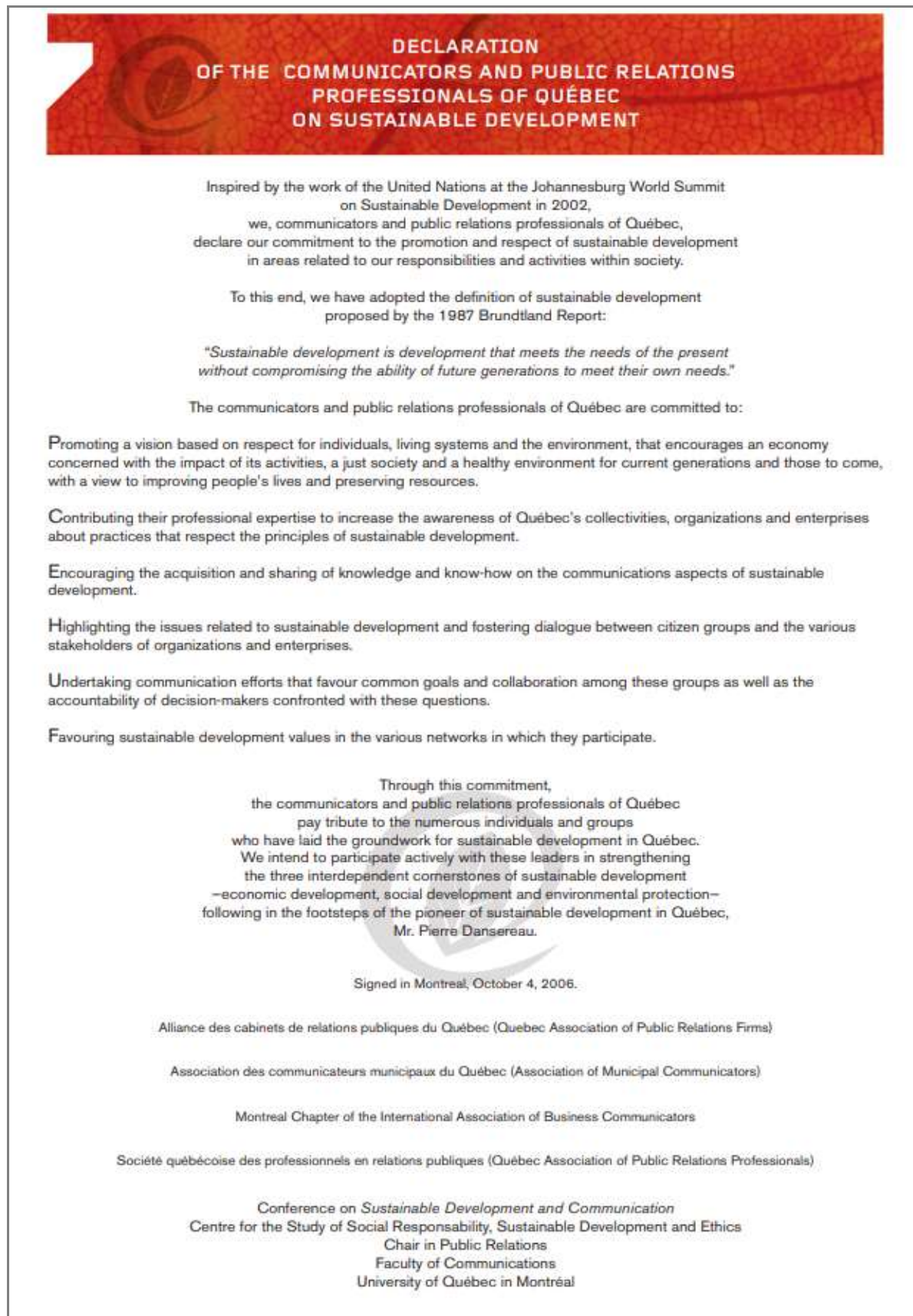


**SUSTAINABLE DEVELOPMENT  
A RENEWED COMMITMENT FROM THE COMMUNICATORS OF QUEBEC**

In a joint declaration signed in Montreal on Wednesday, March 21, 2018,  
on the occasion of the book launch for  
*Développement durable – Une communication qui se démarque*,  
Quebec communicators and public relations professionals  
reiterate their pledge to promote and enhance the values of sustainable development  
as an integral part of their activities in their organizations and in society as a whole.

This renews the commitment dated October 4, 2006, in the  
*Declaration of the Public Communicators and Public Relations Professionals of Quebec on Sustainable Development*,  
recognized by the United Nations News and Media Division on March 30, 2007.



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

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

IABC / Montréal

Relations publiques sans frontières (Public Relations Without Borders)

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

Signed in Montréal on March 21, 2018

at the launch of *Développement durable – Une communication qui se démarque*, edited by Solange Tremblay, Nicole D'Almeida and Thierry Libaert, published by Presses de l'Université du Québec.