



# Making a True Difference

Our quiet journey to leadership

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May 17, 2012





*Tim Hortons.*

**MAKING A TRUE  
DIFFERENCE**



**Individuals**



**Communities**



**the Planet**



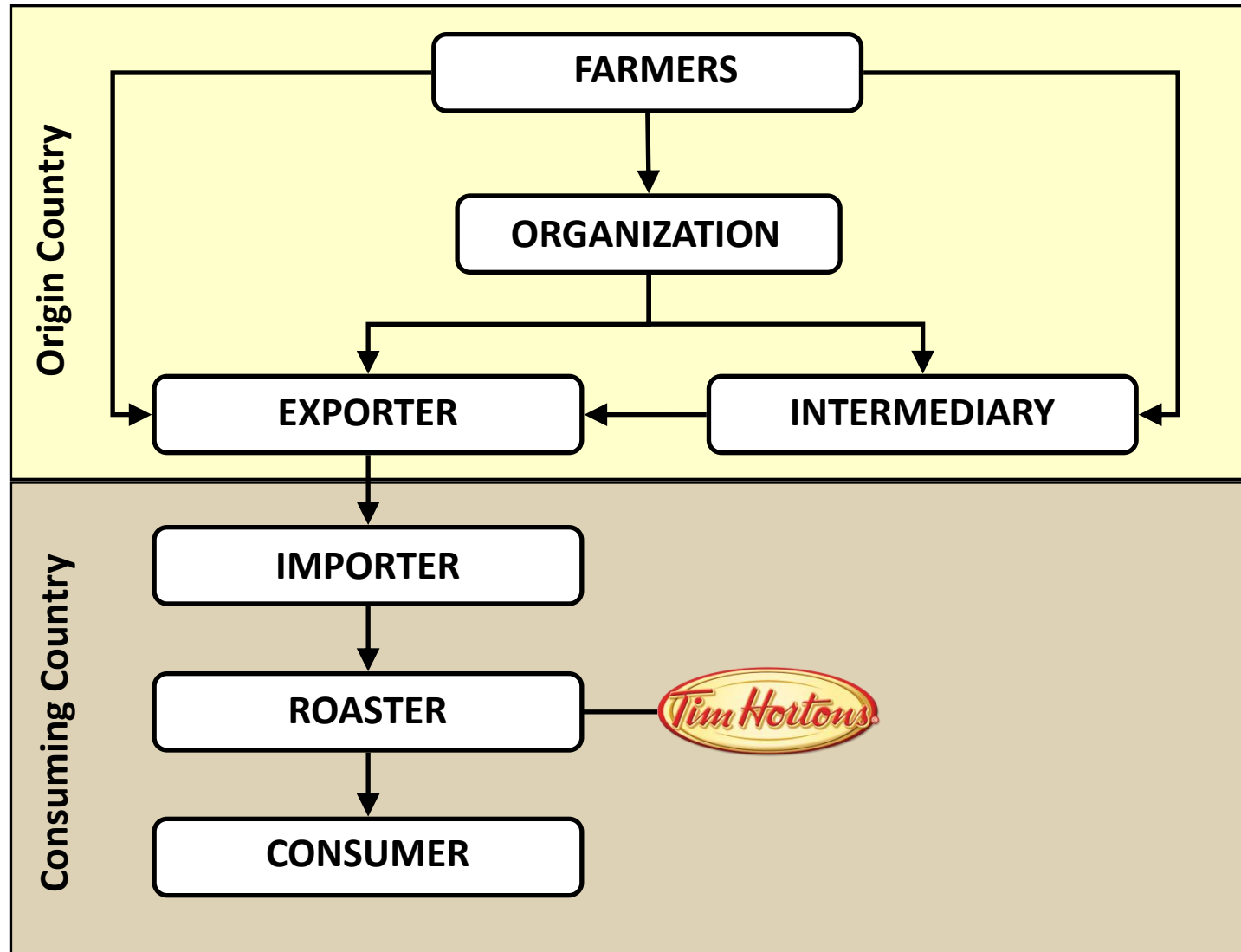
# Communities



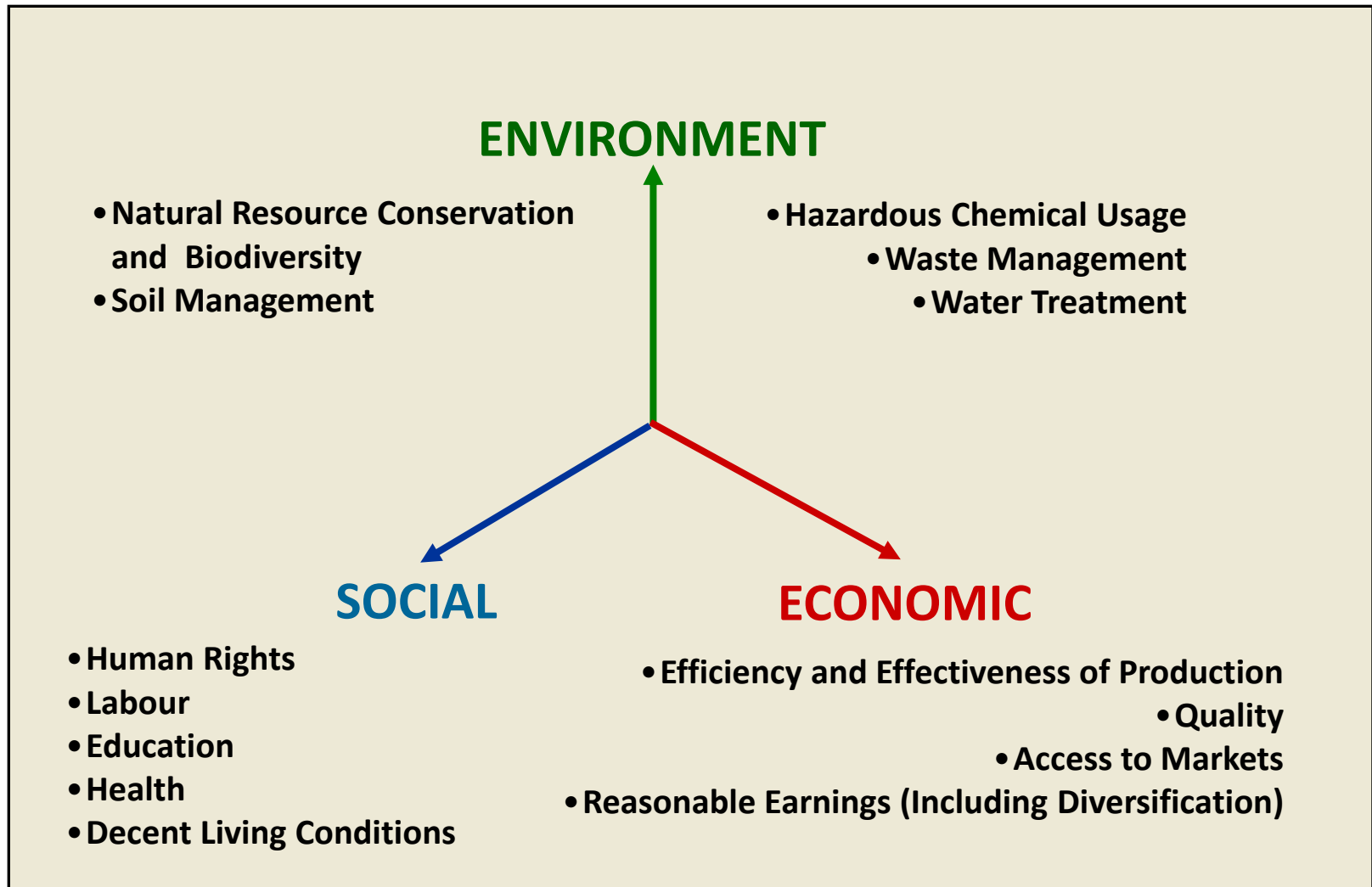
# Tim Hortons Coffee Partnership

- Created in 2005 to help small-scale coffee farmers and their communities. Projects located in Guatemala/Honduras (Trifinio), Colombia and Brazil;
- Empowering farmers in key economic, social and environmental areas that will improve their coffee business and their lives:
  - **Economic**: technical training in agronomy to improve the quantity and quality of coffee produced; organizational development to reduce their costs and ensure their coffee gets to market;
  - **Social**: Providing a framework for youth and education programs and supporting housing improvements;
  - **Environmental**: Strengthening environmental management by educating farmers on sustainable farming techniques such as recycling water, erosion control, reducing pesticide usage, and promoting shade on the coffee farm.

# Coffee Supply Chain 101:



# “Sustainable” Coffee: Traditional Areas of Emphasis



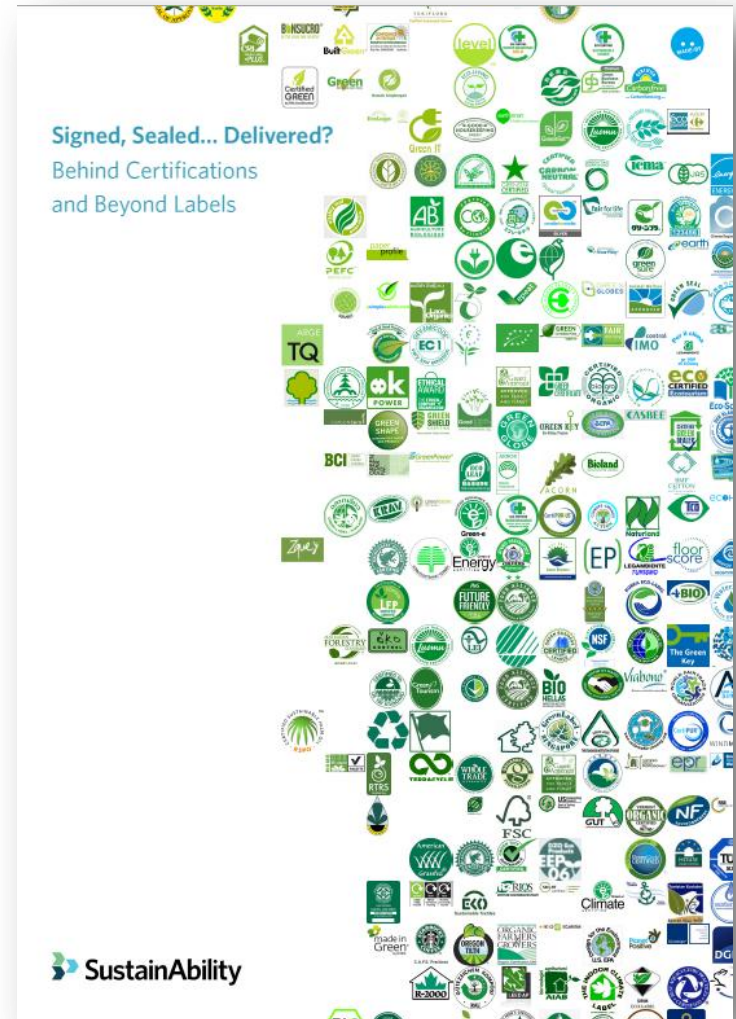
# Mainstream Coffee Certification Programs

- [www.4c-coffeeassociation.org](http://www.4c-coffeeassociation.org)
- [www.ams.usda.gov](http://www.ams.usda.gov)
- [www.utzcertified.org](http://www.utzcertified.org)
- [www.fairtrade.org.uk](http://www.fairtrade.org.uk)
- [www.scscertified.com](http://www.scscertified.com)
- [www.rainforest-alliance.org](http://www.rainforest-alliance.org)
- <http://www.nespresso.com/ecolaboration/uk/en/accueil.html>



# “Beyond Certifications and Beyond Labels”

- Certification, labeling and the standards-setting organizations behind them have been pioneers in building a more sustainable economy.
- Concluded that there is a need to deconstruct and evolve the old model that combines standards, certification and on-pack marks.
- The model for the future? Pre-competitive standards, competing (and collaborating) brands and new forms of partnership and accountability.
- Sustainability - November 2011  
<http://www.sustainability.com/library>







## Cup Innovations Timeline



China cups have been available for our dine-in guests since we first opened.



First cup diversion program launched on Prince Edward Island



Tim Hortons goes on recycling facility and mill tours to learn more about waste diversion and commences mill trials



Cups and other paper packaging is diverted in over 800 restaurant locations

1964

1978

2000

2006

2008

2010

2011

Travel mugs introduced; discounts to encourage use soon followed



Unique multi-stream recycling units developed



Cups and other paper packaging is diverted in over 650 restaurant locations



Cup to Tray program launched in Nova Scotia



# Sustainability Reporting Driving Change ?

- Sustainability team led, ownership of content and initiatives is with the business groups
- Hesitancy to communicate at first (cultural) – now starting to flourish
- Reporting milestones to date have helped!
  - 82,000+ downloads of our 2010 SR Report
  - GRI: “B-Level”
  - Online SR Report won the 2011 ARC Gold Award; Annual Report won Award of Excellence for Corporate Reporting – CICA
  - Added to DJSI North American Index
  - Placed in Top 5 CDP Disclosure scorers in Canada
- Staying focused on Making a True Difference





**Thank you ...**