

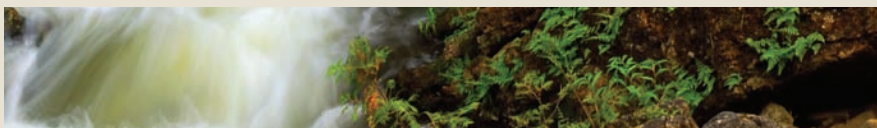


**OUR JOURNEY
TOWARDS
SUSTAINABILITY**



CBC  Radio-Canada





President's Message

Tune into any one of our news, current affairs, or documentary programs these days, and you're sure to hear talk about the environment. It's a hot media topic of late, and for good reason.

According to Statistics Canada, nine out of 10 Canadians rate the environment as one of their top concerns. The signs are clear: our quality of life, and that of future generations, depends on how we manage our personal and collective footprint on the planet.

As Canadians become increasingly eco-conscious, they insist on the same from public institutions and industry. CBC/Radio-Canada programming has been instrumental in raising awareness and championing an agenda of change. But if we're going to talk the talk on air, we need to walk the walk as a Corporation.

CBC/Radio-Canada adopted an Environmental Policy in 2002 that commits us to the principles of sustainable development, and to integrating environmental considerations into decision-making processes at every level of the organisation.

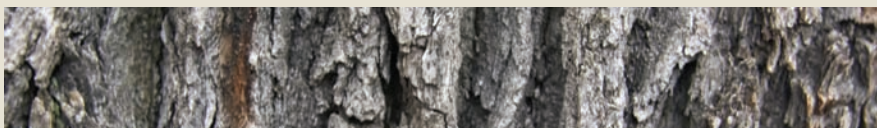
This first annual report on environmental performance, *A Journey Towards Sustainability*, is a major step towards becoming more accountable with regard to that policy.

We've made a lot of improvements over the past five years. We've improved our energy consumption, conducted a very successful pilot for e-waste disposal practices, and taken steps to protect species at risk at our transmitter sites. But our journey towards sustainability has just begun.

Painting an accurate and detailed picture of where we stand is critical to understanding what needs to change, what we can do better, and where we need to focus our efforts. This report does just that. It's an important step towards a greener future.

Going green is rooted in the belief that we can meet the needs of the present without compromising the ability of future generations to meet theirs. I'm convinced that's true, and I encourage CBC/Radio-Canada employees to keep it top of mind in their day-to-day activities. Sustainability is not a lofty ideal. It's an imperative for humanity.





Our environmental footprint

As a broadcaster, CBC/Radio-Canada is part of an industry that is not widely recognized as having a significant impact on the environment. And yet given the size and breadth of our operations, we are highly conscious of the need to continue to implement appropriate controls and management practices in order to limit our environmental footprint to the extent reasonably possible.

A closer look at our assets and consumption patterns reveals a clearer view of our environmental footprint. The issues we manage run the gamut from increasing recycling programs to reducing emissions from power generators, and from disposing of e-waste to eliminating the impact on species at risk at our transmitter sites.

We operate:

- 87 properties nationwide (owned or leased);
- 700 vehicles that consume over two million litres of fuel each year;
- 257 petroleum storage tanks with a total capacity of 600,000 litres;
- 200 standby generators capable of producing over 19 megawatts of power; and,
- 153 cooling systems using various types of refrigerants in 27 owned real estate properties.

We produce:

- annual greenhouse gas emissions that are equivalent to 36,000 tonnes of carbon dioxide;
- 1,348 metric tonnes¹ of non-hazardous residual materials in our Montréal and Toronto buildings alone; and,
- hazardous waste, which includes electronic waste and batteries.

On an annual basis, we consume about:

- 108 million kWh of electricity;
- 276 million litres of water; and,
- 53 million sheets of paper.

¹ Figure includes waste and recycled material.





CBC/Radio-Canada's Environmental Policy

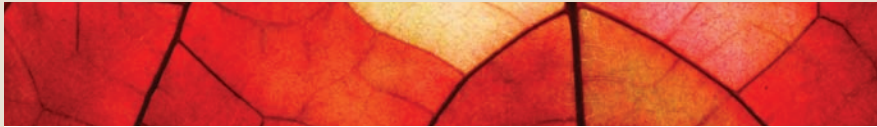
Respecting the environment constitutes a high corporate priority for CBC/Radio-Canada. The Corporation adopted an Environmental Policy in early 2002. With it, the Corporation has committed to the principles of sustainable development, as well as to integrating environmental and economic factors into decision making for all of its activities.

Four objectives are at the heart of the Policy:

- to comply with applicable environmental laws, regulations and other corporate requirements
- to monitor and continuously improve the Corporation's overall environmental performance
- to prevent discharges and emissions to the environment by applying sound environmental principles
- to communicate the Policy throughout the Corporation, and to train and motivate employees to respect the environment as they perform their duties

A cross-corporate Environmental Lead Team chaired by George C.B. Smith, Senior Vice-President of Human Resources and Organization, was assembled in 2007 to ensure that the Policy remains current, and to direct any necessary work to comply with it.





Our continuous improvement process

CBC/Radio-Canada has been working diligently for a number of years on continuously improving our environmental performance.

A summary of the main initiatives that support the Policy follows.

1. Ensuring continuous improvement to our environmental management system

- **A new information management and control process**

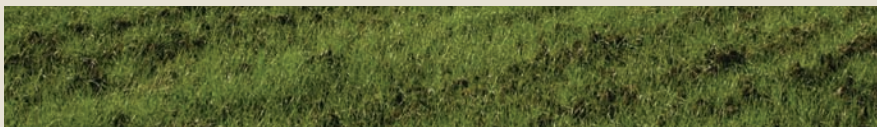
In 2007, the Environmental Lead Team introduced a systematic and detailed information process for environmental performance. Each quarter, the Environmental Lead Team meets to report on and review its activities. In late autumn, the results are rolled into an Annual Environmental Performance Report, which is then presented to the Board of Directors.

2. Managing environmental risks

- **Handling our waste responsibly**

As part of an improved waste reduction and recycling effort, we identified an opportunity to divert even more waste from landfill. In October 2007 we launched CBC RePlay, an improved waste collection and recycling program that includes the collecting of organic waste, at the Canadian Broadcasting Centre in Toronto. We also conducted a pilot program in Toronto to recycle obsolete electronic equipment ("e-waste"). Over 115,000 pounds of e-waste was ultimately recycled in an environmentally responsible manner.





- **Assessing the environmental condition of our sites**

We regularly conduct environmental assessments at work sites, particularly when we buy, lease or sell properties or when site contamination is suspected.

- **Ensuring compliance with Industry Canada and Health Canada standards**

Non-ionising radiation surveys are regularly conducted at our transmission facilities to ensure compliance with Industry Canada and Health Canada standards.

- **Asbestos management**

An asbestos management program was put into place to monitor the condition of asbestos-containing materials and to protect the health of employees or contractors who are required to work in areas where the substance is present. The program also ensures its proper disposal. In the last 12 months, 10 asbestos site reassessments have been conducted.

- **Managing our fuel storage tanks in a preventative manner**

Fuel storage tanks containing petroleum products, such as diesel and heating oil, are used to power back-up generators during power failures and to heat buildings. As part of our proactive management, we regularly monitor and inspect the tanks to detect leaks and prevent potential soil contamination. As we modernise our facilities, we replace tanks and renew fuel storage management practices.

- **Protecting species at risk**

Many transmitter sites are located in remote areas, making work activities in these locations a challenge. For example, maintaining clear access to these sites and towers can, in some instances, have a potential impact on the surrounding flora and fauna. For this reason, we undertook a study to determine whether our sites are habitats for species at risk.



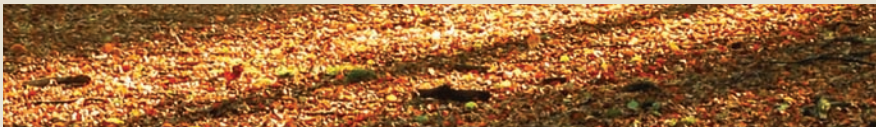
- **Tracking and reducing our energy consumption**

We perform frequent benchmarking studies on energy usage to optimise consumption patterns at several of our major properties. Examples follow:

TORONTO — Energy use at the Canadian Broadcasting Centre is now nine per cent lower than it was in 2002. The building consumes 18 per cent less energy (prorated) than the Toronto average for commercial buildings,² equivalent to 3,300 tonnes of carbon dioxide emissions or 2,600 cars taken off the road.

MONTRÉAL — Energy consumption is 31 per cent (or 15,386,584 kWh) lower than it was in 1992. Maison de Radio-Canada consumes 38 per cent less energy (prorated) than the Montréal average for commercial buildings.³

VANCOUVER — Following a third-party energy audit conducted in 2003, energy consumption is currently nine per cent lower than it was in 2003. The site consumes 32 per cent less energy (prorated) than the Vancouver average for commercial buildings.⁴



“We perform frequent benchmarking studies on energy usage to optimise consumption patterns at several of our major properties.”

- **Providing employee training**

In 2007, we provided 12 different types of training courses to personnel who are responsible for managing and implementing activities that may affect the environment. These courses focus on issues such as the impacts of the *Canadian Environmental Assessment Act* and other Acts, the management of items such as halocarbon products, storage tanks, and hazardous and non-hazardous materials. Courses are also given on how to react to environmental incidents such as emergencies.

² CBC/Radio-Canada building performance compared to rates published in the BOMA Experience Exchange Report (EER) for public sector buildings.

³ *Ibid*

⁴ *Ibid*





Awards and recognition

CBC/Radio-Canada has been recognized on many occasions for its environmentally friendly building management practices. We have earned the following awards and accolades:

- CBC/Radio-Canada is certified BOMA Go Green, a national environmental recognition and certification program for existing commercial buildings created by the Building Owners and Managers Association (BOMA), in 77.6 per cent of spaces we occupy;
- In 2008, the Vancouver Broadcasting Centre was certified BOMA Go Green Plus, a more in-depth benchmarking tool. Vancouver thus became the third CBC/Radio-Canada location to achieve this status, joining the Canadian Broadcasting Centre in Toronto (2007) and Maison de Radio-Canada in Montréal (2006) as outstanding examples of CBC/Radio-Canada's continuing commitment to environmentally responsible building management;

- The Canadian Broadcasting Centre in Toronto was awarded Bronze certification for Waste Minimization from the Recycling Council of Ontario.
- In 2005 and 2006, CBC/Radio-Canada properties earned provincial and national Earth Awards for environmental practices from BOMA;
- Maison de Radio-Canada in Montréal won the 2007 Pilier d'Or award from the Association des gestionnaires de parc immobiliers (AGPI) in the category of public buildings;
- Go Green Plus certification has been awarded to 79.8% of the buildings we own.

CBC/Radio-Canada is a member of the Conference Board of Canada's cross-industry *Business Council for Sustainability*.





The road ahead

As we journey towards sustainability, we will build continuous improvement into all areas of environmental management.

We are placing an emphasis on **conserving energy and reducing our greenhouse gas emissions**. We intend to develop, for select buildings: a five-year greenhouse gas reduction plan; a three-to-five year environmental building audit plan; and a three-year environmental site assessment plan. We are also continuing a transition program for the conversion of our R-11 cooling systems to more modern alternatives.

We will look for opportunities to **reduce consumption of products and resources** – especially hazardous products and natural resources like water. The Environmental Lead Team will work on a practical approach to integrating environmental considerations into our purchasing processes. Following the success of CBC RePlay, an expansion of our e-waste recycling program is being considered.

In terms of **building management activities**, we intend to put into action a Pest Plant Control Policy, with stringent guidelines for the use of

pesticides, insecticides and herbicides. We also plan to undertake asbestos reassessments at 22 work sites.

In terms of certifications, we are seeking BOMA Go Green Plus designation for even more of our buildings. We will also pursue the Leadership in Energy and Environment Design (LEED) certification for existing buildings for the Canadian Broadcasting Centre in Toronto.

The Corporation conducts regular reviews to keep abreast of upcoming legislation to see how it affects our operations. An example of such legislation is the *Federal Petroleum Products Storage Tank Regulations*, which are expected to come into force in 2008. In anticipation of these changes, we are already conducting an analysis to identify corrective measures that may be required. Finally, we have completed a Species at Risk study and are currently developing an implementation plan to further our compliance actions.

Lastly, as we make changes on the corporate scale, the Environmental Lead Team will seek opportunities to engage people at all levels of CBC/Radio-Canada so that they can also make a difference, not only at work, but also in their communities.



