



**Social
Responsibility
Plan**
2021-2023

**For
responsible
consumption**



Our Mission

**The Société québécoise
du cannabis
sells cannabis
responsibly,
in conformance with
the law and with
a focus on health
protection.**



**Welcome
to the SQDC**

- 2 **Health**
- 3 **Ethics**
- 4 **Community**
- 5 **Environment**

Building our commitment to responsibility

We embark on this process in a spirit of collaboration with our employees and stakeholders and the firm desire to excel.



A little more than a year after its founding, the SQDC is proud to present its first corporate social responsibility (CSR) plan. Our intent as a new government corporation is to lay a solid foundation for responsible growth.

We believe it is possible for a start-up company to achieve its business objectives while integrating sustainable development into all its activities.

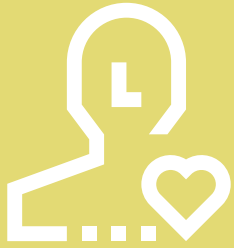
We therefore commit to taking concrete, quantifiable action on sustainable development and, to that end, have prepared this Social Responsibility Plan 2021-2023, a document aligned with the SQDC's main strategic planning orientations.

The CSR process we are undertaking reflects who we are: transparent in all things, with straightforward objectives and realistic targets. We embark on this process in a spirit of collaboration with our employees and stakeholders and the firm desire to excel.

During 2021-2023, the three years covered by the plan, we will take concrete action in several areas. In health protection, we will move forward with our mission to educate and increase public knowledge about cannabis. Our ethical principals will take form in our stores, where we will continue making it a priority to sell cannabis responsibly, and in our acquisition of goods and services through our responsible procurement practices. Our environmental efforts will largely focus on reducing the ecological footprint of our containers and packaging. Lastly, our involvement in the community will concentrate on communicating the company's mission and increasing the presence of local products on our shelves.

In this way, the SQDC, a government corporation, will contribute to the Government Sustainable Development Strategy to achieve the objectives it has set for Quebec and, more specifically, to further develop eco-responsible management practices in public administration.

The SQDC's responsible approach to every aspect of its business makes us feel confident about the future and our ability to do our part in helping build a better Quebec.



Health

Our approach is based mainly on educating and informing. We guide customers toward responsible use and consult with the communities involved when expanding our store network. We also work closely with health sector organizations and take their concerns into account. Any profits made are used to fund initiatives focused on education, research and preventing harm associated with cannabis use.

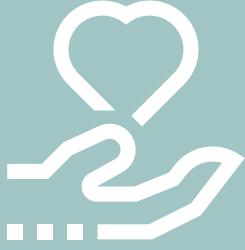
	Objective	Indicator	Target 2021	Target 2022	Target 2023
1	<p>Continue training our employees to educate customers about responsible cannabis use</p> <p>→ Means providing employees with adequate training and all the tools needed to properly advise customers and promote responsible use.</p>	Percentage of employees who receive annual training on responsible use	100%	100%	100%
2	<p>Contribute to advancing knowledge on the health and social impacts of cannabis</p> <p>→ Means supporting, from the profits made, cannabis research through the Cannabis Prevention and Research Fund.</p>	Creation of the Health and Research Board Committee	Committee formed	-	-
		Number of meetings held during the year	2 meetings	2 meetings	2 meetings
3	<p>Develop and maintain relations with health-sector stakeholders</p> <p>→ Means reaching out to persons and organizations directly and indirectly affected by legal cannabis sales, the goal being to improve how we do business.</p>	Number of new stakeholders met during the year	6 stakeholders	6 stakeholders	6 stakeholders



Ethics

Our ethical principles shape our organizational culture and guide us to act responsibly. Our sense of ethics informs all our decisions, including those relating to users' health, human resources management and our procurement practices.

	Objective	Indicator	Target 2021	Target 2022	Target 2023
1	<p>Maintain the sales ethic</p> <p>→ Means putting Quebecers' health before all else.</p>	Percentage of security guards and advisors having received sales ethic training	100%	100%	100%
2	<p>Increase and sustain employee commitment while attracting and retraining new talent</p> <p>→ Means rallying employees around a relevant mission and stimulating work.</p>	Overall employee satisfaction rate	70%	72%	75%
3	<p>Provide employees with a healthy, safe workplace</p> <p>→ Means creating a healthy environment where employees can perform their work without fear of harassment or risk to their physical integrity.</p>	Percentage of stores setting up an OHS committee during the year	100%	100%	100%
		Number of OHS committee meetings held during the year in each store	3 meetings	3 meetings	3 meetings
4	<p>Put in place a responsible procurement process (goods and services)</p> <p>→ Means working closely with our suppliers to ensure the products we sell are as eco-responsible as possible.</p>	Percentage of contracts incorporating eco-responsible criteria	45%	48%	50%



Community

Our commitment to the community is evident in our steadfast dedication to our mission of selling cannabis with a focus on health protection. It can also be seen in our efforts to encourage the local economy.

	Objective	Indicator	Target 2021	Target 2022	Target 2023
1	<p>Raise awareness of the SQDC's mission and relevance</p> <p>→ Means explaining our mission and its everyday implications so Quebecers will better appreciate its relevance.</p>	Level of public support for the SQDC's mission	70%	72%	75%
2	<p>Give a preferred place Quebec-grown cannabis to encourage the local economy</p> <p>→ Means choosing to work with local producers in order to encourage the Quebec economy.</p>	Percentage of cannabis produced by the SQDC's Quebec-based suppliers	35%	40%	40%
		Quebec-based producers as a percentage of all SQDC producers	15%	20%	20%



Environment

As a responsible company, we strive to set an example when it comes to the environment. We evaluate our processes using eco-responsible criteria and take concrete action to reduce our ecological footprint.

	Objective	Indicator	Target 2021	Target 2022	Target 2023
1	<p>Reduce the ecological footprint of our containers and packaging</p> <p>→ Means rethinking packaging so it is both legally compliant and as eco-responsible as possible.</p>	Percentage of products meeting eco-responsible criteria	30%	50%	70%
2	<p>Manage residual materials</p> <p>→ Means improving our performance in managing and adding value to our residual materials, in particular cannabis containers.</p>	Percentage of stores having implemented a used container recovery initiative	50%	60%	70%
3	<p>Measure our buildings' greenhouse gas emissions</p> <p>→ Means obtaining a picture of the current situation in preparation for setting ambitious objectives in 2024.</p>	Metric tons of greenhouse gasses emitted	Annual report published	Annual report published	Annual report published and 2024 target set
4	<p>Outfit buildings eco-responsibly</p> <p>→ Means designing our stores to be as sustainable as possible.</p>	Percentage of stores integrating eco-responsible design criteria	100%	100%	100%



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