Inspired by the work of the United Nations at the Johannesburg World Summit on Sustainable Development in 2002, we, communicators and public relations professionals of Québec, declare our commitment to the promotion and respect of sustainable development in areas related to our responsibilities and activities within society.

To this end, we have adopted the definition of sustainable development proposed by the 1987 Brundtland Report:

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

The communicators and public relations professionals of Québec are committed to:

P romoting a vision based on respect for individuals, living systems and the environment, that encourages an economy concerned with the impact of its activities, a just society and a healthy environment for current generations and those to come, with a view to improving people’s lives and preserving resources.

C ontributing their professional expertise to increase the awareness of Québec’s collectivities, organizations and enterprises about practices that respect the principles of sustainable development.

E ncouraging the acquisition and sharing of knowledge and know-how on the communications aspects of sustainable development.

H ighlighting the issues related to sustainable development and fostering dialogue between citizen groups and the various stakeholders of organizations and enterprises.

U ndertaking communication efforts that favour common goals and collaboration among these groups as well as the accountability of decision-makers confronted with these questions.

F avouring sustainable development values in the various networks in which they participate.

Through this commitment, the communicators and public relations professionals of Québec pay tribute to the numerous individuals and groups who have laid the groundwork for sustainable development in Québec. We intend to participate actively with these leaders in strengthening the three interdependent cornerstones of sustainable development—economic development, social development and environmental protection—following in the footsteps of the pioneer of sustainable development in Quebec, Mr. Pierre Dansereau.

Signed in Montreal, October 4, 2006.

Alliance des cabinets de relations publiques du Québec (Quebec Association of Public Relations Firms)

Association des communicateurs municipaux du Québec (Association of Municipal Communicators)

Montreal Chapter of the International Association of Business Communicators

Société québécoise des professionnels en relations publiques (Québec Association of Public Relations Professionals)

Conference on Sustainable Development and Communication
Centre for the Study of Social Responsability, Sustainable Development and Ethics
Chair in Public Relations
Faculty of Communications
University of Québec in Montréal