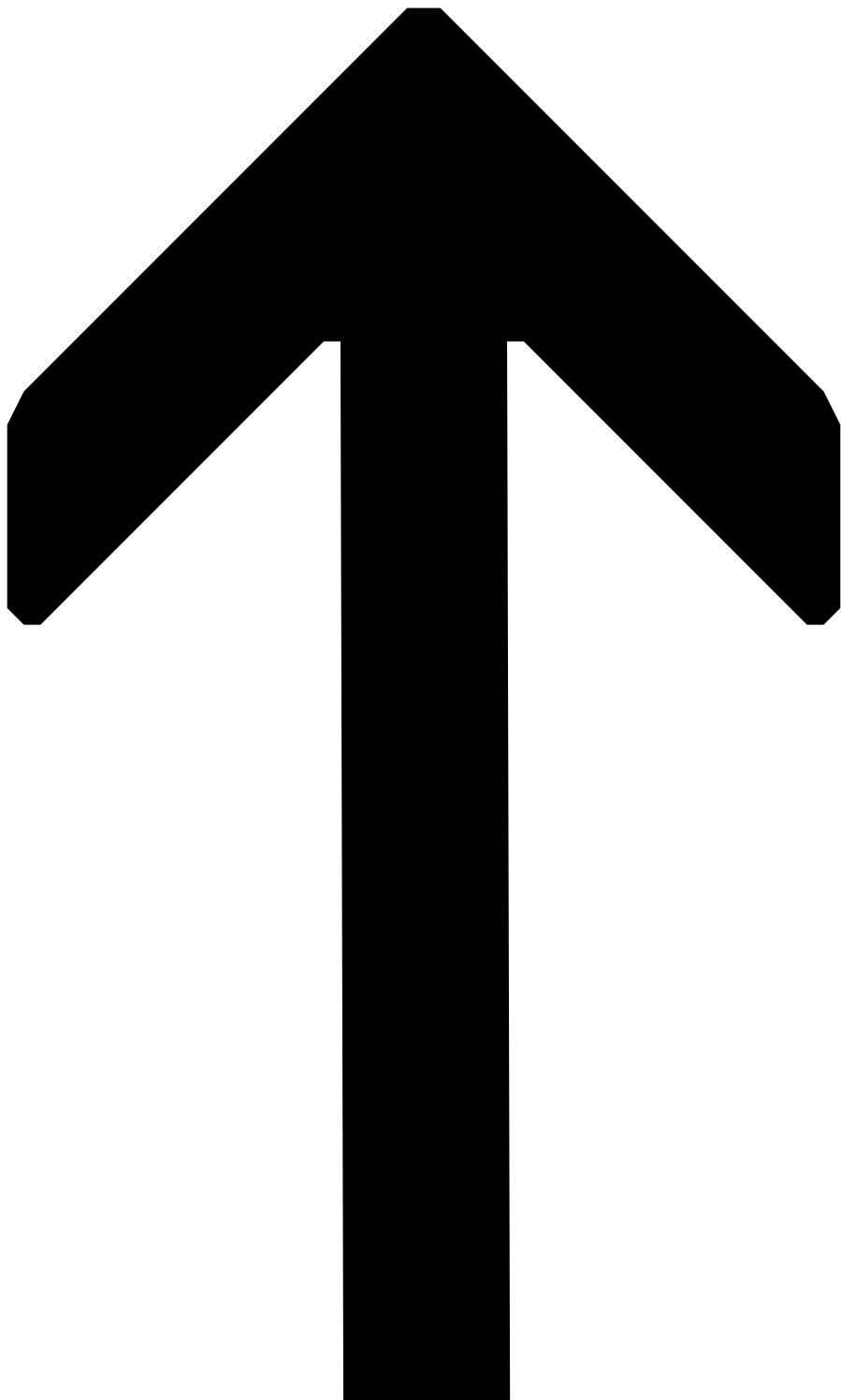




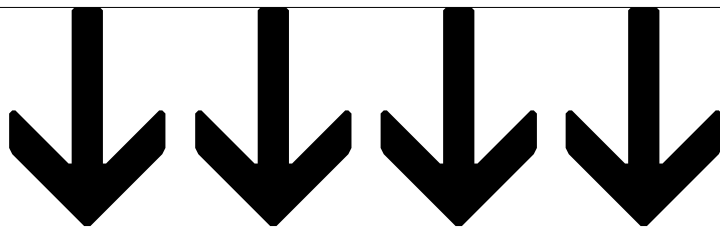
Long before sustainable development became “fashionable”, Cascades embraced it instinctively. In fact, the Company had always considered sustainable development as the only avenue, and its very existence is based on a form of sustainable development: waste paper recovery. Ever since the beginning, we have never stopped improving our practices, but one element was missing from our toolbox. For this reason, we have adopted a sustainable development plan.

In the interest of transparency and credibility, our plan sets forth measurable objectives for sustainable development. They are based on consistent performance indicators, enabling us to produce accurate reports that do more than just describe our notable achievements.

Our management philosophy, our more than 45 years of experience in recycling and our ongoing research and development efforts are some of the strengths that enable us to manufacture paper and packaging products that are increasingly respectful of the environment. We contribute tirelessly to building a better future on the environmental, social and economic fronts.



OUR
STAKE
HOLDERS



OUR EMPLOYEES

**OUR CUSTOMERS, SUPPLIERS
AND INVESTORS**

THE COMMUNITIES
IN WHICH WE OPERATE

**NON-GOVERNMENTAL
ORGANIZATIONS**
WITH AN INTEREST IN SUSTAINABLE DEVELOPMENT

ANY GROUP OR INDIVIDUAL THAT HAS A MORE
OR LESS DIRECT INTEREST IN
OUR COMPANY OR THAT COULD BE AFFECTED
BY OUR ACTIVITIES

Their collaboration is crucial: our stakeholders create sustainable development practices, apply them, benefit from them and promote them. They thereby participate in the Company's success and, by expressing their opinions and ideas, become a true source of inspiration. Cascades would like to thank them.

STRATEGIC PRIORITIES

We took the first steps toward creating this sustainable development plan in 2009.

The overall preparation of the plan and its commitments was supervised and validated by [Climate for Ideas.org](#), a non-governmental environmental organization.

Our stakeholder consultation was the driving force behind our approach. At the end of this exercise, we examined our current practices and made changes to some of them. By compiling our stakeholders' comments, we were able to determine 18 performance indicators, governed by strategic priorities and focuses. The group specializing in corporate responsibility and sustainable development from [Samson Bélair/Deloitte & Touche](#) helped us start this consultation.

PERFORMANCE INDICATORS

OUR APPROACH: WHAT SETS US APART

The preliminary approach in this plan prompted us to more clearly express our sustainable development values and our practices, by setting priorities.

- Ensure that environmental performance is measurable.
- Practice responsible procurement.
- Maintain sustainable development at the core of our corporate culture.
- Differentiate our products and services on the basis of their sustainable properties.
- Maintain ongoing communications with our stakeholders.
- Get actively involved in our communities.

Our 18 performance indicators respond directly to our focuses and strategic priorities. They provide structure and, above all, they make our sustainable development practices measurable. On the following pages, we present the objectives we will strive to attain by 2012.



AREAS

OF FOCUS

PERFORMANCE

LEADERSHIP

TRANSPARENCY

① ② ③

THE FOCUS ON PERFORMANCE, LEADERSHIP
AND TRANSPARENCY REFLECTS THE COMPANY'S KEY

DIRECTIONS

WHICH IN
TURN DETERMINE ITS

STRATEGIC PRIORITIES





Cascades targets unequalled
environmental

PERFORMANCE

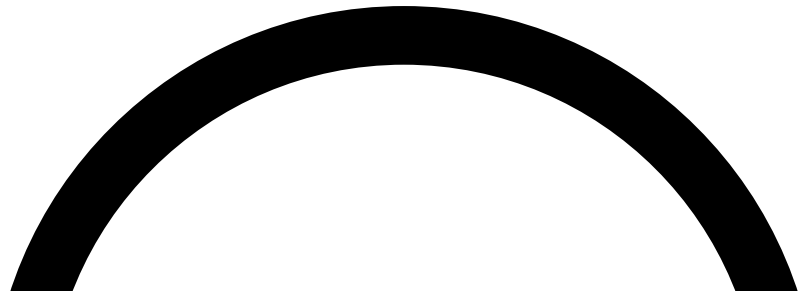
an ambition for which it has earned its
role as a sustainable development

LEADER

a role it plays in total

TRANSPARENCY

and with the utmost respect for its
different stakeholders.



PERFORMANCE →
CLIMATE CHANGE
AND GREENHOUSE GAS (1-4)

THROUGH A TRANSPARENT
PROCESS, OUR 18 MEASURABLE
OBJECTIVES ARE PRESENTED
IN ABSOLUTE FIGURES AT
[WWW.CASCADES.COM/
SUSTAINABLE-DEVELOPMENT](http://WWW.CASCADES.COM/SUSTAINABLE-DEVELOPMENT)

01

REDUCE ENERGY CONSUMPTION

REDUCE THE QUANTITY OF
ENERGY PURCHASED TO
PRODUCE OUR PRODUCTS

2012 OBJECTIVE

↓ **6%**

COMPARED TO 2010

(3% IN THE FIRST
YEAR AND 3% IN THE SECOND)

UNIT OF MEASUREMENT

GIGAJOULES OF PURCHASED ENERGY
PER SALEABLE METRIC TONNE (GJ/MT)

“WE HAVE ALREADY DONE
A GREAT DEAL AND WE DID NOT
WAIT FOR REGULATORY
CONTROLS TO DO IT; WE NEED
TO INVEST, EVEN IF WE ARE NOT
REQUIRED TO DO SO.”

ALAIN LEMAIRE
PRESIDENT AND CHIEF EXECUTIVE OFFICER

02

INCREASE CONSUMPTION OF RENEWABLE ENERGY

INCREASE THE AMOUNT OF RENEWABLE ENERGY PURCHASED AT THE EXPENSE OF FOSSIL FUEL ENERGY PURCHASED TO PRODUCE OUR PRODUCTS

2012 OBJECTIVE

↓ **6%**

IN GREENHOUSE GAS EMISSIONS COMPARED TO 2010

(3% IN THE FIRST YEAR AND 3% IN THE SECOND)

UNIT OF MEASUREMENT

KILOGRAMS OF EQUIVALENT CO₂ FROM THE PURCHASE OF ENERGY PER SALEABLE METRIC TONNE (KG CO₂ EQ./MT)

"MANY PROJECTS ALREADY UNDER WAY IN THE GROUP'S PRODUCTION UNITS WILL CONTRIBUTE TO ACHIEVING THIS OBJECTIVE. CASCADES IS THE ONLY PAPER COMPANY IN NORTH AMERICA TO EMPLOY A GROUP OF ENERGY-EFFICIENCY SPECIALISTS."

ÉMILIE ALLEN
CORPORATE ENERGY DIRECTOR
CASCADES EAG INC.

03

INCREASE THE RE-USE OF PAPERMAKING WASTE

INCREASE THE RATE FOR RE-USE OF WASTE GENERATED BY PULP, PAPER AND CARDBOARD PRODUCTION

2012 OBJECTIVE

↑ **6%**

COMPARED TO 2010

UNIT OF MEASUREMENT

PERCENTAGE OF WASTE RECOVERED COMPARED TO WASTE SENT TO LANDFILL

"PAPERMAKING WASTE CAN TAKE ON A SECOND USEFUL LIFE AS FERTILIZER, LIMING MATERIAL AND AS FUEL FOR BIOMASS BOILERS."

LÉON MARINEAU
VICE-PRESIDENT
ENVIRONMENT

04

OPTIMIZE THE RECYCLING PROGRAM

REDUCE THE QUANTITY OF SOLID WASTE SENT TO LANDFILL, OTHER THAN PAPERMAKING WASTE, BY ADOPTING THE PRINCIPLE OF THE 4RS: REDUCTION AT SOURCE, RE-USE, RECYCLING AND REPURPOSING OF WASTE

2012 OBJECTIVE

↓ **20%**

IN THE WEIGHT OF SOLID WASTE SENT TO LANDFILL COMPARED TO 2010

UNIT OF MEASUREMENT

KILOGRAMS OF SOLID WASTE SENT TO LANDFILL PER \$10,000 IN SALES

"BECAUSE WASTE RECOVERY IS A NEVER-ENDING PROCESS, IT IS A DAILY TASK THAT REQUIRES A COMMITMENT FROM EMPLOYEES. IMPLEMENTED IN 2001, THE CASCADES RECYCLING PROGRAM SUPPORTS THE OPERATING UNITS IN DECREASING THE AMOUNT OF SOLID WASTE SENT TO LANDFILL."

LÉON MARINEAU
VICE-PRESIDENT
ENVIRONMENT

PERFORMANCE →
BIODIVERSITY AND WATER (5-8)

PERFORMANCE →
INNOVATION AND
FINANCIAL VIABILITY (9-10)

05

ENCOURAGE SUPPLIERS' COMMITMENT TO SUSTAINABLE DEVELOPMENT

ENCOURAGE THE COMPANY'S SUPPLIERS, BY WAY OF A QUESTIONNAIRE ON SUSTAINABLE PROCUREMENT, TO ADOPT RESPONSIBLE BEHAVIOURS THAT COMPLY WITH SUSTAINABLE DEVELOPMENT PRINCIPLES

2012 OBJECTIVE

↑ **20%**

COMPARED TO 2010

UNIT OF MEASUREMENT

PERCENTAGE OF THE VALUE OF PURCHASES FROM SUPPLIERS WHO HAVE COMPLETED THE QUESTIONNAIRE

"CASCADES FOSTERS LONG-TERM RELATIONS WITH SUPPLIERS THAT ESPOUSE SUSTAINABLE DEVELOPMENT PRINCIPLES, AS LONG AS THEY REMAIN INNOVATIVE AND PRODUCTIVE."

STÉPHANE DUBÉ
CORPORATE DIRECTOR
PROCUREMENT

06

INCREASE THE USE OF RECYCLED FIBRES AND VIRGIN FIBRES THAT ARE FSC OR EQUIVALENT CERTIFIED

DECREASE THE COMPANY'S ENVIRONMENTAL IMPACT ON FORESTS BY USING RECYCLED FIBRES OR VIRGIN FIBRES THAT ARE FSC OR EQUIVALENT CERTIFIED

2012 OBJECTIVE

↑ **4%**

COMPARED TO 2010

UNIT OF MEASUREMENT

PERCENTAGE OF RECYCLED FIBRES + PERCENTAGE OF VIRGIN FIBRES THAT ARE FSC OR EQUIVALENT CERTIFIED

"SINCE WE ALREADY USE A HIGH LEVEL OF RECYCLED AND/OR CERTIFIED FIBRE, A 4% INCREASE REPRESENTS A REAL CHALLENGE IN THE CURRENT MARKET."

JACQUES VERREAULT
DIRECTOR
SALES AND PROCUREMENT
OF VIRGIN AND RECYCLED PULP

07

REDUCE THE DISCHARGE OF EFFLUENT

REDUCE THE COMPANY'S WATER CONSUMPTION BY DECREASING THE AMOUNT OF TREATED PROCESS WATER DISCHARGED INTO SEWERS OR THE ENVIRONMENT

2012 OBJECTIVE

↓ **6%**

COMPARED TO 2010

UNIT OF MEASUREMENT

CUBIC METRES PER METRIC TONNE OF MACHINE-DRIED SALEABLE PRODUCTS (M³/TM)

"OUR EFFORTS IN THE AREA OF WATER CONSUMPTION ARE THE RESULT OF OUR VALUES AND THEY GIVE US A COMPETITIVE ADVANTAGE: CASCADES' WATER CONSUMPTION IS ON AVERAGE FIVE TIMES LOWER THAN THAT OF THE CANADIAN PULP AND PAPER INDUSTRY."

ALAIN LEMAIRE
PRESIDENT AND CHIEF EXECUTIVE OFFICER

08

IMPROVE THE QUALITY OF TREATED WATER

REDUCE BIOLOGICAL OXYGEN DEMAND AND SUSPENDED SOLIDS IN WATER THAT HAS BEEN TREATED AFTER BEING USED TO MANUFACTURE PRODUCTS

2012 OBJECTIVE

↓**4%**

COMPARED TO 2010

UNIT OF MEASUREMENT

KILOGRAMS OF BIOLOGICAL OXYGEN DEMAND AND SUSPENDED SOLIDS PER METRIC TONNE OF MACHINE-DRIED SALEABLE PRODUCTS (KG/TM)

"WATER, OUR SHARED SOURCE OF LIFE, IS PROVING TO BE A MAJOR ISSUE THAT THE WORLD COMMUNITY MUST ADDRESS, THROUGH CONCRETE ACTIONS THAT IMPROVE THE QUALITY OF THIS PRECIOUS AND THREATENED RESOURCE. AS A RESPONSIBLE CORPORATE CITIZEN, CASCADES UNDERTAKES DAILY INITIATIVES TO CALCULATE AND DECREASE THE ENVIRONMENTAL IMPACT OF ITS PRODUCTS."

LÉON MARINEAU
VICE-PRESIDENT
ENVIRONMENT

09

INCREASE SALES OF PRODUCTS THAT RESULT FROM SUSTAINABLE INNOVATIONS

TAKE OPTIMAL ADVANTAGE OF STRATEGIC OPPORTUNITIES THAT RESULT FROM THE SUSTAINABLE INNOVATION PROCESS DESIGNED BY CASCADES

2012 OBJECTIVE

10%

UNIT OF MEASUREMENT

PERCENTAGE OF SALES ATTRIBUTED TO INNOVATIVE NEW PRODUCTS BROUGHT TO MARKET IN THE PAST THREE YEARS

"NEW PRODUCTS CAN LEAD TO NEW REVENUE SOURCES, BUT THEY DO NOT NECESSARILY GUARANTEE THE COMPANY'S LONGEVITY. WE MUST THEREFORE ADD THE WORD 'SUSTAINABLE' TO INNOVATION: SUSTAINABLE INNOVATION EQUALS SUSTAINABLE PROSPERITY."

ROGER GAUDREULT
CORPORATE DIRECTOR
SCIENTIFIC DEVELOPMENT AND INNOVATION

10

INCREASE RETURN ON ASSETS

IMPROVE THE RETURN ON THE COMPANY'S ASSETS SO THAT WITHIN THE NEXT THREE TO FIVE YEARS IT COMPARES WITH THE INDUSTRY AVERAGE*

2012 OBJECTIVE

12%

UNIT OF MEASUREMENT

PERCENTAGE OF RETURN ON ASSETS

"WITH A BETTER RETURN ON ASSETS CASCADES COULD MAKE THE INVESTMENTS NEEDED TO RENEW AND OPTIMIZE ITS PRODUCTION TOOLS, MAKE LONG-TERM STRATEGIC INVESTMENTS AND REDUCE ITS DEBT LOAD."

ALAIN LEMAIRE
PRESIDENT AND CHIEF EXECUTIVE OFFICER

* AVERAGE OF THE PUBLIC COMPANIES OF THE NORTH AMERICAN PAPER PACKAGING AND TISSUE PAPER INDUSTRY.

11

INCREASE THE NUMBER OF SUPPLIERS WITH A SUSTAINABLE PROCUREMENT POLICY

ENCOURAGE CASCADES SUPPLIERS TO ADOPT A SUSTAINABLE PROCUREMENT POLICY (SPP)

2012 OBJECTIVE

20%

UNIT OF MEASUREMENT

PERCENTAGE OF THE VALUE OF OVERALL PURCHASES MADE FROM SUPPLIERS WITH A SPP

“CASCADES’ CONSULTATIONS WITH STAKEHOLDERS REVEAL THAT THEY WANT THE COMPANY TO DEMONSTRATE ITS LEADERSHIP BY HELPING THE INDUSTRY ADOPT SUSTAINABLE BEHAVIOURS.”

HENRY SAUVAGNAT
VICE-PRESIDENT
SUSTAINABLE DEVELOPMENT

LEADERSHIP →
ACCOUNTABILITY (11-14)

12

RAISE EMPLOYEE AWARENESS OF THE IMPORTANCE OF SUSTAINABLE DEVELOPMENT

DEVELOP A SHARED CORPORATE VISION OF SUSTAINABLE DEVELOPMENT, BY MEANS OF A COMMUNICATION PLATFORM AND TRAINING AIMED AT ATTRACTING AND BUILDING LOYALTY AMONG EMPLOYEES

2012 OBJECTIVE

50%

UNIT OF MEASUREMENT

PERCENTAGE OF EMPLOYEES WHO HAVE COMPLETED FOUR HOURS OF TRAINING ON SUSTAINABLE DEVELOPMENT

“OUR EMPLOYEES ARE OUR BEST AMBASSADORS.”

MARYSE FERNET
VICE-PRESIDENT
HUMAN RESOURCES

13

INCREASE THE HEALTH, SAFETY, AND WELL-BEING INDEX

IMPLEMENT CASCADES' STRATEGY WITH REGARD TO ITS EMPLOYEES' HEALTH, SAFETY, SUPPORT AND FITNESS

2012 OBJECTIVE

70%

UNIT OF MEASUREMENT

PERCENTAGE OF UNITS THAT MEET THE FOLLOWING THREE CRITERIA:

→ ACHIEVE THEIR TARGET OSHA RATE (INCAPACITY PER 200,000 HOURS WORKED, EXCLUDING RESTRICTED ACTIVITIES)

→ CONTRIBUTE TO THE EMPLOYEE ASSISTANCE PROGRAM (EAP)

→ MAKE A MONETARY CONTRIBUTION TO A FITNESS PROGRAM

“THIS SOCIAL OBJECTIVE WILL HAVE A POSITIVE IMPACT ON EMPLOYEES' EFFICIENCY, MOTIVATION AND WELL-BEING.”

MARYSE FERNET
VICE-PRESIDENT
HUMAN RESOURCES

14

ATTRACT AND RETAIN QUALIFIED WORKERS

INCREASE THE LEVEL OF EMPLOYEE COMMITMENT BY EVALUATING THEIR RATE OF ENGAGEMENT

2012 OBJECTIVE

↑ 6%

COMPARED TO 2010

UNIT OF MEASUREMENT

RATE OF EMPLOYEE ENGAGEMENT, AS A PERCENTAGE, AS DETERMINED BY A SURVEY OF THE COMPANY'S EMPLOYEES

“THE LEVEL OF ENGAGEMENT AMONG CASCADES EMPLOYEES, ESTABLISHED ON THE BASIS OF 21 PARAMETERS, WAS SAMPLED IN 2009 BY A CONSULTING FIRM THAT SURVEYED MORE THAN 1,000 CANADIAN EMPLOYEES. A NEW SURVEY, TARGETING OUR NORTH AMERICAN EMPLOYEES, WILL BE DISTRIBUTED IN 2012.”

MARYSE FERNET
VICE-PRESIDENT
HUMAN RESOURCES

15

RAISE AWARENESS OF SUSTAINABLE DEVELOPMENT AMONG CUSTOMERS

TRAIN THE COMPANY'S SALES-PEOPLE SO THEY CAN DEVELOP SYNERGIES IN THE AREA OF SUSTAINABLE DEVELOPMENT AND CONVEY SD PRINCIPLES TO CUSTOMERS

2012 OBJECTIVE

200

UNIT OF MEASUREMENT

NUMBER OF PRESENTATIONS MADE TO CUSTOMERS + (NUMBER OF SALESPeOPLE TRAINED X 20)

"CASCADES BELIEVES THAT EACH SALESPERSON TRAINED IN SUSTAINABLE DEVELOPMENT CAN SPREAD THE KNOWLEDGE TO 20 OTHER PEOPLE: THAT IS WHY THIS PERFORMANCE INDICATOR MULTIPLIES BY 20 THE IMPACT OF EACH SALESPERSON WHO HAS RECEIVED TRAINING."

CARL BLANCHET
CORPORATE DIRECTOR
BUSINESS DEVELOPMENT

16

INFLUENCE THE INDUSTRY AND DECISION-MAKERS

URGE THE INDUSTRY TO MOVE FORWARD BY PARTICIPATING IN THE DEVELOPMENT OF LEGISLATION PERTAINING TO SUSTAINABLE DEVELOPMENT

2012 OBJECTIVE

20

UNIT OF MEASUREMENT

NUMBER OF MEETINGS WITH DECISION-MAKERS (GOVERNMENT AGENCIES, ASSOCIATIONS, ETC.)

"THIS OBJECTIVE REFLECTS OUR DESIRE TO RESPOND TO THE EXPECTATIONS OF OUR STAKEHOLDERS, WHO WANT THE COMPANY TO TAKE ITS COMMITMENT TO SUSTAINABLE DEVELOPMENT EVEN FURTHER."

HUBERT BOLDOC
VICE-PRESIDENT
COMMUNICATIONS AND PUBLIC AFFAIRS

17

MAINTAIN TRANSPARENT COLLABORATION WITH STAKEHOLDERS

BE ON THE LOOKOUT FOR NEW TRENDS AND EXPECTATIONS AMONG STAKEHOLDERS BY INVOLVING THEM IN THE DEVELOPMENT OF OBJECTIVES FOR THE SUSTAINABLE DEVELOPMENT PLAN

2012 OBJECTIVE

400

UNIT OF MEASUREMENT

NUMBER OF PEOPLE CONSULTED PER YEAR

"OUR STAKEHOLDERS ARE THE VERY FOUNDATION OF OUR SUSTAINABLE DEVELOPMENT PLAN AND WILL NEVER STOP GUIDING THE COMPANY TOWARD BETTER PRACTICES."

HENRY SAUVAGNAT
VICE-PRESIDENT
SUSTAINABLE DEVELOPMENT

18

**INCREASE THE
NUMBER OF COMMUNITY ACTIONS**

INCREASE THE NUMBER OF
EVENTS ORGANIZED BY
THE UNITS TO RALLY THEIR
COMMUNITY AROUND A
COMMON CAUSE

2012 OBJECTIVE

50%

UNIT OF MEASUREMENT

PERCENTAGE OF THE TOTAL NUMBER OF
UNITS THAT HAVE CARRIED OUT AT LEAST
TWO COMMUNITY ACTIONS IN ONE YEAR

“SINCE IT WAS FOUNDED,
CASCADES HAS ALWAYS FELT THAT
THE INVOLVEMENT OF ITS UNITS
HAS GUARANTEED ITS
SUCCESS AND THE DEVELOPMENT
OF THE COMMUNITIES IN WHICH
THEY OPERATE.”

HUBERT BOLDUC
VICE-PRESIDENT
COMMUNICATIONS AND PUBLIC AFFAIRS

Since we believe in the principle of continuous improvement, we hope our sustainable development plan will make Cascades an even more responsible company. Our stakeholders' buy-in and the common efforts we deploy will undoubtedly make this tool a success that we will benefit from for many years to come.

This booklet and the poster that comes with it are printed on Rolland Enviro100 Satin, a chlorine-free paper that is FSC – and EcoLogo – certified, produced by Cascades in Quebec, from 100% recycled fibres, using biogas energy.



The envelope is printed on Cascades Enviro Kraft, an unbleached paper that is FSC – and EcoLogo – certified, produced by Cascades in Quebec, from 100% recycled fibres.



For more detailed information or to comment on any component of sustainable development at Cascades, please contact Hubert Bolduc, Vice-President, Communications and Public Affairs, at hubert_bolduc@cascades.com.

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CASCADES

**PERFOR
LEADE**

**AREN
CY**

INCREASE SALES OF INNOVATIVE PRODUCTS THAT RESULT FROM SUSTAINABLE INNOVATIONS: 10%

OBJECTIVE 10

INCREASE RETURN ON ASSETS: 12%

OBJECTIVE 11

INCREASE THE NUMBER OF SUPPLIERS WITH A SUSTAINABLE PROCUREMENT POLICY: 20%

OBJECTIVE 12

RAISE EMPLOYEE AWARENESS OF THE IMPORTANCE OF SUSTAINABLE DEVELOPMENT: 50%

OBJECTIVE 13

INCREASE THE HEALTH, SAFETY AND WELL-BEING INDEX: 70%

OBJECTIVE 14

ATTRACT AND RETAIN QUALIFIED WORKERS: 6%

OBJECTIVE 15

RAISE AWARENESS OF SUSTAINABLE DEVELOPMENT AMONG CUSTOMERS: 200

OBJECTIVE 16

INFLUENCE THE INDUSTRY AND DECISION-MAKERS: 20

OBJECTIVE 17

MAINTAIN TRANSPARENT COLLABORATION WITH STAKEHOLDERS: 400

OBJECTIVE 18

INCREASE THE NUMBER OF COMMUNITY ACTIONS: 50%

TRANSP MANC RSHIP

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OBJECTIVE 16	INFLUENCE THE INDUSTRY AND DECISION-MAKERS: 20
OBJECTIVE 17	MAINTAIN TRANSPARENT COLLABORATION WITH STAKEHOLDERS: 400
OBJECTIVE 18	INCREASE THE NUMBER OF COMMUNITY ACTIONS: 50%



Cascades

GREEN BY NATURE

01

REDUCTION IN ENERGY CONSUMPTION

6%

02.

INCREASE IN THE CONSUMPTION OF RENEWABLE ENERGY

6%

.03.

INCREASE IN THE BENEFICIAL USE OF PAPERMAKING WASTE

6%

04

OPTIMIZATION OF THE RECYCLING PROGRAM

20%

05

COMMITMENT OF SUPPLIERS TOWARDS SUSTAINABLE PROCUREMENT

20%

06

INCREASE IN THE USE OF FSC CERTIFIED RECYCLED FIBRES

4%

07

DECREASE IN THE DISCHARGE OF EFFLUENT

6%

08.

IMPROVEMENT IN THE QUALITY OF TREATED WATER

4%

.09.

INCREASE IN SALES OF PRODUCTS THAT ARE THE RESULTS OF SUSTAINABLE INNOVATIONS

10%

10

INCREASE IN RETURN ON ASSETS

12%

11

INCREASE THE NUMBER OF SUPPLIERS WHO HAVE SUSTAINABLE PROCUREMENT POLICY

20%

12

AWARENESS AMONG EMPLOYEES AS TO THE IMPORTANCE OF SUSTAINABLE DEVELOPMENT

50%

13

INCREASE IN THE HEALTH AND SAFETY WELL-BEING INDEX

70

14.

ATTRACTION AND RETENTION OF A QUALIFIED WORKFORCE

6%

.15.

AWARENESS AMONG CUSTOMERS REGARDING SUSTAINABLE DEVELOPMENT

200

16

INFLUENCE TOWARDS THE INDUSTRY AND DECISION-MAKERS

20

17

TRANSPARENT COLLABORATION WITH STAKEHOLDERS

400

18

INCREASE IN THE NUMBER OF COMMUNITY ACTIONS

50%

OBJECTIVES 2012

INFLUENCE TOWARDS THE
INDUSTRY AND
DECISION-MAKERS

20

SUSTAINABLE DEVELOPMENT

07

INCREASE IN THE
DISCHARGE EFFLUENT

6%

05

CONTRIBUTION
TOWARDS
SUSTAINABLE
DEVELOPMENT

6%



08

IMPROVEMENT
IN THE QUALITY
OF TREATED WATER

15

4%

AWARENESS AMONG
CUSTOMERS
REGARDING SUSTAINABLE DEVELOPMENT

200

OBJECTIVES 16

2012

INFLUENCE TOWARDS
INDUSTRY AND
DECISION-MAKERS
20

2

PERCENTAGE
IMPORTANCE
OF SUSTAINABLE
DEVELOPMENT



Cascades

VERT DE NATURE™

18