



Pineridge Foods and Quantis / CIRAIG 5 years of collaboration

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About us

- **Pineridge Foods Inc.**

- 4 companies, \$400 million in sales and 1200 employees
- Manages a portfolio of food manufacturers operating in a high performance, decentralized and entrepreneurial culture
- Our mission is to help Canadian food companies - and related U.S. companies - realize their full potential in the North American market
- Key Philosophies:
 - Align with customers to drive growth
 - Innovate
 - Operate in a decentralized, entrepreneurial and accountable structure
 - Act with speed and demonstrate relentless drive for improved performance
 - Create a high performance, collaborative and caring culture
 - Do well by doing good

- **CIRAIG and Quantis**

- Multidisciplinary world-renowned research centre (CIRAIG)
- Quantis (CIRAIG's spin-off) is a consulting firm
- More than 100 years of cumulated experience
- 100+ clients /200+ projects
- Montreal, Toronto, Boston, Paris, Lausanne
- Internationally recognized experts
 - Carbon and Water footprint
 - Env. and Social Life Cycle Assessment
 - Company-based LCA and sustainability dashboard (Quantis SUITE 2.0 software)
 - Ecodesign
 - Environmental communication



Roadmap Towards Sustainability

LIBERTÉ
artisan de nature

- 2005: Stakeholder Meeting OZONE, CIRAIG, Recyc-Quebec
- 2006: Company-wide LCA Diagnostic - CIRAIG
- 2007: Sustainability Action Plan
- 2009: Packaging LCA - CIRAIG
- 2010: Stakeholder Mapping and LCA Update – CBSR & Quantis
- 2011: CSR strategy & internal reporting



- 2009: Company-wide LCA Diagnostic - Quantis
- 2010: Sustainability Strategy & Project



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- Biodegradable Laundry Detergent
- Eco-Logo Cleaning Product: Eco Respect



Key learning and success factors

- Business value and benefits for Pineridge
 - Hot spots identification
 - Prioritization
 - Created awareness
 - Increased communication between department/business units
 - Rigorous and replicable methods to operationalize SD
- Benefits resulting from the collaboration
 - External perspective and critical review
 - Access to state-of-the-art expertise
 - Training, coaching and capacity building
 - Technical and SD trends watch to maintain leadership position

Collaboration toward SD in a nutshell!

