



DECLARATION OF THE COMMUNICATORS AND PUBLIC RELATIONS PROFESSIONALS OF QUÉBEC ON SUSTAINABLE DEVELOPMENT

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:

Promoting 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.

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

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

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

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

Favouring 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 Québec,
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 Responsibility, Sustainable Development and Ethics
Chair in Public Relations
Faculty of Communications
University of Québec in Montréal