

New Offering

The CSR/Sustainability 2.0 Engaged Reporting Program

YOUR ENGAGED REPORTING 2.0	YOUR TRADITIONAL REPORT
<ul style="list-style-type: none">• Third party review and positioning of your CSR/Sustainability actions by credible analysts*• Report lives mostly online in an interactive format, print run possible as well• Report is presented online in sections that are easy to absorb and interact with• Segments of report sent out throughout the year to maintain your public profile• Wide broadcast of your report and direct engagement with up to 200,000 stakeholders	<ul style="list-style-type: none">• Claims made by the business issuing the report – limited credibility• Report is distributed, for the most part, in printed versions at considerable expense• Report is static and information-heavy• Report is outdated the moment it is printed• Report is read by a very limited audience

For the same budget allocated for your traditional report, the Engaged Reporting Program will **bring your CSR and Sustainability communications into the 21st century**. We will make reporting greener and **save you paper**. We will have your report **reviewed by a credible third party*** and present key issues to stakeholders. We will take your report and **bring it to life online** with multimedia features. We will make sure **large numbers of people** not only read of your actions but are **stimulated by what they read**. We will **establish an ongoing dialogue** around your report with all possible stakeholders and **manage this exchange 365 days a year**.

For a full menu of our services, see the flipside of this document

Your Partners in the Engaged Reporting Program: ethiquette™ and Parta Sustainable Solutions Inc.

*ethiquette™ “The Credibility Advantage”

Founded in 2005, ethiquette™ has now reviewed the social and environmental practices of over 250 businesses. The company's analysts have **exceptional track records and deep knowledge of CSR and sustainability issues**. Their reports have reached many thousands of consumers, journalists and sustainability professionals through their critically-acclaimed websites: www.ethiquette.ca and www.ethipedia.net

For more information, see: www.ethiquette.biz

Parta Sustainable Solutions Inc.

Founded in 2007, PARTA sustainable solutions Inc. (TSX: PAS-V) develops and implements technology solutions and services to **enable companies to establish a real sustainable development oriented dialogue between its internal and external stakeholders**. To achieve this, PARTA benefits, on the international level, on a recognized expertise in communication, training and new media.

For more information, see: www.partaworld.com

SERVICES AVAILABLE FROM THE ENGAGED REPORTING PROGRAM

We can offer you a complete turnkey solution that includes:

- Writing the content of your report
- Analysis and contextualization of your report from a social and environmental market leader perspective
- Development and implementation of an online version of your Report including features such as an RSS feed, blogs, video clips, comments from users
- Development of a “lighter printed version” that hooks-up to the online versions
- Editing and distribution of a recurrent “CSR newsletter” – paper and/or Web possible, distribution several times a year
- Moderation of comments and online dialogue in response to your report

Why this offering from Parta is UNIQUE:

- Your reports will be evaluated and broadcast by a credible THIRD party
- Your reports will be directly distributed through our integrated independent media devoted to Sustainable Development (AlternativeChannel.tv, eco-mobility.tv, greenpod.fr, etc.)
- Your reports will reach a vast established audience with an interest for sustainability and CSR
- Your content can be handled simultaneously in 4 languages (French, English, Spanish and Chinese)

Why Get Reviewed?

- Demonstrate transparency
- Pre-empt criticism and risk of ‘greenwashing’ stigma
- Build credibility through third party association
- Contextualize and bring report to life for investors, public and media

Why Go For Wide Exposure?

- Claim leadership
- Maximize brand building and public relations value
- Broaden stakeholder base and open new opportunities

Why Go Interactive?

- Directly manage risk areas and reputation issues through dialogue
- Understand stakeholder expectations
- Use collective intelligence to identify areas to drive change

Contact us immediately for a personalized offer!

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