

ENVIRONMENTAL MANAGEMENT SYSTEM (EMS)



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HISTORY & CURRENT STATE

About Bond Brand Loyalty.

Bond Brand Loyalty, formerly Maritz Canada and Maritz Loyalty Marketing, has led the industry in building brand loyalty for the world's most influential and valuable brands for over 25 years. Bond Brand Loyalty brings together loyalty and customer experience solutions to build authentic, lasting bonds between our clients' brands and their customers. Our strength lies in our digital platforms, driven by proprietary Synapze technology, our deep understanding of human behavior, and the ability to both design and deliver complete projects.

Environmental impact.

Direct Impact

- As a service, and almost entirely people-based, business, operating from a single, leased office location in Mississauga, Ontario, Bond Brand Loyalty's direct impact on the environment is relatively limited when compared to large, geographically distributed, energy dependent, or manufacturing based companies. Our chief impact on the environment, and opportunities for improvement, revolve around:
 - Office building energy use
 - Waste management & recycling of office products/supplies
 - Water consumption

Indirect Impact

- Notwithstanding our direct impact on the environment, the projects Bond develops for our clients from time-to-time – for example, a conference involving hundreds or thousands of people traveling across the globe – may have significant environmental impact.
- While these indirect impacts lie outside the scope of our Environmental Management System, we nonetheless consider it a part of our responsibility to develop, recommend and execute environmentally responsible and innovative alternatives for our clients' consideration.

CSR & environmental oversight.

Corporate Responsibility Oversight

Oversight & monitoring of Bond Brand Loyalty's corporate responsibility programs and related initiatives are the responsibility of the **Executive Leadership Team (ELT)**. The President & CEO has overall responsibility for the Company's goals & performance. Responsibility for specific programs/initiatives is assigned to individual ELT members.



Employee volunteer CSR umbrella.



- Bond employees are encouraged and rewarded for participating in a variety of corporate culture and CSR-related activities that include both internal and community outreach initiatives.
- The Our Social Bond umbrella organization coordinates CSR involvement through five committees, chaired and staffed entirely by employee volunteers.

Bond Brand Loyalty's environmental policy.

- At Bond Brand Loyalty, we believe that sustainable environmental practices are a core building block of good corporate citizenship, and reflect the high value we place on ethical business practices that are in the best interests of our clients, our people and the community at large.
- As part of our overall CSR strategy, we are committed to providing leadership in sustainable business practices in our industry and in our community. Our environmental commitment targets three key dimensions:
 1. Reducing our direct environmental impact via continuous, measurable improvements in such areas as energy use and conservation, waste management and recycling.
 2. Creating opportunities for our people to contribute directly to sustainable practices in the workplace, at home and in the community.
 3. Providing our clients an evolving range of sustainable options in our products & services.

Environmental training & awareness.

- Environmental training is commensurate with employee job responsibilities – as Bond Brand Loyalty operates in a non-manufacturing, nonhazardous waste management business environment, specific environmental training is not required for most employees.
 - All new employees receive an overview of the Company’s recycling and related environmental activities and volunteer opportunities during Orientation.
 - Up-to-date information and training on Company waste management and recycling practices is delivered to all employees via the Company’s employee intranet portal, “myBond.”
- Specific environmental training and/or certification, if and when required, is spelled out in the job description.
- In such cases, the manager is responsible for ensuring that required training or certification is provided/completed, and maintaining records in the employee’s file validating ongoing competency.
- No specific training or certifications are required at this time.

Supply chain compliance.

- As a service business with minimal raw material, energy dependent or hazardous/environmentally sensitive material inputs, Bond Brand Loyalty does not cascade environmental or related sustainability requirements to our suppliers as part of standard EMS/CSR policy.
- However, we may from time-to-time, at our discretion, request compliance from individual suppliers, based on our assessment that the work performed:
 - a) has a significant impact on the environment,
 - b) is not being conducted in a responsible manner, according to accepted legal, labor, workplace or other accepted Canadian standards; and/or,
 - c) otherwise represents risks to employees, our clients or their customers.

Labor & employment standards.

- A key plank in Bond Brand Loyalty's Corporate responsibility and environmental commitment involves the commitment to our employees, which includes:
 - Meeting all applicable employment laws and regulations, including those related to minimum wages, child labor, non-exempt or exempt classification, other compensation regulations such as overtime.
 - Offering health and related benefits which exceed those required by law.
 - Establishing a regular work week that does not exceed 60 hours, except in emergency or unusual situations.
 - Maintaining a safe workplace with clear protocols and procedures for addressing health or safety concerns encountered in the workplace.
 - Offering on-the-job wellness programs and related incentives to promote and optimize employee health and well being.

Monitoring, measuring & reporting.

- Bond Brand Loyalty's environmental performance is self-assessed.
- Annual objectives are determined as part of the business planning process, and documented in the Company's Balanced Scorecard (BSC).
- Responsibility for specific objectives and associated metrics are built into individual performance plans (BCAPs) and monitored through semi annual and annual performance reviews.
- Corporate EMS performance is monitored by the Executive Leadership Team via semi-annual management reviews.
- The details of Bond Brand Loyalty's annual environmental plans, objectives and results are publicly available through our website: <http://www.bondbrandloyalty.com/>

History & Current State

Background.

- Bond Brand Loyalty has maintained a Green commitment and related activities since the Company's inception as Maritz Canada in 1993.
- Typical focus areas, historically, have been on recycling, energy conservation and employee-driven initiatives.
- Due to the Company's situation as an office space lessee over the past 20+ years, energy conservation opportunities have been limited, largely to behavioral practices (turning off lights, managing heating & air conditioning levels, recycling & reducing paper consumption, etc.).
- To date, opportunities to achieve significant, measurable improvements – via retrofits or other initiatives requiring capital investment – have been limited by building owner interest.

Accomplishments: 1993 - 2014.

During its first 20+ years, the Company has achieved significant environmental progress, including:

- Implementing a building-wide recycling program
- Significant reduction of disposable/non-recyclable products in Cafeteria
- Offering an incentive for employees who use re-usable coffee cups
- Establishing a battery drop-off & recycling service for all staff
- Encouraging car pooling and providing access to related resources
- Participating in/initiating local community clean-up drives
- Participating in Mississauga's community tree planting drives and tree planting programs
- Installing energy efficient building signage
- Installing timers on lighting system and reducing interior lighting after hours
- Implementing on-line pay statements/eliminating paper via print and copy management

Establishment of an EMS.

- In Dec. 2010, Bond Brand Loyalty committed to putting in place a formal Environmental Plan.
- Purpose was to address the role of environmental commitments in our overall CSR strategy, and value to Bond, our people and the community.
- The plan addresses the need for specific objectives, with measurable outcomes, enabling the Company to document and report on results – internally and externally.
- The plan includes meeting the requirements of clients seeking evidence of an environment management system and compliance with national/international laws and/or codes of conduct.

Benchmarking.

Note: The accomplishments achieved prior to 2011 (Pg. 15) were realized without measurement practices in place. As a result, we cannot quantify the environmental benefits already realized.

- In 2011 a benchmarking effort was conducted to determine current practices and assess the feasibility for additional improvements
- The analysis focused on three areas:
 - Scope 1 & 2 Greenhouse Gas Emissions
 - Energy & resource conservation
 - Waste management & recycling

Initial findings.

1. Minimal but incremental improvements in **greenhouse gas emissions** may be achievable via employee education and related efforts focused on behavior change.
2. Opportunities for incremental improvement in **waste & recycling** likely exist via a combination of realistic investments & behavior change:
 - In order to establish realistic goals, we first need to establish the feasibility and methodology of measuring waste/recycling performance
3. Opportunities exist for the volunteer employee Green committee to engage the organization in a variety of related activities, such as:
 - Tree planting
 - Community clean-up day
 - Car pooling
 - Involvement in local, regional, provincial organizations
 - Expanded program for helping employees recycle household products: Batteries, compact fluorescent light bulbs, computer equipment, clothing, etc.
 - Employee behavior change initiatives – paper use reduction, recycling, etc.

Initial findings.

4. Future considerations include investigating the potential for lease hold and/or self-funding improvements to improve building energy efficiency – i.e.:
 - Comprehensive energy audit in collaboration with landlord
 - Solar panel installation & revenue sharing
 - Server room cooling system retrofit
 - Low flow toilets, auto shut-off taps or other water use improvements
 - Improved irrigation system monitoring/control
 - Other retrofits (lighting, etc.) as indicated where viable

Annual progress.

- Each year, since the implementation of the EMS, Bond Brand Loyalty has implemented, monitored and documented the results and annual environmental objectives.
- For information on our current year plan and most recent results, please see the following on our web-site, or myBond:

**“Bond Brand Loyalty EMS
FY15 Year-end results &
FY16 Action plan”**



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