

CHOOSING FOR THE FUTURE
A Sustainable Development Policy
Société du parc Jean-Drapeau

presented by Public Affairs
and Sustainable Development



March 2009



Parc Jean-Drapeau

CHOOSING FOR THE FUTURE



This document contains Parc Jean-Drapeau’s first sustainable development policy. It is the result of a process of reflection begun in 2007 and the ensuing consultations that led to the development of the master plan for the enhancement and development of Parc Jean-Drapeau. This plan sets forth seven priority avenues for the Park’s development, the seventh of which states that the Société must *manage the park in accordance with the objectives in the revised master plan, with a view to sustainable development.*

Contrary to popular belief, sustainable development includes more than environmental protection. It is a new management approach that takes economic, social and environmental interests into account. Managers are thus called upon to make decisions that meet the needs of current generations without compromising the ability of future generations to meet their needs.



This policy encompasses not only economic, social and environmental aspects that form the core of any sustainable development strategy, but it is also based on the seven priority avenues spelled out in Parc Jean-Drapeau’s master plan (see Appendix 1). It thereby becomes a tool to guide the Park’s management in making consistent, effective and enduring decisions.

Over the next few weeks, this policy will also be complemented by an overview of actions to date and a plan for future actions.

Since Société du parc Jean-Drapeau’s mission involves the Park’s administration, operations, development, maintenance and programming, via recreational and tourist activities that include world-class events, its Sustainable Development Policy is based on the following principles:



ACTIVE LIFESTYLE, QUALITY OF LIFE AND HEALTH (SIXTH AVENUE)

Improving the quality of life, physical activity and health of Montrealers and visitors are elements that are closely associated with the Park.

SUSTAINABLE ECONOMIC GROWTH(FIRST AND SIXTH AVENUES)

The Park's economic growth must respect its environment, while fostering the social and cultural development of the Montreal community, with a long-term outlook.

ENVIRONMENTAL PROTECTION(SEVENTH AVENUE)

Preserving and enhancing a healthy environment by demonstrating precaution, prevention, leadership and innovation for present and future generations.

HERITAGE PROTECTION, PRESERVATION AND ENHANCEMENT (FOURTH AND SIXTH AVENUES)

Parc Jean-Drapeau's cultural historical and athletic heritage reflects our society's identity and values and, as such, represents a collective legacy to be preserved for future generations.

RESPONSIBLE PARTNERS(SECOND AVENUE)

The Park must work with committed partners that participate in mitigating the negative effects of their activities on the environment and in the success of the Park's sustainable development strategy.

RESPECT FOR ECOSYSTEMS(THIRD AVENUE)

The pressure exerted on ecosystems by human activity must be controlled in order to preserve and protect them; their biodiversity must also be enhanced.

The Société is committed to communicating its policy through all forums, more specifically, to its clientele, and to its on-site, municipal, and business partners.

Moreover, in order to ensure that economic development is in harmony with the environment in addition to meeting the community's needs, Société du parc Jean-Drapeau focuses on the following directions and objectives:





1. ENCOURAGE THE CREATION OF WEALTH BY RESPECTING SUSTAINABLE DEVELOPMENT PRINCIPLES

OBJECTIVES

- Promote and establish activities and events that generate significant economic, tourist or philanthropic benefits for the Montreal region;
- Encourage the public to take ownership of the Park;
- Encourage users to play a role in achieving the goals of the Park's sustainable development policy;
- Increase the Park's potential for self-funding;
- Support the development of environmental technologies in Quebec, by serving as a site demonstration site, namely for visitors.



2. SEEK BALANCE IN THE VARIOUS USES OF THE PARK

OBJECTIVES

- Provide unique contact with nature;
- Encourage the practice of physical activity and sports;
- Support artistic and cultural expression that respects Montreal's multicultural nature;
- Design and optimize infrastructures so they can be modulated according to their level of use for future compliance with Canadian LEED standards.



3. ENCOURAGE PARTNERS TO ADOPT RESPONSIBLE BEHAVIOURS

OBJECTIVES

- Explain and disseminate SPJD's sustainable development policy, its importance and its implications;
- Encourage partners to participate in reaching the objectives of the sustainable development policy;
- Integrate environmental responsibility criteria into the policy for hosting events;
- Choose to do business with partners that have already adopted sustainable development principles;
- Provide the facilities, services and tools to reach these objectives.





4. PROTECT GREEN SPACE, ECOSYSTEMS AND BIODIVERSITY

OBJECTIVES

- Adapt the capacity to protect the environment to the intensity of human activity;
- Preserve the Park's green spaces and sensitive environments;
- Facilitate access to water and protect shoreline vegetation, while preserving views of the city and the river.



5. ADOPT RESPONSIBLE MANAGEMENT PRACTICES THAT EMBODY THE PRECAUTIONARY PRINCIPLE

OBJECTIVES

- Improve the energy efficiency of buildings and the vehicle fleet, while encouraging our users and employees to take public transit and use alternative means of transportation;
- Encourage the reduction of greenhouse gases and implement mechanisms to compensate for our business travel, and for GHG generated by activities and events presented at the Park;
- Adopt behaviours aimed at preserving the quality of water, air and soil, respecting the city of Montreal's pesticide-use bylaws;
- Implement purchasing criteria for eco-friendly, preferably local products and services that respect standards such as EcoLogo and Energy Star;
- Manage waste according to the four Rs (*Reduce, Reuse, Recycle, Reclaim*);
- Participate in the OpérationMontréal.net program;
- Maintain a work environment that takes into account employees' well-being, personal growth, health and safety, as well as training new employees;
- Encourage employees to adhere to the policy, through a training and awareness program, and encourage their input into developing the action plan;
- Optimize processes, planning, information management and knowledge acquisition to increase productivity.



6. ENHANCE AND MAINTAIN FACILITIES AND HISTORICAL AND ATHLETIC POINTS OF INTEREST WITH HERITAGE VALUE

OBJECTIVES

- Raise awareness of the Park's significant contribution to Quebec's heritage;
- Make the investments needed to maintain the quality of the facilities.



Appendix 1 - Seven strategic avenues in the Parc Jean-Drapeau master plan



1. Unify the site both in terms of its identity and its spatial layout.
2. Encourage the use of alternatives to the automobile to get to and around the site.
3. Conserve and enhance the natural heritage.
4. Conserve and enhance the cultural heritage.
5. Encourage users to visit and to take ownership of the Park.
6. Recognize the Park's athletic heritage and encourage the practice of physical and outdoor activities.
7. Manage the Park in accordance with the objectives in the revised master plan.

