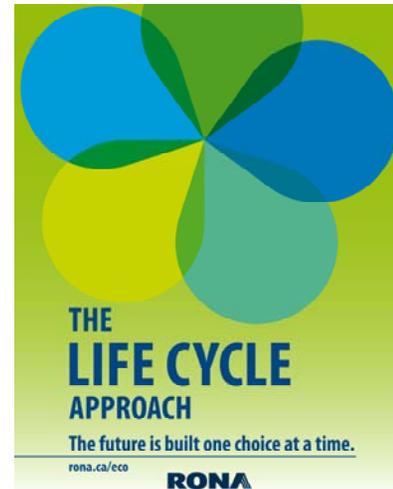


Doing good *and* doing well: RONA's approach to sustainable development and responsible consumption

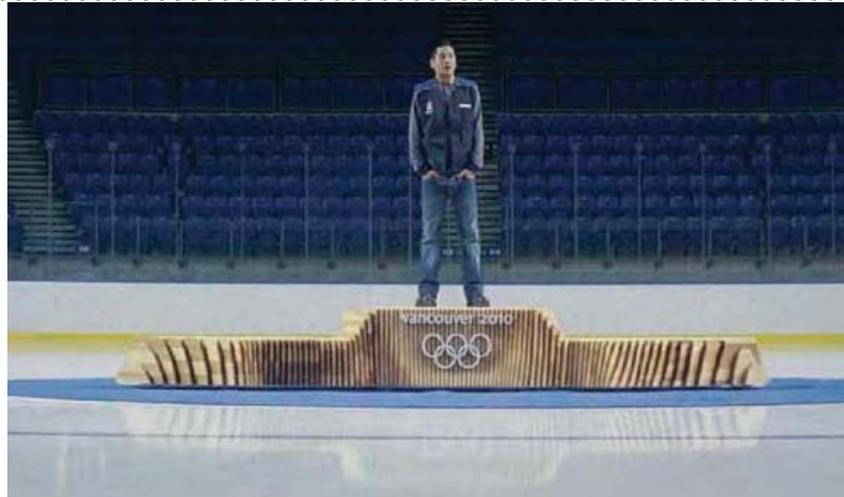


Eric Paradis
Vice President, Merchandising
Building Material and Forest Products



September 23, 2010
Customer Collaboration and Market Demand
2010 Sustainable Forestry Initiative (SFI) Annual Conference

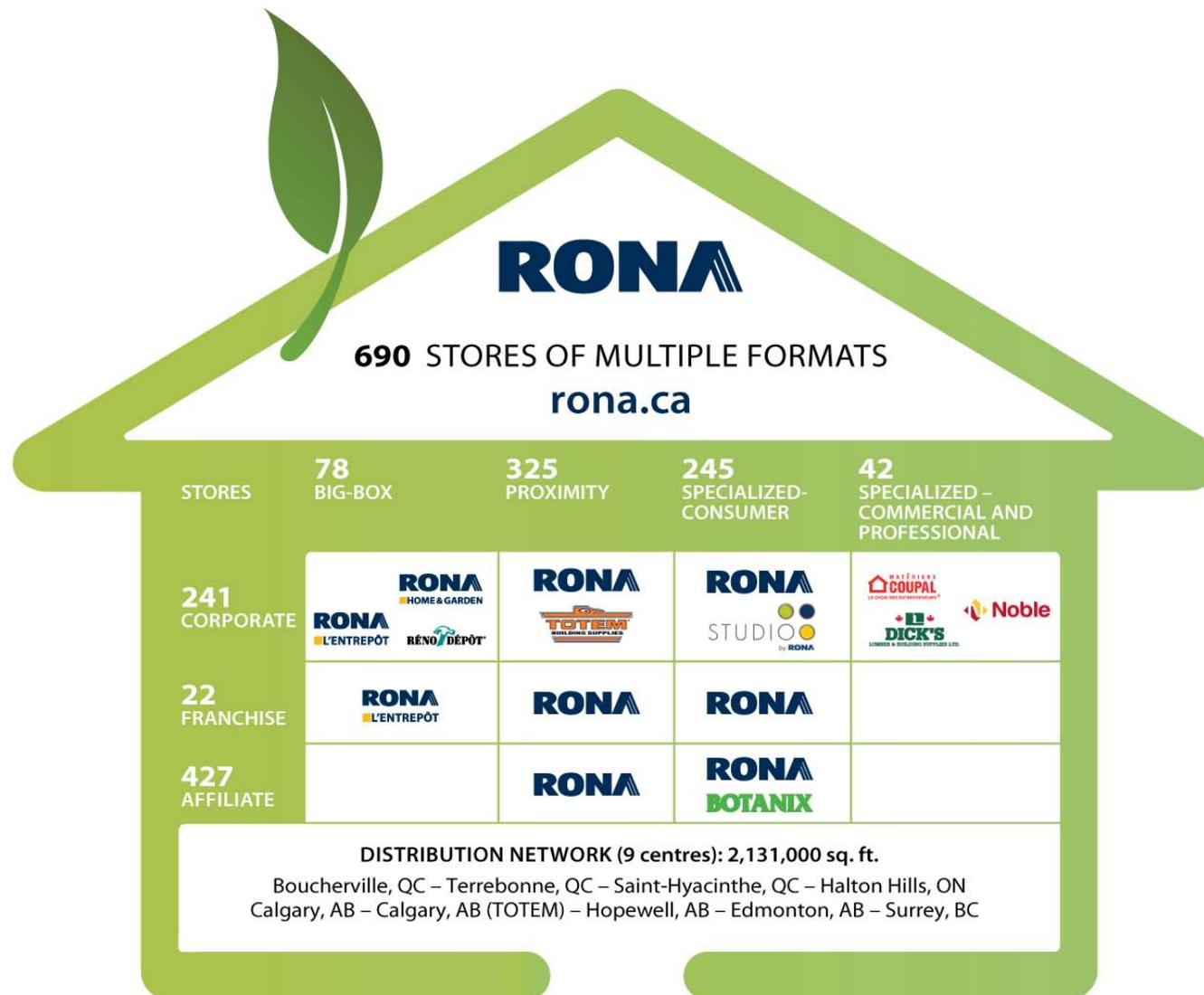
Who we are



70 RONA
Doing it right. Since 1939.



RONA at a glance

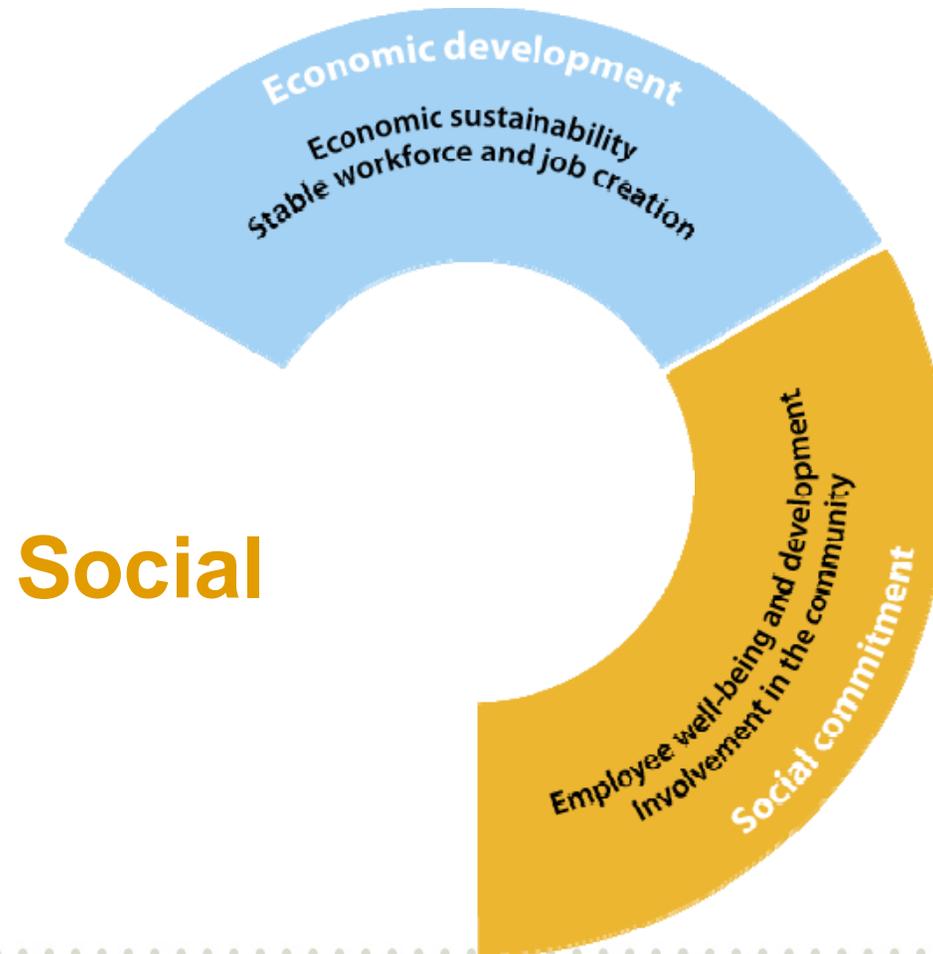


Sustainable development at RONA

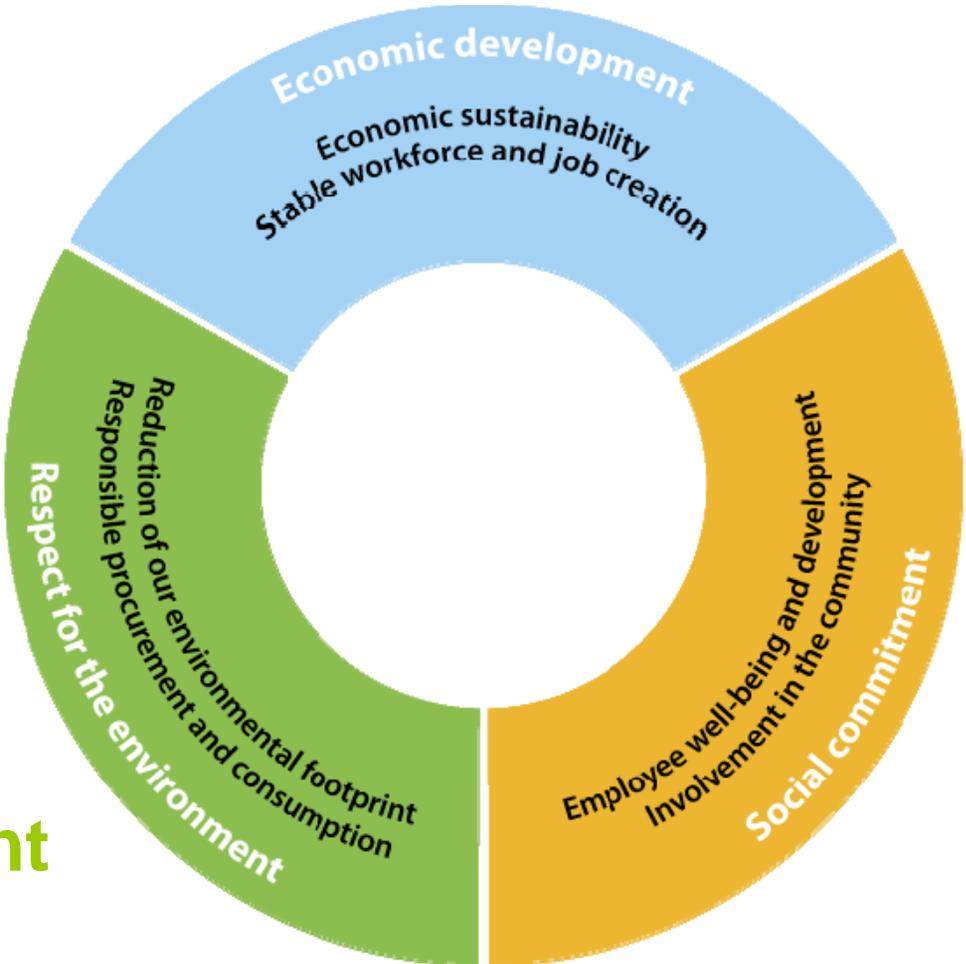


Economic

Sustainable development at RONA



Sustainable development at RONA



Environment

Sustainable development at RONA



The Life Cycle Approach

- More demanding than **greenwashing**
- Better match with the **RONA culture**



Optimizing the chain



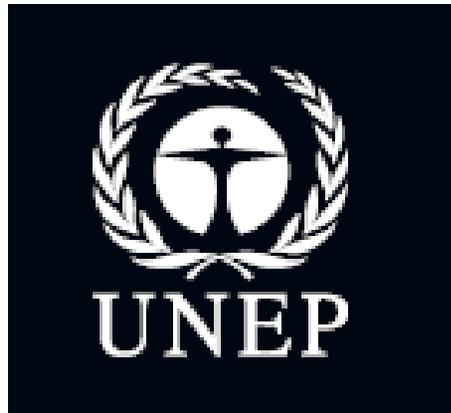
Actions with real, positive
and **sustainable** impact



Power of partnerships



INTERNATIONAL CHAIR
IN LIFE CYCLE ASSESSMENT



Life Cycle



Initiative

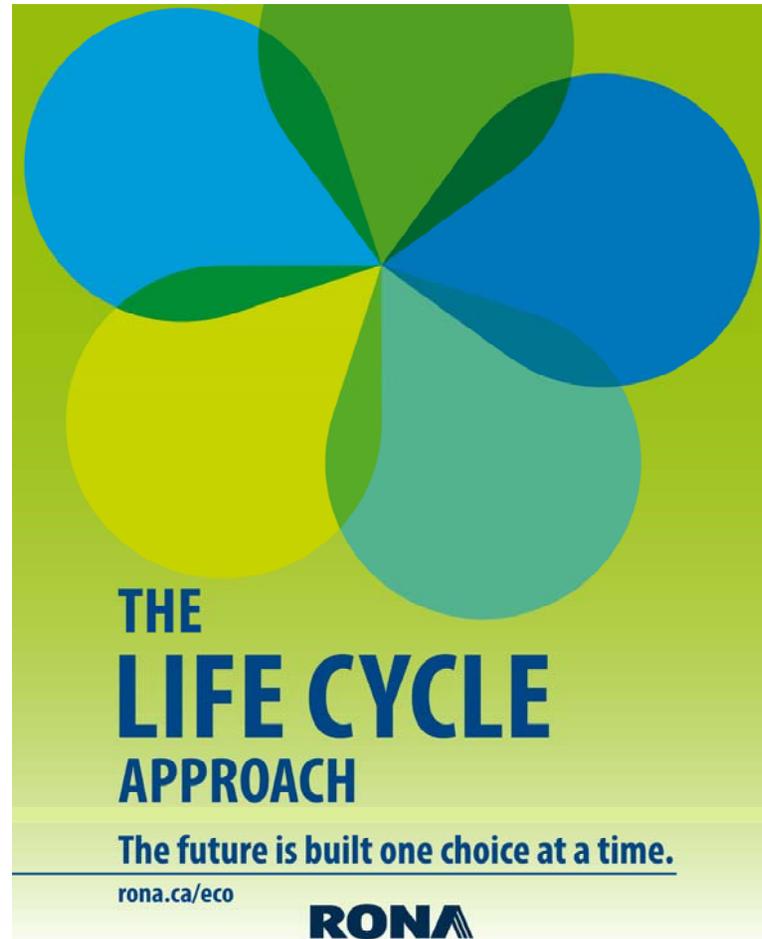
International Chair in Life Cycle Assessment



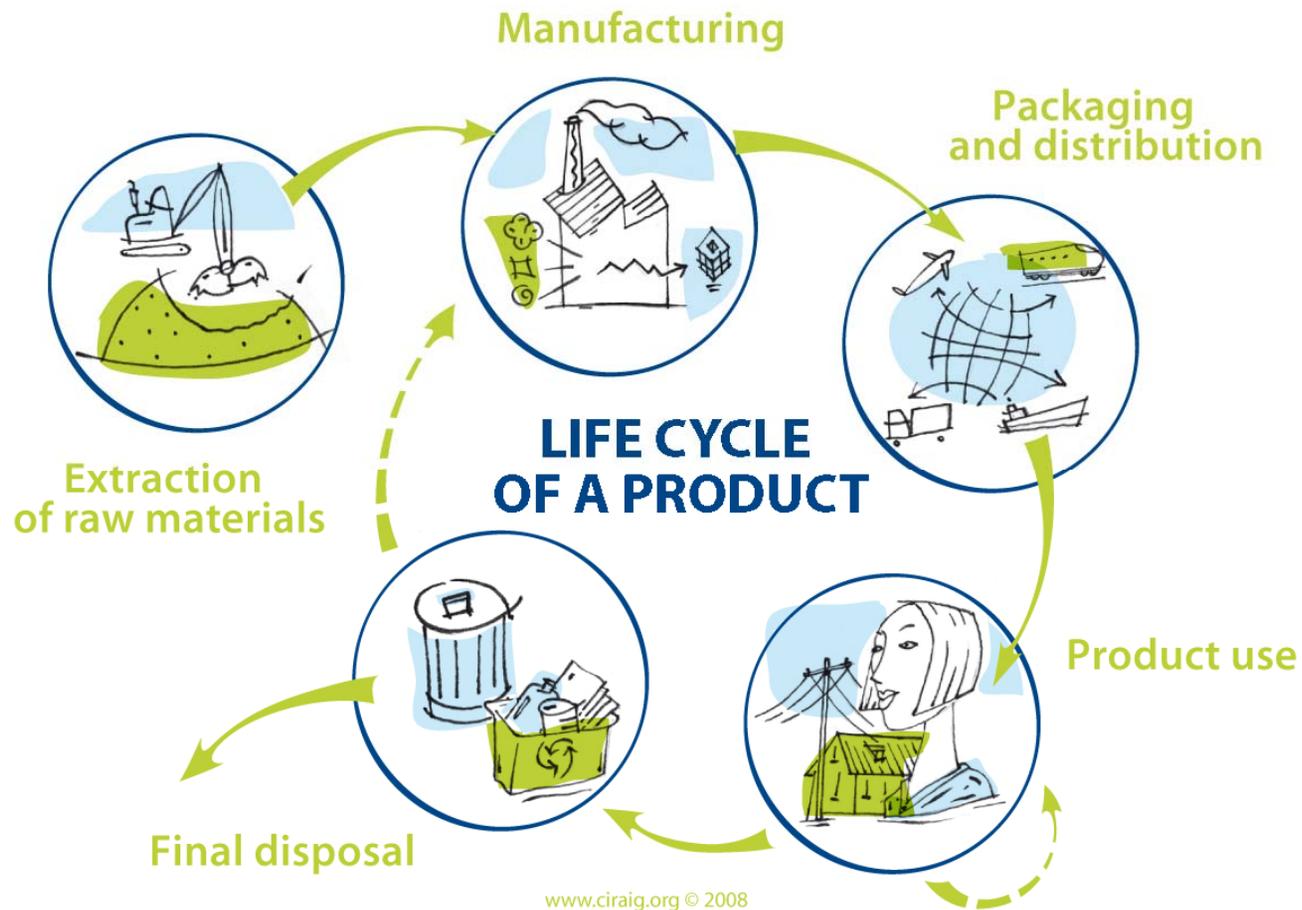
INTERNATIONAL CHAIR
IN LIFE CYCLE ASSESSMENT

- Expertise
- Third party collaboration
- Internationally recognized methodology

Benefits of the Life Cycle Approach



Life Cycle Assessment



RONA ECO products

RONA



Over 440
RONA ECO products



Climate
change



Ecosystems
quality



Human
health



Natural
resources

RONA ECO products

Recognized ecolabels



Eco-responsible products

ECO
RESPONSIBLE



Wood products and building materials



Part of RONA's Core Business

4 Distribution Centres



**Almost 40 %
of total sales**
(wood products and
building materials)



**350 truckloads
each week**
(wood products
and lumber)



RONA Wood products customers

➔ 50% individual customers

➔ 50% specialized, commercial and professionals



RONA's Wood Products Policy

A strict policy

- Forest protection
- Sustainable, responsible management
- Wood from certified forests
(inclusive to all certifications programs)



**RONA helps protect
our forests, because it's the
right thing to do.**



Pursuing specific objectives

Among the objectives:

Corporate/franchise OBJECTIVES for 2009	Corporate/franchise RESULTS in 2009
100% certified plywood in 2009	Beginning 09 : 95% End 09 : 100%
100% certified lumber in 2010	Beginning 09 : 90% End 09 : 96%
Objectives – AFFILIATES	
90% of lumber and plywood from certified forests in 2011	



The majority of the lumber and wood products sold at RONA is SFI-certified

Our stakeholders

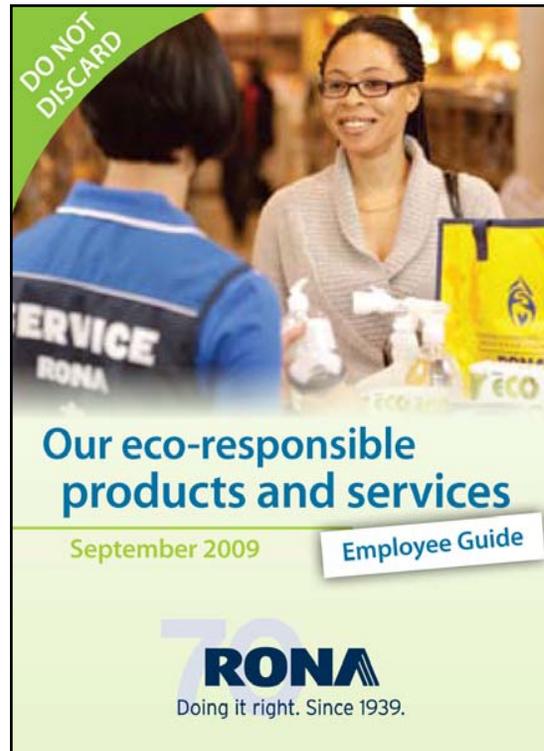


Our employees

RONA's culture is based on

PEOPLE

30,000 employees accross Canada



Our suppliers

Collaboration between:

- suppliers
- merchandisers
- Life Cycle Chair



Guide for RONA SUPPLIERS

Selection of RONA ECO and ECO-RESPONSIBLE products

This guide is intended to help suppliers submit products that could qualify as RONA ECO or eco-responsible products to RONA merchandisers.

Life cycle: at the centre of sustainable development at RONA

RONA intends to be the leader in sustainable development for its industry in Canada. We want to work with our customers to help them adopt ecologically responsible practices. The RONA ECO product line we have created and products identified as eco-responsible in our stores help us motivate consumers to make smart choices for the environment. All products that represent an eco-responsible choice are identified in a rigorous manner based on the life cycle approach adopted by RONA.



Our customers

Millions of consumers visit RONA each month



Responsible consumption habits

eco.rona.ca

The screenshot shows the RONA website's 'ECO RESPONSIBLE CHOICE' section. At the top, there is a navigation bar with the RONA logo, 'Find a Store', 'Newsletters Sign Up', 'Online Flyers', and 'Project guide'. Below this is a menu with categories: PROJECTS, POINTERS, SHOP, DECORATION, RENOVATION, HORTICULTURE, and RONA BY DESIGN. A search bar is present with the text 'Search by keywords or product number' and a green 'Search' button. The main content area features a green header with 'ECO RESPONSIBLE CHOICE' and a central graphic of a stylized flower made of overlapping circles. Text on the page includes 'The future is built one choice at a time.', 'Think green: Build a sustainable way', and 'Practical tips: Turn off the shower soaping'. A sidebar on the left lists 'ECO' related topics: Corporate commitment, The life cycle approach, Eco-Responsible Choice, Products - Eco-responsible choice, The RONA ECO brand, and Ecolabels. At the bottom, there is a small logo for 'INTERNATIONAL CHAIR IN LIFE CYCLE ASSESSMENT' and a note that RONA ECO products were selected in collaboration with this chair.



Consumer Citizenship



Green purchasing



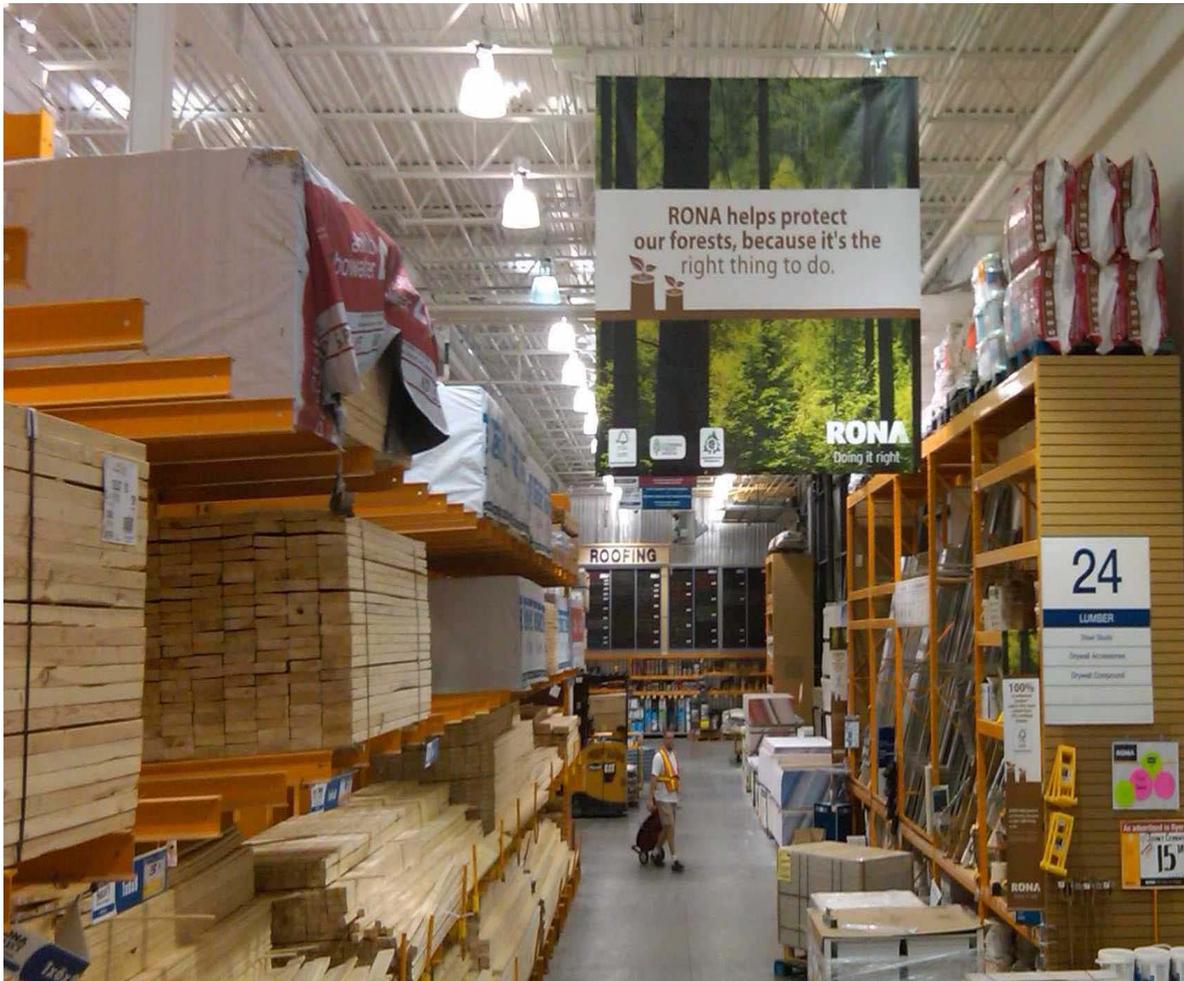
Consumer expectations

Green building certifications

Consumers are seeking for wood products that qualify for green building certifications



What are we doing

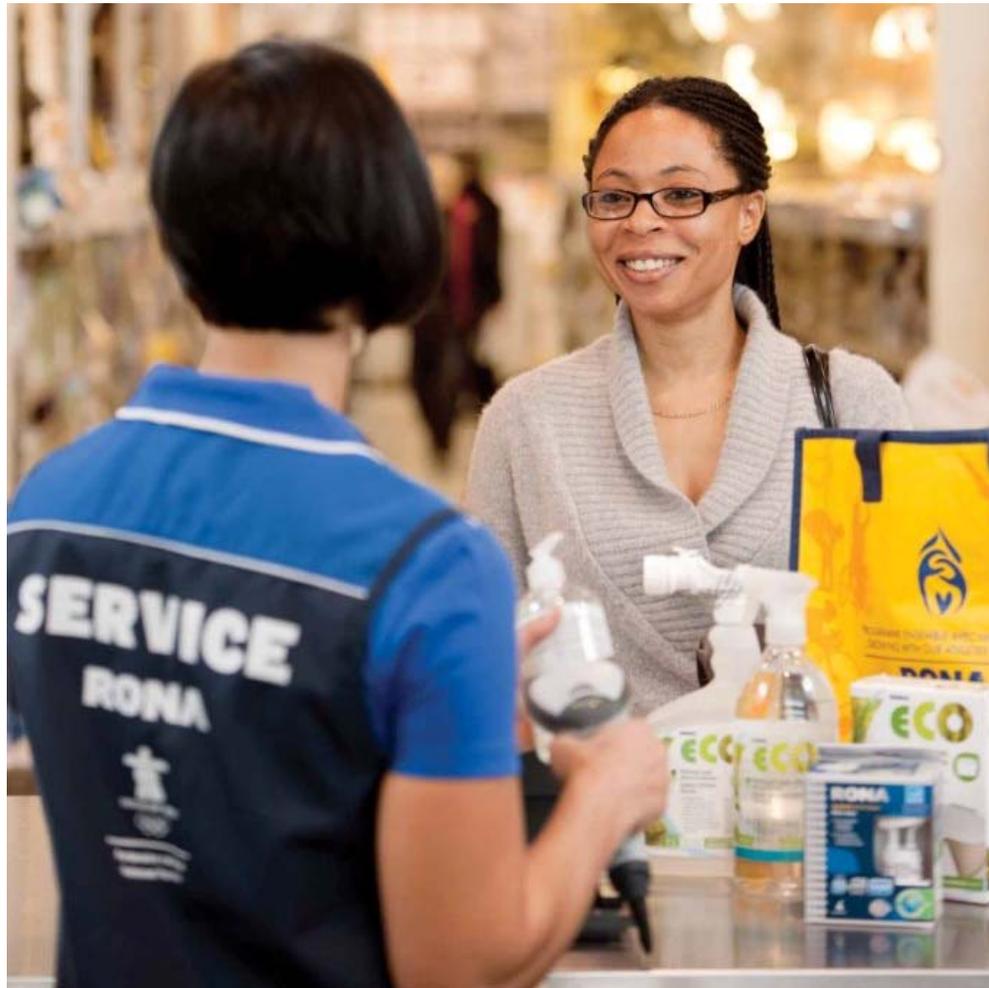


The importance of ecolabels

Providing a **clear indication**
and **added assurance** that the goods do have
environmental benefits



Consumers expect and deserve nothing less



Thank you!

