



# **Sustainable Development Tracking Document for Actions and Initiatives Period from April 1, 2008 to March 31, 2009**

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## TABLE OF CONTENTS

<b>GOVERNMENT DIRECTION 1</b>	<b>5</b>
ACTION 1	5
<b>GOVERNMENT DIRECTION 2</b>	<b>7</b>
ACTION 2	7
ACTION 3	9
<b>GOVERNMENT DIRECTION 3</b>	<b>10</b>
ACTION 4	10
ACTION 5	11
ACTION 6	12
<b>GOVERNMENT DIRECTION 5</b>	<b>13</b>
ACTION 7	13
<b>GOVERNMENT DIRECTION 7</b>	<b>15</b>
ACTION 8	15
<b>GOVERNMENT DIRECTION 8</b>	<b>16</b>
ACTION 9	16
<b>GOVERNMENT DIRECTION 9</b>	<b>17</b>
ACTION 10	17

## Government Direction 1

Inform, make aware, educate, innovate

### Government Objective 1

Make people increasingly aware of the sustainable development concept and principles. Promote knowledge and experience sharing in this area and assimilate the knowledge and know-how facilitating its implementation.

### Organizational Objective 1

Make staff aware of the concept of sustainable development and its implications.

#### Action 1

Implement activities that contribute to carrying out the government's awareness and training plan for public administration staff.

#### Initiative

Develop and offer activities to raise awareness about the process and practice of sustainable development

Underway



*E.g.: Posting of the SDAP on the Web, dissemination of the information in the internal newsletter. Recap in the internal newsletter of SD-related initiatives (recycling of batteries, electronic distribution of the internal newsletter rather than on paper, more ecofriendly printers.)*

#### Initiative

Prepare and disseminate information on the sustainable development process.

Underway



*E.g.: Recap in the internal newsletter of SD-related initiatives carried out by the AMF (recycling of batteries, electronic distribution of the internal newsletter rather than on paper, more ecofriendly printers.)*

#### Initiative

Create a section in the AMF's Intranet dedicated to sustainable development.

Not started



#### Indicator 1

Percentage of staff reached by the sustainable development awareness activities.

#### Target

80% of staff by 2011.

#### Result

Underway



#### Initiative

Participate in training sessions on sustainable development.

#### Initiative

Verify the degree of knowledge of staff as regards the concept of sustainable development.

#### Indicator 2

Percentage of staff having acquired sufficient knowledge about the sustainable development process to incorporate it into their routine activities.

#### Target by 2013

50% of staff have sufficient knowledge about the sustainable development process to incorporate it into their routine activities by 2013.

#### Result

Underway



### **Results 2008-2009**

The AMF posted its *Sustainable Development Action Plan 2008-2013 (SDAP)* on its website on March 31, 2009 and informed all staff of the posting in its internal newsletter.

As regards activities to raise awareness, the first step was delivery of the SDAP to senior management, thereby allowing the Executive Directors and Superintendents to read and approve the SDAP. The objective was to obtain their endorsement so that information about the plan could then be communicated to their respective teams.

In applying the SDAP, the AMF did not carry out a targeted activity to promote the SDAP itself, opting, instead, for a strategy aimed at raising awareness in connection with certain initiatives, for example, the migration of printers, the conversion of fax machines to a digital environment as well as the implementation of a recycling program that was negotiated with the landlord for all lessees. When announcing these changes, we were careful to make the link to our concern for sustainable development.

In order to hone their knowledge, the members of the sustainable development committee regularly attended the training sessions offered by the *Bureau de coordination de développement durable*.

However, as regards the level of knowledge required to incorporate the principles of sustainable development into our decisions and activities, no support tools have yet been developed.

**Government Direction 2**

Reduce and manage risks to improve health, safety and the environment

<b>Government Objective 4</b>	
Continue developing and promoting a culture of prevention and define conditions that are beneficial for health, safety and the environment.	
<b>Organizational Objective 2</b>	
Promote the development of staff's physical and mental fitness.	
Action 2	
Provide staff with a balanced work environment in order to ensure health, safety and quality of life.	
<b>Initiative</b> Prepare and disseminate prevention information on health, safety and quality of life at work. <i>E.g.: Articles in the internal newsletter: 911 calls, "Typing without getting tired"</i>	Underway ✓
<b>Initiative</b> Prepare and distribute articles encouraging fitness. <i>E.g.: Articles published in the internal newsletter regarding sports activities (for a variety of causes in which employees participated and to which the AMF contributed financially: Virée Mont Saint Bruno (runners event), Sainte-Justine Triathlon, as well as sports activities not connected to a cause: soccer, AMF golf tournament)</i>	Underway ✓
<b>Initiative</b> Organize lunch-and-learn sessions on good habits for improving one's general living conditions. <i>E.g.: Chair massages (lunch-and-learn session to present and implement the service on AMF premises)</i>	Underway ✓
<b>Initiative</b> Develop agreements with suppliers to encourage physical activity. <i>E.g.: Agreement with Club Entrain to provide access to showers</i>	Underway ✓
<b>Initiative</b> Establish a health-in-the-workplace week.	Not started ✓
<b>Indicator 1</b>	
Number of information activities held among staff to promote health, safety and quality of life at work.	
<b>Target by 2013</b>	
Two activities per year.	
<b>Result</b>	Underway ✓
<b>Initiative</b> Take ergonomic criteria into account when purchasing furniture for staff.	
<b>Initiative</b> Take environmental aspects into account to ensure an appropriate working environment for staff (lighting, temperature, air quality)	
<b>Indicator 2</b>	
80% of equipment acquired for staff incorporates criteria to foster health, safety and quality of life at work.	
<b>Target by 2013</b>	
80% of purchases.	

**Result**

Underway



**Result 2008-2009**

During 2008-09, several informational items were disseminated with respect to the importance of overall health (fitness through sports activities, tips for the workplace, etc.).

A formal information session was organized to launch a specific offer aimed at improving the physical fitness of individuals, namely, a massage service available at lunchtime on AMF premises (the costs are assumed by users).

As for purchases by the AMF, ergonomic criteria were taken into account in more than 80% of furniture purchases made since 2008. All staff members have modular furniture that can be adapted to their preferences. If a user has specific needs, we consult an ergonomist for a customized assessment of the workstation and apply the ergonomist's recommendations. In 2008, we issued a call for tenders for the purchase of chairs, with specific criteria to ensure the comfort of users and with a proviso that the chairs were subject to approval by a user committee.

The quality of the work environment (layout of premises, workstations) is an ongoing concern for the AMF and is reflected in all the installations on our two sites. Furthermore, services are currently available with respect to several aspects of the safety and physical integrity of staff.



## Government Direction 2

Reduce and manage risks to improve health, safety and the environment

### Government Objective 4

Continue developing and promoting a culture of prevention and define conditions that are beneficial for health, safety and the environment.

### Organizational Objective 3

Contribute to the improvement of staff's physical and mental fitness.

#### Action 3

Offer measures for improving staff's physical and mental fitness.

#### Initiative

Underway ✓

Fund physical fitness activities.

*E.g.: Virée Mont Saint Bruno (runners event), Sainte-Justine Triathlon, Marathon des 2 rives, soccer, AMF golf tournament, etc.)*

#### Initiative

Underway ✓

Organize lunch-time activities that contribute to health.

*E.g.: Chair massages*

#### Initiative

Not started ✓

Introduce an awareness program on overall health.

#### Initiative

Underway ✓

Establish a process for compiling statistics on participation in activities.

#### Indicator 1

Rate of participation of staff in activities to improve physical and mental fitness.

#### Target by 2013

Achieve a 10% increase in the number of employees participating in health-related activities organized by the AMF by 2013.

#### Result

Underway ✓

#### Results 2008-2009

The AMF supports the promotion of health-related matters and contributed to sports activities that resulted in increased staff participation. The statistics for the various sports activities are as follows:

- Year: 2007-2008: 105 participants
- Year: 2008-2009: 219 participants

In 2008-2009, our objective of increasing the rate of staff participation in activities aimed at improving physical and mental health was achieved; our objective is to maintain this trend.

The AMF disseminates information about sports activities through its internal newsletter in order to promote regular physical activity among staff.

**Government Direction 3**

Produce and consume responsibly

**Government Objective 6**

Apply environmental management measures and an ecoresponsible procurement policy within government departments and agencies.

**Organizational Objective 4**

Foster the establishment of ecoresponsible practices in the AMF's daily operations and in the work related to its mission.

**Action 4**

Implement practices and activities that contribute to the provisions of the policy for ecoresponsible government.

**Initiative**

Design an environmental management system or framework.

**Indicator 1**

Status of implementation of an environmental management framework or system, of measures contributing to the achievement of national environmental management objectives and of implementation of ecoresponsible procurement practices.

**Target**

Proposal of an environmental management framework in 2011.

**Target**

Implementation of ten measures or activities to contribute directly to the achievement of the national environmental management objectives by 2011.

**Result**

Not started ✓
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**Results 2008-2009**

The sustainable development officer attended training sessions covering the development of an environmental management framework.

**Government Direction 3**

Produce and consume responsibly

**Government Objective 6**

Apply environmental management measures and an ecoresponsible procurement policy within government departments and agencies.

**Organizational Objective 5**

Improve the AMF's procurement practices.

Action 5

Foster ecoresponsible purchases.

**Initiative**

Incorporate social and environmental criteria when selecting suppliers and as part of the bidding process.

Underway  
✓

*E.g.: Calls for tenders for printers (two-sided printing by default), calls for tenders for computer equipment (EPEAT Gold and Energy Star clause), call for tenders for laptops (EPEAT Silver and Energy Star 4 monitor)*

**Initiative**

Provide employees with a catalogue for green purchases.

Not started  
✓

**Indicator 1**

Number of ecoresponsible procurement practices.

**Target by 2013**

Implement two ecoresponsible procurement practices by 2011.

**Result**

Underway  
✓

**Results 2008-2009**

The AMF revised its call for tenders documents so as to incorporate provisions in support of ecoresponsible purchases.

For example, as part of the process of changing our inventory of printers, we reviewed users' needs to ensure a proper match between needs and printer allocations. We also reviewed the functionalities and specified that the model selected had to allow automatic two-sided printing.

Moreover, we include ecoresponsible provisions in our calls for tenders by asking suppliers to send their invoices by electronic means.

**Government Direction 3**

Produce and consume responsibly

**Government Objective 9**

Apply more ecoconditionality and social accountability in public assistance programs and encourage their implementation in financial institutions' programs.

**Organizational Objective 6**

Promote social accountability in the educational projects sponsored by the AMF.

**Action 6**

Through the Education and Good Governance Fund, finance projects with a positive impact on business conducted in Québec in terms of social accountability.

**Initiative**

Update the mission and objectives of the Fund to include social accountability criteria.

**Initiative**

Promote social accountability criteria.

**Indicator 1**

Number of projects financed by the AMF incorporating social accountability criteria.

**Target by 2013**

Increase the number of projects financed by the Education and Good Governance Fund that incorporate social accountability criteria by 2013.

**Result**

Not started ✓
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**Results 2008-2009**

The AMF seeks to establish a process that incorporates the principles of sustainable development when assessing projects submitted for financial support (by the Fund); currently, these criteria are not specifically taken into account.

**Government Direction 5**

Address demographic changes

<b>Government Objective 15</b> Increase standard of living.	
<b>Organizational Objective 7</b> Maintain and improve knowledge about financial products and services.	
Action 7 Foster an increased standard of living for Quebeckers by carrying out activities that inform consumers of financial products and services.	
<b>Initiative</b> Prepare and disseminate information. <i>E.g.: Visits by the mobile information teams, video brief on fraud, fraud prevention guide, Bourstad, retirement planning guide, investor information tailored to visually-impaired persons (audio library)</i>	Underway ✓
<b>Initiative</b> Promote the educational projects of the Education and Good Governance Fund.	Not started ✓
<b>Indicator 1</b> Number of information activities for consumers of financial products and services.	
<b>Target by 2013</b> Two activities per year.	
<b>Result</b>	Underway ✓

## Results 2008-2009

The AMF has established a mobile team of speakers whose goal is to reach out to consumers directly in their community setting. As part of this activity, 36 visits took place in 2008-2009 and the team met with 1400 consumers. Moreover, in order to have a greater presence and increase our visibility among our clientele, we also participated in various trade shows and conferences:

- Self-Directed Investor Show
- *Salon des baby-boomers*
- Expo on Ageing and Design
- FADOQ conference (network of citizens aged 50+)
- Conference of the *Association québécoise des retraité(e)s des secteurs public et parapublic* (retirees from the public and semi-public sectors)
- *Question Retraite* conference (retirement matters)
- Conference on senior abuse
- Conference on consumer indebtedness (*Éditions Protégez-vous*)
- *Protect Your Identity On-line* campaign
- Partnership with the AQDR (*Association québécoise de défense des droits des personnes retraitées et préretraitées*) (awareness campaign about financial fraud among retirees)

The AMF has also developed information tools designed to give investors more information about financial products. The following are some examples:

- Fraud prevention guide: "Red-Flagging Financial Fraud," published in June 2008, nearly 20,000 copies distributed.
- CD ROM: (Planning for retirement, in cooperation with *Question retraite*, 30,000 copies distributed in a special edition of "*Protégez-Vous!*" and 5,000 distributed by the AMF.
- Updated brochures
  - Travel Insurance 12,000 copies
  - Short Investment Glossary 12,000 copies
  - Leaflet on deposit insurance 80,000 copies (Caisses Desjardins)
- Securities exchange simulations
  - Bourstad, February 9 to April 9, 2009 (4,000 participants)
  - UQTR university securities exchange simulation, November 9, 2008 (250 participants)
  - HEC Montréal securities exchange simulation, March 21, 2009 (450 participants)

Finally, in an effort to improve the diversity of offerings to our clientele, we have also entered into an agreement with the Audiothèque to allow visually-impaired individuals to listen to two educational leaflets on fraud prevention.

**Government Direction 7**

Preserve and share the collective heritage

<b>Government Objective 23</b>	
Step up cooperation among national and international partners on integrated sustainable development projects.	
<b>Organizational Objective 8</b>	
Be an active promoter of sustainable development principles among peers.	
Action 8	
Promote and establish, with its peers, a project that incorporates the sustainable development process.	
<b>Initiative</b>	
Foster awareness among its peers about sustainable development.	
<b>Initiative</b>	
Develop a pan-Canadian (or international) project that incorporates the sustainable development process.	
<b>Initiative</b>	
Implement a pan-Canadian (or international) project that incorporates the sustainable development process.	
<b>Indicator 1</b>	
Number of projects carried out with its peers that incorporate the sustainable development process.	
<b>Target by 2013</b>	
One project by 2013.	
<b>Comments</b>	
The action plan related to this commitment has not yet been developed.	
<b>Result</b>	Not started ✓

**Government Direction 8**

Promote social involvement

**Government Objective 25**

Increase consideration for the concerns of citizens in decisions.

**Organizational Objective 9**

Encourage the participation of citizens in public consultations

## Action 9

Improve communications and activities related to public consultation.

**Initiative**

Use public hearings.

Not  
started ✓**Initiative**

Report on public consultations.

Not  
started ✓**Initiative**

Enhance on-line service offerings.

Underway  
✓

**E.g. :** Addition of a section on the website covering securities exchanges, clearing houses, self-regulatory organizations and other similar entities

**Result**Underway  
✓**Results 2008-2009**

Through public consultations, the AMF invites financial sector participants and consumers to give their opinions on various issues related, in particular, to the regulation of financial markets in Québec. These public consultations allow the AMF to weigh the various opinions before adopting certain regulatory measures. Documents relating to the various public consultations are updated on a regular basis and the comments received are generally added to the file.

During 2008-09, more than thirty public consultations took place through the Web (the consultation period is generally 90 days), but no public hearings were held.



**Government Direction 9**

Prevent and reduce social and economic inequality

**Government Objective 28**

Increase participation in ongoing training activities and manpower qualification.

**Organizational Objective 10**

Maintain the qualifications of staff.

**Action 10**

Maintain the qualifications of staff.

**Initiative**

Offer training tailored to staff requirements.

**Initiative**

Enhance the training offered to staff.

**Indicator 1**

Percentage of payroll dedicated to training activities.

**Target by 2013**

Maintain the existing percentage.

**Result**

Underway ✓
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**Comments**

The amounts invested by the AMF for staff training exceed the 1% of payroll that government departments and agencies are expected to earmark for such purpose.