

SUSTAINABLE DEVELOPEMENT POLICY



GRANDS
PRIX CYCLISTES
DE QUÉBEC
DE MONTRÉAL

JANUARY
2024

A WORD FROM THE PRESIDENT

Since its very first edition, the Grands Prix Cyclistes de Québec et de Montréal (GPCQM) organization has been concerned about the social, economic, and environmental impact of its events. As good citizens of the world, we care about the ecosystems in which we evolve, and we deploy ecoresponsible actions every year, with the ambition of inspiring and encouraging the Québec cycling community to rally to the cause.



All the Grands Prix Cyclistes strategies include a legacy dimension, because tomorrow's cycling is being built today. This guide has been created to clearly state our commitments to sustainable development, for the present and future of a healthy cycling planet.

Sportively,

Sébastien Arsenault
President, Événements GPCQM

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ACKNOWLEDGEMENTS

Developing and implementing a sustainable development policy is a collaborative process. Therefore, Événements GPCQM would like to thank everyone involved in this process.

First and foremost, the Grands Prix Cyclistes organization would like to thank its entire team for their valuable contribution to the development of this policy. Your collaboration and commitment were essential elements in the creation of this solid strategic framework, which will undoubtedly guide the organization towards a more sustainable future.

Finally, our thanks go to all our event participants, whose active contribution helps make our ecoresponsible initiatives a reality.

A sincere thank you, dear suppliers, providers, partners, spectators, athletes and collaborators.



Événements GPCQM



Photo credit : James Startt



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PREAMBLE

This sustainable development policy is the result of Événements GPCQM's determination to integrate sustainable development into the very heart of its strategies, thereby demonstrating its strong commitment to ecoresponsible practices aimed at **minimizing its ecological footprint** and **increasing its positive impact**.

The purpose of this document is to create a framework for the organization, given its capabilities and challenges, in its procedures, actions, strategies and development.

Inspired by the Fédération québécoise des sports cyclistes (FQSC), the Conseil québécois des événements écoresponsables (CQEER), the UCI, and other organizations, this policy outlines the way Événements GPCQM thinks and acts, as well as the **objectives** that define **its ecoresponsible approach**.

DEFINITIONS

SUSTAINABLE DEVELOPMENT

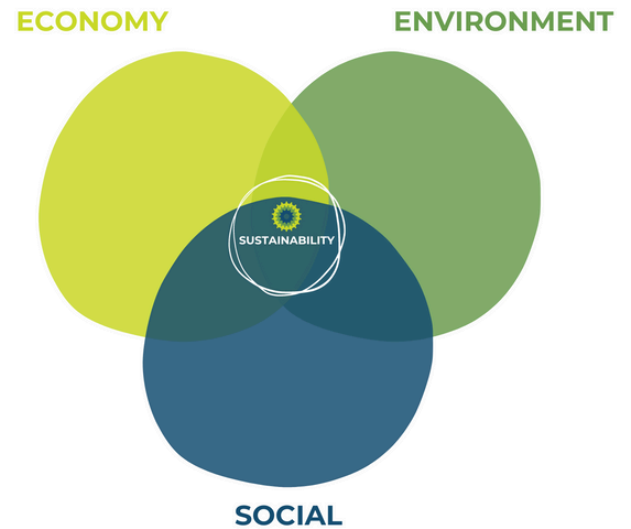
"Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Brundtland Report (1987) quoted by the Ministère de l'Environnement, de la lutte contre les changements climatiques, de la Faune et des Parcs, Sustainable development, website, n.d.

According to the Rio de Janeiro Declaration (1992), sustainable development is based on three pillars: **economic development, social development and environmental protection.**

These three pillars are interdependent and must be interrelated to ensure **sustainability.**

Ministère de l'Environnement, de la lutte contre les changements climatiques, de la Faune et des Parcs, Sustainable development, website, n.d.



Involves taking into account the three aspects of sustainable development: environmental, social and economic.



ECORESPONSIBILITY

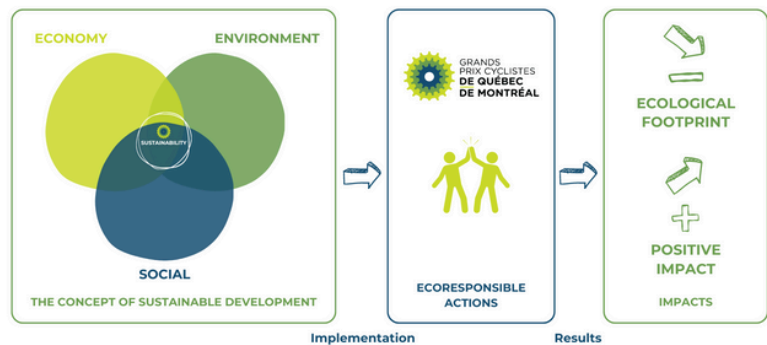
"The quality of a physical person or legal entity, behavior or activity that takes into account principles of long-term respect for the physical, social and economic environment."

[Translated from French] The Office québécois de la langue française, Sustainable development vocabulary, 2023

At the GPCQM, we plan on putting the concept of **sustainable development** into practice by adopting an **ecoresponsible approach** that is reflected in our action plan.

"The concept of "responsibility", which comes from a human will, is to be linked to the concept of "sustainability", the latter corresponding to an end while the former is a means to an end."

[Translated from French] The Office québécois de la langue française, Sustainable development vocabulary, 2023



SCOPE OF APPLICATION

This official document invites employees, volunteers and all those linked to the organization and its events (suppliers, partners, collaborators, event participants, etc.) to take part in this ecoresponsible approach.

This policy serves as a frame of reference for Événements GPCQM's sustainable development orientations, for all associated stakeholders, so that they may participate in achieving the objectives to which the organization is committed.

Événements GPCQM applies this policy within the limits of its field of action and in compliance with applicable laws and regulations.

MISSION & VALUES

MISSION

To produce and present **UCI WorldTour road cycling events** in North America, with the aim of contributing to the **sport's worldwide reputation** and passing on a **positive, inspiring and lasting legacy** to future generations.



Photo Credit : James Startt

VALUES

FAMILY **EXPERTISE** **RESPECT**

INNOVATION **COMMITMENT** **ENTERTAINMENT**

HOSPITALITY **PASSION** **ECORESPONSIBILITY**

The policy of Événements GPCQM reflects its commitment to respecting and promoting the principles of sustainable development, both in its activities and in its organizational operations.

The objectives set out in this policy are primarily based on the ecoresponsibility criteria and objectives of the FQSC's ecoresponsibility policy, as well as the City of Montreal's ecoresponsibility index and the UCI's sustainability guidelines.

These objectives also take into account **the 16 principles of Quebec's Sustainable Development Act**, and are closely linked to the organization's strategies.

THE 4 FUNDAMENTAL OBJECTIVES OF ÉVÉNEMENTS GPCQM

1.

INTEGRATE SUSTAINABLE DEVELOPMENT AT THE HEART OF ÉVÉNEMENTS GPCQM STRATEGIES

- To collectively develop and implement an ecoresponsible action plan integrating all the major sustainable development issues related to the organization of cycling events.
- Obtain ecoresponsibility certifications, comply with current standards and indicators suggested by renowned entities (Eco-FQSC certification, BNQ 9700-253 standard, City of Montréal ecoresponsibility indicators, CQEER, etc.).
- Develop an ecoresponsibility manual for suppliers and the organization's various departments, and ensure compliance with established criteria.

2.

PROMOTE ECORESPONSIBILITY AND RAISE AWARENESS OF THE POSITIVE IMPACT OF SUCH AN APPROACH

- Take part in and implement initiatives to raise awareness of sustainable development issues and promote ecoresponsibility among the general public and collaborators.
- Encourage carpooling, active and public transports, notably through initiatives and partnerships with other organizations (STM, FQSC, Vélo Québec, Bixi, etc.).
- Encourage athletes (professional and amateur) and other stakeholders to reduce and compensate for the carbon emissions associated with their travel.

3.

MAKE THE 4 R-V'S PHILOSOPHY A GUIDING PRINCIPLE FOR THE ACTIONS TO BE IMPLEMENTED

RETHINK

REDUCE

REUSE

RECYCLE

VALUE

- Prioritize partnerships with local, eco-friendly, second-hand, socially responsible, recycling suppliers, cooperatives and organizations committed to sustainable development.
- Reduce the quantity of residual materials at the source, based on the 4R-V principle, notably by expanding the range of reusable containers and by using recyclable and compostable components.
- Strengthen communication and awareness of waste management and energy conservation among the general public and collaborators.

4.

FOCUS ON COLLABORATION AND COMMUNITY INVOLVEMENT

- Develop initiatives to include and give back to the community.
- Develop initiatives to support Québec's cycling elite (Team Canada participation, "Jeunes Teneurs" program, Coupe du Québec sponsorship, etc.).
- Work closely with youth by offering academic mandates for university students (case studies and internships).

IMPLEMENTATION

An action plan has been created to implement this policy, outlining Événements GPCQM's ambitions in terms of sustainable development. The various actions already carried out and planned have been drawn up according to a number of indicators, namely :

- **EcoFQSC Certification**
- **City of Montréal ecoresponsibility indicators**
- **CQEER ecoresponsible event indicators**
- **Standard BNQ 9700-253 : Responsible Event Management**
(currently under public consultation)

This action plan is broken down according to the **4 fundamental objectives** set by the organization and a timeline over **the next 3 years** (2024, 2025, 2026).

ROLES & RESPONSIBILITIES

This policy was written by the sustainable development team, consisting of Maxime Berthiaume, Sport and Logistics Project Manager, and Chloé Fouquet, Sustainable Development Coordinator.

This team works in close collaboration with event's direction, the board of directors and the organizing committee to ensure that the present policy is applied.

START DATE

This first edition of Événements GPCQM's sustainable development policy is in effect since January 1, 2024. The committee plans an annual review to ensure its relevance.

Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs - Sustainable development : definition and objectives (n.d.)

<https://www.environnement.gouv.qc.ca/developpement/definition.htm>

Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs - The Sustainable Development Act (s. d.)

<https://www.environnement.gouv.qc.ca/developpement/loi.htm>

Office Québécois de la langue française - Sustainable development vocabulary (s. d.)

https://www.oqlf.gouv.qc.ca/ressources/bibliotheque/dictionnaires/terminologie_deve_durable.aspx (in French)

For more information, visit gpcqm.ca



GRANDS
PRIX CYCLISTES
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