



**Atlantic
Lottery**

Environmental Sustainability at Atlantic Lottery

Where it all began.....

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bet on green



mise sur vert



- **In 2003, Atlantic Lottery adopted a Social Responsibility Framework**



Atlantic Lottery's Social Responsibility Framework

- ALC's Social Responsibility & Sustainable Development framework guides the identification of actions and plans each year – a series of actions are identified in each quadrant of the framework. Individually and collectively, these actions build;
- Stronger financial performance and profitability through operational efficiency gains;
- Enhanced employee relations that yield better results respecting recruitment, motivation, retention, learning and innovation, and productivity;
- Stronger relationships with communities and enhanced license to operate;
- Improved reputation and branding.



2007, Atlantic Lottery adopted its environmental policy

The policy focuses on 4 key areas:

- Paper
- Energy
- Carbon Emissions through transportation
- Waste consumption and waste diversion



We have a policy...where do we go from here?

- 2009-10 – we completed an independent environmental audit that provided a baseline for our paper, water, and energy consumption.
- We also evaluated our carbon footprint and assessed the amount of waste we divert from landfills through wet/dry and recycling programs.



Guiding Principles

- Improve environmental performance
- Inspire employees and leverage their interests and energy
- Collaborate with stakeholders through regional and industry collaboration



Now let's make it happen....

- Our Focus Areas (greatest influence and greatest impact)
- Implementation Plan
- Set Targets (short, medium and long-term)
- Prepared for Launch
- Educated & engaged employees





Paper Targets

- Reduce paper (operations) by 10% each year



Implementation Highlights

Paper (gaming products)

- exploring paper-reduction opportunities with our suppliers
- life cycle assessment



Paper (operationally)

- working electronically, reduce print & copying
- ensuring equipment meets needs, changing defaults
- challenging departments to look at processes and identify opportunities





Energy & Water- Targets

Energy

Red Shores Charlottetown – 20% reduction

Head Office Moncton – 3%

Water

Red Shores Charlottetown – 70% reduction

Head Office Moncton – 20% reduction



Implementation Highlights

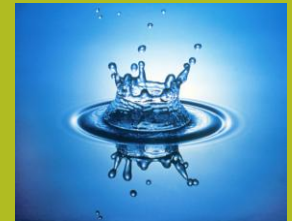
Energy

- energy efficiency measures from audit
- Power Down campaign



Water

- water conservation measures from audit
- staff educated on water conservation





Waste Diversion- Target

Reduce waste to landfill by 10% annually



Implementation Highlights

Waste Diversion

- vendors selected for electronic waste
- end-of-life planning at time of procurement
- guidelines for disposal
- expanding recycling programs – offices
- wet/dry
- Banners to Bags
- Demolition/construction specs





Carbon Emissions - Target

- Red Shores – reduce by 10%
- Head Office Moncton – reduce by 5%



Implementation Highlights

Carbon Emissions

- Idle-free zones
- PHH Green Fleet
- Green Travel
- Distribution Opportunities
- Video Conferencing
- Eco-Friendly Travel Incentives



What have we learned so far?

- Since we are not environmental experts at AL - Partner with those who are
- Change does not happen overnight
- Link your environmental efforts to tangible business outcomes (i.e. cost savings, gained efficiencies, etc.)
- Your commitment needs to be authentic and built from within – create employee buy-in
- Company “readiness” is a factor that influences success
- What gets measured, gets done (i.e. Annual online CSR Accountability Report; gap analysis conducted relative to our plan and targets)



When it comes to Decision-Making, ask yourself.....

1. What can I eliminate?
2. Is there an A over B option that is more eco-friendly?
3. What's the end-of-life plan?

