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.