



Sherbrooke, Cité des Rivières, an organization responsible for the development and realization of an urban area touristic project in Sherbrooke, adheres to the principles of sustainable development which guides all its interventions in the field where it intervenes.

The Or bleu (blue gold) theme, at the base of tourist development, encourages Sherbrooke, Cité des Rivières to be a different environmental model. For this reason, the organization wants to promote environment protection and be forward-looking in the design and the use of new means of preservation, especially in the field of water management. Also, as a part of its planning, development and management activities, Sherbrooke, Cité des Rivières intends to respect the following commitments:

Concerted Planning

Plan the development of the touristic project by taking into account the community's natural and human characteristics by aiming at the harmonization of actual and future usage as well as a positive eco-balance. To reach these objectives, Sherbrooke, Cité des Rivières will submit the planned interventions to an environmental evaluation and to a public consultation process.

Ecodecision

Develop, design and exploit its installations by using water, energy and other resources efficiently. To count on the protection of the community and human health in all its interventions by valuing the reduction of new material usage as well as the reduction, reuse, recycling and the valorization of residual material. To give an important place to environmental innovation in its decision making process.

Environmental Management

Establish environmental objectives, identify environmental-performance indicators and evaluate them periodically to verify if the objectives established are reached. In order to stimulate continuous improvement, Sherbrooke, Cité des Rivières will build on the results of these periodic reviews to improve its performance in an environmental management approach.

Employees and suppliers

See that its employees, suppliers and contractors are duly informed of the environmental policy, adopt conforming actions and act diligently for environmental production.

Community involvement

Work in concert with the managerial staff of the hydrographic basin territory of the Saint-François River in order to implement concrete measures of conscious environmental management. To contribute to the development of a diversified regional expertise in the field of water management, Sherbrooke, Cité des Rivières will encourage and actively participate with community interveners to create jobs in this field.

Information and Awareness

Play an active role to inform and raise public awareness to environmental protection, especially in water-related domains and develop visitors' environmental consciousness.

Development of Know-How

Support research in the field of water management and promote researchers' synergy in related domains. Put its installation at the disposal of various interveners for the demonstration of new technologies associated with water management and the diffusion of research results.