

# Québec Survey on Sustainable Development, Eco-Responsible Practices and Clean Technologies

## About the survey

This survey covers three distinct and complementary topics:

- **Corporate sustainability strategy:** A formal and structured approach applied to the entire business that focuses on **economic, social and environmental** performance.
- **Eco-responsible business practices:** Initiatives, actions or projects implemented to improve the business's **social or environmental** performance.
- **Clean technologies:** Equipment, products or services used to measure, prevent, limit or correct **environmental** damage.

The objectives of this survey are to measure the adoption of corporate sustainability strategies and to provide a picture of businesses according to their eco-responsible business practices and use of clean technologies. In order to obtain the most accurate picture possible, it's important that your business completes the survey, whether or not it has adopted a corporate sustainability strategy, eco-responsible practices, or clean technologies.

This survey will enable us to measure the impact of government measures related to sustainable development and the green economy, and ultimately to improve government interventions.

The survey is conducted at the request of the Ministère de l'Économie, de l'Innovation et de l'Énergie and the Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs.

## Confidentiality

Your business has been selected for this survey. Your participation is **mandatory** under the *Act respecting the Institut de la statistique du Québec*.

The information must be sent to the Institut de la statistique du Québec (Statistique Québec) as requested in this questionnaire. Statistique Québec guarantees that the data provided by your business as part of this survey will be kept confidential.

For quality and training purposes, telephone conversations with Statistique Québec agents are recorded. Any person who does not want their conversation to be recorded can notify the agent at the beginning of the call.

## Assistance

If you require assistance, please contact the Direction de la gestion de la collecte by telephone at 1-800-561-0213 or by e-mail at [ddurable@stat.gouv.qc.ca](mailto:ddurable@stat.gouv.qc.ca).

## Instructions

- ▶ **Do not send the paper questionnaire back to us.** To participate in the survey, you must complete the online questionnaire within two weeks by following the instructions in the letter or e-mail you received. Statistique Québec will call the participants who have not submitted their online questionnaire to obtain their answers by telephone.
- ▶ It is mandatory to answer questions 1, 2 (and 2.1 as needed), 4, 5, 7, 12.1, 12.2, 12.3, 12.4 and 14. Please make sure that you have the answers to these questions before completing the questionnaire online or by telephone.
- ▶ If your business is closed or has fewer than five employees, please contact Statistique Québec at 1-800-561-0213.

## Characteristics of the business

Count everyone who received a Revenu Québec RL-1 slip, regardless of their employment status.

### 1 In 2022, how many employees worked for your business in Québec?

- Fewer than 5 or none
- 5 to 9
- 10 to 49
- 50 to 99
- 100 to 249
- 250 or more

### 2 Does the industry sector indicated in the e-mail you received or on the first page of this questionnaire match the main industry sector of your business in Québec? This code comes from the North American Industry Classification System (NAICS).

- Yes → [Go to question 3](#)
- No → [Go to question 2.1](#)

Your business's main activity is the one that generates the most sales revenue.

### 2.1 Which of the following industry sectors best represents your business's main activity in Québec?

- Agriculture, forestry, fishing and hunting (NAICS 11)
- Mining, quarrying, and oil and gas extraction (NAICS 21)
- Utilities (NAICS 22)
- Construction (NAICS 23)
- Manufacturing (NAICS 31, 32 and 33)
- Wholesale trade (NAICS 41)
- Retail trade (NAICS 44 and 45)
- Transportation and warehousing (NAICS 48 and 49)
- Information and cultural industries (NAICS 51)
- Finance and insurance and management of companies and enterprises (NAICS 52 and 55)
- Real estate and rental and leasing (NAICS 53)
- Professional, scientific and technical services (NAICS 54)
- Administrative and support, waste management and remediation services (NAICS 56)
- Educational services (NAICS 61)
- Health care and social assistance (NAICS 62)
- Arts, entertainment and recreation (NAICS 71)
- Accommodation and food services (NAICS 72)
- Repair and maintenance (NAICS 811)
- Other services, except repair and maintenance services (NAICS 81 excluding NAICS 811)
- Public administration (NAICS 91)
- Other sector, specify: \_\_\_\_\_

**3 For the fiscal year ending in 2022, what was the sales revenue of your business in Québec?**

- \$0 to less than \$100,000
- \$100,000 to less than \$500,000
- \$500,000 to less than \$2 million
- \$2 million to less than \$10 million
- \$10 million to less than \$20 million
- \$20 million to less than \$50 million
- \$50 million or more

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## Section 1 Corporate sustainability strategy

Corporate social responsibility (CSR) and environmental policies are also considered to be corporate sustainability strategies if they include the three areas of sustainable development (economic, social and environmental).

For a business, a corporate sustainability strategy is a **commitment made by senior management** to not only perform **financially**, but also **socially and environmentally**. It is based on continuous improvement and communication, and applies to the entire business.

**4 Has your business made a formal commitment to sustainable development by including a section on sustainable development in a business document (policy, strategy or business model, vision, mission), on its website, etc.**

**and/or**

**by producing a document specifically about sustainable development (sustainable development policy, sustainable development strategy, sustainable development action plan, sustainable development charter or declaration of principles, sustainable development management framework, etc.)?**

- Yes → [Go to question 5](#)
- No, but we are thinking about it → [Go to question 11](#)
- No → [Go to question 11](#)

Check all that apply.

**5 In what type(s) of documents or on what type(s) of media have you formalized your commitment to a corporate sustainability strategy?**

- Policy of the business
- Strategy of the business
- Business model of the business
- Vision of the business
- Mission of the business
- Website of the business
- Sustainable development policy
- Sustainable development strategy
- Sustainable development action plan
- Sustainable development charter or declaration of principles
- Sustainable development management framework
- Other, specify: \_\_\_\_\_

**6 Are stakeholders consulted as part of your corporate sustainability strategy?**

Check all that apply.

- Yes, the consulted stakeholders are:
  - The employees
  - The suppliers
  - The customers
  - The community (chamber of commerce, local communities, business community, community organizations, etc.)
  - Investors and shareholders
  - Members of the board of directors
  - Other people
- No, the business does not consult any stakeholders

**7 Is your business's corporate sustainability strategy monitored?**

This can be done using a balance sheet, dashboard, Excel spreadsheet, sustainable development report or other accountability document.

- Yes → [Go to question 8](#)
- No, but we are thinking about it → [Go to question 9](#)
- No → [Go to question 9](#)

**8 Is the tracking of your sustainability performance communicated to key stakeholders (published on your website or elsewhere, presented to the board of directors, conferences, etc.)?**

- Yes
- No, but we are thinking about it
- No

**9 Has your business set goals to improve its sustainability performance over time?**

- Yes
- No

Check all that apply.

**10 Has your business derived any of the following benefits from its corporate sustainability strategy? If yes, which one(s)?**

- The business's image is perceived more positively
- Improved social acceptability of the business's activities
- Improved work environment and employee motivation
- Developed an organizational culture that promotes learning and innovation
- Improved strategic planning
- Improved relationships with stakeholders
- Better workforce attraction and retention
- Reduced resource consumption
- Improved risk and crisis management
- Improved productivity
- Reduced operating costs
- Differentiation of the business's products
- Other benefit
- No benefit

[→ Go to section 2](#)

Check all that apply.

**11 Why has your business not (yet) adopted a corporate sustainability strategy?**

- Lack of interest or resistance from customers or contractors
- Internal resistance or lack of interest (management, staff, board of directors, etc.)
- Lack of financial resources
- Lack of information to start the process
- Lack of competent resources
- Lack of time
- Lack of conviction about positive impacts ("It's no use")
- Lack of pressure to start the process
- The implementation of a corporate sustainability strategy is the responsibility of another decision-marking centre.
- Other reason

Only include the eco-responsible practices implemented by your business in Québec.

Include practices, actions or projects implemented in the past that are still relevant in 2022.

Exclude practices that were adopted to comply with laws or regulations that apply to your industry sector.

## Section 2 Eco-responsible practices

An eco-responsible practice is an **initiative, action or project** implemented to improve the **social or environmental performance** of a business that applies to **certain aspects of its operations**.

An eco-responsible practice can be part of a corporate sustainability strategy, but it can also be implemented on its own. It does not imply a formal commitment from senior management.

Measures aimed at optimizing energy efficiency, ensuring sound management of residual materials or promoting social inclusion are examples of eco-responsible practices.

### Eco-responsible practices of an economic nature

Check all that apply.

#### 12.1 In 2022, which of the following practices were in place in your business?

- Practices aimed at integrating ESG (environmental, social, and governance) responsible investment criteria into your investment decisions  
For example: When selecting projects, investments, bonds, etc.
- Practices aimed at integrating social or environmental criteria in your purchasing decisions or in your choice of suppliers (eco-responsible sourcing)  
For example: Purchasing eco-friendly products (certified or not) such as energy-efficient, refurbished, recycled, organic and package-reduced products; using suppliers that have implemented environmental or social practices, particularly social economy enterprises; local purchasing, etc.
- Practices aimed at contributing to the community's development and quality of life  
For example: Sponsorship or volunteer work in the community, wealth creation in the community, improvement of the community's quality of life, participation of the business in regional economic development, collaborating with Indigenous communities, minimizing the negative impact of the business's activities on communities, etc.
- Practices aimed at promoting your environmental or social values in your marketing activities  
For example: Communicating that the business received an environmental or social certification for a product, using a brand or product's ecological positioning as a selling point, educating consumers on the responsible use of end-of-life products, communicating the business's environmental or social actions to enhance its brand, etc.
- Practices aimed at reducing the environmental or social impact of your products and services  
For example: Integrating social or environmental criteria into research and development or product development activities, carrying out life cycle analyses, increasing product life, making repairable products, using more environmentally friendly materials, reducing packaging, etc.
- Practices aimed at integrating into the business's traditional accounting system the environmental or social costs it must assume, as well as the costs related to the environmental risks to which it is exposed (such as eco-accounting and carbon balance)  
For example: Accounting for costs associated with environmental management: liabilities related to contamination, waste management costs, greenhouse gas emissions costs, environmental compliance costs, etc.  
Costs associated with environmental risks to which the business is exposed: costs related to a media controversy, clean-up costs after an environmental accident, costs of compensating employees because of poor air quality in the business, etc.  
Extra-financial disclosure process (disclosure of a business's environmental, social and governance (ESG) performance according to recognized standards.)
- Other eco-responsible practice of an economic nature. Specify:
- No eco-responsible practices of an economic nature were in place in 2022

## Eco-responsible practices of a social nature

Check all that apply.

Only include the eco-responsible practices implemented by your business in Québec.

Include practices, actions or projects implemented in the past that are still relevant in 2022.

Exclude practices that were adopted to comply with laws or regulations that apply to your industry sector.

### 12.2 In 2022, which of the following practices were in place in your business?

- Practices aimed at improving employee participation in the business's decision-making processes and labour relations  
For example: Mechanisms for healthy employer-employee relations, employee consultation in the business's decision-making, measures to ensure a positive work atmosphere in the business, measures to avoid conflicts, etc.
- Practices aimed at promoting equality and diversity among staff and management  
For example: Mechanisms to facilitate the integration into the workplace of people from different generations, with disabilities, or from ethnic minorities, social integration projects, etc.
- Practices aimed at supporting the good health of employees  
For example: Promotion of healthy lifestyle habits such as a healthy, sustainable and accessible diet as well as the practice of physical activity, promotion of active transportation, work environment with low noise and vibration, adapted or ergonomic office layout, appropriate lighting, etc.
- Practices aimed at supporting the well-being and development of employees  
For example: Work-life balance program, programs that encourage skill development, better working conditions than those generally found in the industry sector, etc.
- Practices aimed at promoting culture  
For example: Encouraging local artists when designing the workplace, having uniforms or furniture made by local designers or artists, promoting cultural outings, projects that highlight cultural or Indigenous diversity, preserving existing heritage, supporting artistic works, etc.
- Other eco-responsible practice of a social nature. Specify:
- No eco-responsible practices of a social nature were in place in 2022

## Eco-responsible practices of an environmental nature

Check all that apply.

Only include the eco-responsible practices implemented by your business in Québec.

Include practices, actions or projects implemented in the past that are still relevant in 2022.

Exclude practices that were adopted to comply with laws or regulations that apply to your industry sector.

### 12.3 In 2022, which of the following practices were in place in your business?

- Practices aimed at improving residual materials management  
For example: Residual materials management plan, source reduction efforts, reusing or repairing, recycling, waste diversion, participating in industrial symbiosis, zero waste commitment, reducing packaging, composting, etc.
- Practices aimed at improving energy management  
For example: Project to reduce energy consumption, energy efficiency of buildings or production chain, transition to renewable energy, production of renewable energy for own consumption, etc.
- Practices aimed at improving water management  
For example: Reducing water consumption or reusing water (closed-loop cycle), water collection (rainwater, surface water or groundwater), wastewater treatment, prevention and management of water-related risks, integrated water resources management (coordinated water management), etc.
- Practices aimed at managing air emissions  
For example: Monitoring workplace air quality, efforts to reduce emissions of air contaminants, etc.
- Practices aimed at preventing soil contamination or degradation  
For example: Preventing soil and groundwater contamination, rehabilitation of contaminated land, prevention of soil erosion, management of hazardous products that pose a risk of environmental degradation (such as pesticides), etc.
- Practices aimed at preserving biodiversity and natural resources  
For example: Protecting or restoring wetlands, land development that supports biodiversity (e.g., cultivating native plants, urban forest development, habitat preservation, etc.), supporting biodiversity conservation projects, prevention or control of invasive species, protection of threatened or vulnerable species, sound management of natural resources, preservation of river environments, taking into consideration the impact of corporate activities on biodiversity (e.g., in purchasing, in all activities integrated into the value chain, in the business strategy, etc.), and the business's dependence on biodiversity.
- Practices aimed at reducing the greenhouse gas (GHG) emissions associated with your operations (mitigation)  
For example: Preparing a GHG emissions reduction plan, changing equipment or processes to reduce GHG emissions, optimizing freight transportation to reduce fuel consumption, promoting the use of active and public transportation among employees, acquiring electric vehicles, teleworking, etc.

→ If you checked these practices, please specify which of the following applied to your business in 2022.

- The business had an inventory of its GHG emissions
- The business had a GHG emissions reduction target
- The business had a GHG emissions reduction plan
- The business reduced its total GHG emissions
- The business made progress towards its GHG emissions reduction target
- The business allowed its employees to telework
- The business had transportation-related mitigation measures in place
- The business used processes or equipment (other than those related to transportation) that enabled it to reduce its GHG emissions
- The business had other mitigation measures in place. Specify:

- Practices aimed at adapting to the consequences of climate change (climate resilience)
- For example: Analysis of the impact of projected climate risks (flooding, heat waves, storms, erosion, etc.) on the business's operations, buildings and other infrastructure, and on land or supply chains; preparation and implementation of an adaptation plan; implementation of adaptation measures to combat heat islands (parking lots, green roofs or walls; tree planting); prevention of heat stroke risks (in order to protect employee health during heat waves).
- If you checked these practices, please specify which of the following applied to your business in 2022.
- The business had a report analyzing the risks arising from the projected consequences of climate change on its operations or its business strategy
- The business had a plan to adapt to the consequences of climate change
- The business had measures in place to adapt its operations, strategies or practices in order to improve its resilience to climate change
- The business had other adaptation measures in place. Specify:
- \_\_\_\_\_
- Other eco-responsible practice of an environmental nature. Specify:
- \_\_\_\_\_
- No eco-responsible practices of an environmental nature were in place in 2022

## Eco-responsible practices – Circular economy

The circular economy is a system of production, exchange and consumption that aims to optimize the use of resources at all stages of the life cycle of a good or service, in a circular logic, while reducing its environmental footprint and contributing to the well-being of individuals and communities.

The circular economy is based on eco-responsible practices of an economic, social and environmental nature.

Check all that apply.

Only include the eco-responsible practices implemented by your business in Québec.

Include practices, actions or projects implemented in the past that are still relevant in 2022.

### 12.4 In 2022, did your business have one or more circular economy practices in place? If yes, which one(s)?

- Eco-design (taking into account potential environmental impacts right from the design phase of a product in order to mitigate them)
- Responsible consumption or procurement (purchasing process for goods and services that takes into account environmental and social criteria)
- Optimization of activities (improved management of operations to minimize losses by targeting priority resources to be saved)
- Collaborative economy (use of the same good by several users to intensify its use)
- Short-term leasing
- Repair and maintenance
- Donations and resale
- Reconditioning (refurbishment of a product that will have a warranty equivalent or close to that of a new product)
- Economy of functionality (selling a service instead of a good, e.g., selling a printing service instead of a printer)
- Industrial ecology, industrial symbiosis or territorial symbiosis (exchanges of materials, resources or energy between companies to create synergies. Symbiosis is a network that brings together several companies that contribute to create a synergy).
- Recycling and/or composting
- Resource recovery (any process that converts waste into useful products or energy, such as incineration or biomethanization, which produces energy)
- Other circular economy practice. Specify:
- No circular economy practices were in place in 2022

→ If none of the eco-responsible practices mentioned in the previous questions (12.1, 12.2, 12.3 and 12.4) were in place in your business in 2022, please go to question 13.

Otherwise, go to section 3.

Check all that apply.

**13 Why were there no eco-responsible practices in place in your business in 2022?**

- Lack of interest or resistance from customers or contractors
- Internal resistance or lack of interest (management, staff, board of directors, etc.)
- Lack of financial resources
- Lack of information to start the process
- Lack of competent resources
- Lack of time
- Lack of conviction about positive impacts (“It’s no use”)
- The belief that the business’s operations have no impact on the environment
- Lack of pressure to start the process
- The adoption of eco-responsible practices is the responsibility of another decision-making centre (head office, owner of the premises, municipality, customers, etc.)
- Other reason

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## Section 3 Clean technology

Clean technologies are often a way to implement eco-responsible practices.

A clean technology (CT) is any **equipment, product, service or process** used to measure, prevent, limit, reduce or correct environmental damage.

It also includes resource-saving technologies and technologies that are less environmentally damaging than standard technologies available on the market.

Check all that apply.

### 14 In 2022, did your business use a technology (process, equipment, product, service) in Québec to reduce its environmental impact? If yes, for what purpose?

- Air and climate protection (emission control and management or treatment of air pollution)
- Wastewater treatment
- Residual materials management (including recycling)
- Protection and remediation of soil, sediment, sludge, groundwater, surface water and leachate (treatments, controls)
- Using or producing products that are not made from fossil fuels, such as biofuels, biomaterials, biochemicals and bioenergy
- Producing renewable energy (wind, geothermal, solar energy, etc.) for the business's own needs or for resale
- Using smart grids (energy demand management, energy transmission and distribution) and storing energy
- Improving energy efficiency, energy management or efficient industrial or commercial equipment (e.g., energy-efficient appliances)
- Reducing water consumption and losses, recycling water, etc.
- Sustainable mobility: clean vehicles and infrastructure (electric and hybrid vehicles, charging stations), fuel efficient transport equipment (lighter materials, low-resistance tires, etc.)
- Other purpose. Specify:
- No clean technology was used by the business in 2022

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## Section 4 Government support to help businesses with their green transition

The Québec government created the Fonds Écoleader, a free assistance service offered in all regions of Québec. Its purpose is to help businesses find the right resources and financial assistance programs so they can implement projects that will help them reduce their environmental impact.

### 15a Did you know about the Fonds Écoleader?

- Yes → [Go to question 15b](#)
- No → [Go to question 16](#)

### 15b Has your business benefited from this service?

- Yes
- No

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## Section 5 Impact of the COVID-19 pandemic

**16 Has your business's corporate sustainability strategy allowed it to better adapt to the impacts of the COVID-19 pandemic compared to other businesses in your sector?**

- Yes
- No, the business's corporate sustainability strategy has not allowed it to better adapt
- The business does not have a corporate sustainability strategy
- I don't know

**17 Has the COVID-19 pandemic delayed your business's investments in sustainable development, including the acquisition of clean technologies?**

- Yes
- No, it has not delayed the business's investments in sustainable development
- No, before the pandemic, the business had no intention of investing in sustainable development or acquiring clean technologies
- I don't know

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## Comments

If you have any comments, please enter them in the space below.

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**Thank you for your cooperation!**

The results of the survey will be published on the website of the Institut de la statistique du Québec. If you wish to receive an e-mail when they are available, please provide your e-mail address:

For more information about the Fonds Écoleader, visit the website [www.fondsecoleader.ca](http://www.fondsecoleader.ca).