



Commitment to a better world
Contributing to Sustainability



idea incentives™



commitment



Sustainability & Social Responsibility Commitment

For Idea Incentives, sustainability is about balancing economic success, environmental management and social awareness.

Idea Incentives mission is to improve performance – our own and our customers'. Sustainability is an important part of this mission.

Sustainability decisions cover how we design and manufacture products, what we offer customers, how we involve suppliers and how we behave in the community where we operate.

Externally, Idea Incentives is engaged in a number of international and local initiatives and organizations, which are seeking to raise standards and make progress on key issues. These include Rehab Craft Cambodia, KIVA loans that change lives, Friends Without Borders, ZOPA social lending initiative, Covenant House Vancouver for homeless youth and Lookout Emergency Aid Society Vancouver.

Our commitment to these goals are not merely reputational issues. They are part of our values and we believe they are pillars of a healthy and successful company.

Sustainability is part of our business, part of our success.

CONTENTS

• Environmental Policy	Page 3
• Social Policy	Page 4
• In the Office	Page 5
• Our Story	Page 6
• Sustainability in Action	Page 7
• Accolades	Page 9
• The Team	Page 10

Seeking higher standards

ENVIRONMENTAL POLICY

Idea Incentives is committed to developing resource-efficient products and to conducting ongoing communication with clients to help them select the most environmentally friendly products. Our environmental policy focuses on the management of environmental issues in five key areas. These five key areas include our suppliers and contractors, the customers' use of our products, to their eventual disposal and recycling at the end of their useful life.

- 1 To conduct our company in an environmentally sound manner by applying environmental management systems, in all our operations and by applying environmental principles, such as commitment to continual improvement, and awareness training of employees.
- 2 To promote environmental responsibility by encouraging suppliers, subcontractors and customers to adopt international environmental standards.
- 3 To develop our manufacturing processes with a focus on energy and resource efficiency.
- 4 To conduct regular internal audits of our company to assess environmental performance.
- 5 To develop and market products, which are resource-efficient.

SOCIAL POLICY

As well as seeking to contribute economically and environmentally, Idea Incentives believes that social performance is an important foundation of sustainable development.

1. To contribute within the scope of our capabilities to improving economic, environmental and social conditions through participation in common efforts.
2. To support and respect the protection of internationally proclaimed human rights.
3. To provide a safe and healthy working environment.
4. To facilitate regular consultation with all employees to address areas of concern.
5. To offer equal opportunity to all employees and not to engage in or support discrimination in hiring, compensation, access to training, promotion, termination or retirement based on ethnic or national origin, caste, religion, disability, sex, age, sexual orientation, or political affiliation.
6. To comply with applicable laws and industry standards on working hours.
7. To uphold the highest standards of ethics and integrity.

IN THE OFFICE

All activities have varying degrees of environmental impact caused by emissions, waste, and the use of energy and materials that result in pollution and depletion of natural resources. Idea Incentives has been working to reduce its impact within its own offices.

As part of these efforts, Idea Incentives now uses less material and energy, and is making increased efforts to design products that can be recycled.

There have been significant improvements to our processes, such as packaging, and greater emphasis on recycling. Energy has been saved in our office through better insulation, greater use of natural lighting, low flow toilets, tank less on demand hot water and many small steps such as replacing computer screens with flat screens.

In keeping with their social responsibility, companies must balance “doing well” with “doing good.” This certainly holds true for Idea Incentives.

OUR STORY

The Beginning

Idea Incentives was started in 1998 by Juliette Sale as a fashion design house with the goal of specializing in making beautifully designed fashion from environmentally friendly fabric and products.

The use of organic cotton, bamboo fabric and hemp textiles with natural dyes were in their infancy when Idea Incentive started to contribute to the burgeoning market for environmentally friendly fashion. Juliette Sale's fashions were of extraordinary beauty and every stitch was inspected to satisfy her demands that her products be beautiful, useful and of the highest quality.

The company has diversified from its initial market of clothing fashion but the passion to manufacture products that are environmentally friendly became an unwavering foundation of the company.

Now

In Idea Incentives Juliette Sale has created the most respected and creative gift company in Canada. She has never stopped innovating and second best is never an option. Following in the direction of her initial fashion house she has designed a company with products that are unique, environmentally sound and of a quality unsurpassed in the business.

SUSTAINABILITY IN ACTION

At Idea Incentives we refer to a quote by Vincent Van Gogh that we believe sums up how we operate our company. "Great things are not done by impulse, but a series of small things brought together." We believe this quotation also sums up Idea Incentives contribution to global sustainability.

Environment

- Juliette has chosen to live close to the office so that she can walk to work.
- Employee's all use public transit
- Recycling program in place at the office.
- Reverse Osmosis water purification system which also saves on plastic water bottles.
- The office uses organic fair trade coffee.
- We primarily use recycled paper.
- For our print catalogues, we use commercial printers who will print small runs so that we can print only what we use. We also encourage use of our web site product line and our online pdf catalogue.
- Use of flat screen energy efficient monitors.
- We encourage the use of electronic documents in lieu of fax or printing.
- We use an electronic computer based fax machine that does not print incoming faxes.
- We use energy efficient lighting.
- We use a energy efficient timed thermostat.

- We use a tank less on demand hot water heater.
- We use recycled packaging products.

Supporting our Community

- The majority of our gift lines are Canadian made.
- We support Canadian Artists and Micro Canadian Industry.
- We promote Canadian art.
- We support Canadian made manufacturing.
- We facilitate the growth of Canadian artisans.
- We support Canadian culture and heritage.
- By supporting Idea Incentives you are supporting the local community.

Sustainability in our Products

- The majority of our product lines are natural and sustainable.
- Sustainable materials used to create our products;
 - Recycled Glass
 - River Rock
 - BC Jade
 - Cedar, Pine, Maple, Cherry, Birch, Bamboo, Alder and Beetle Pine Wood
 - Recycled pop bottle fleece fabric
 - Organic Cotton and Bamboo fabric
 - Canvas bags
 - 100% Recycled fabric bags
 - Soapstone
 - Stone

ACCOLADES

- Idea Incentives is a Canadian success story.
- Most respected gift company in Vancouver.
- In business for over 12 years.
- Invited to and attended the United Nations World Summit for Young Entrepreneurs.
- Nominated for Women in Business award.
- Featured in Canadian Tourist Commission newsletter.
- Forum for Women Entrepreneurs member and E-series graduate.

Testimonials

"I would like to thank you and your staff for your diligent efforts in working with us over the summer to create a deluxe gift basket for our guests at the National Dealer Meeting."

Mercedes Benz

"Thank you for helping make our Delphi Delco Electronics Systems dealer incentives program a success."

Delphi

"I wanted say a big thank you for all your work in helping us find the perfect delegate gifts for our the Boston Scientific National Sales Meeting in 2007.

Boston Scientific

Once again, thank you Juliette. We look forward to working with you the next time we have an event in Canada."

Verizon Wireless

THE TEAM



Juliette Sale



The Team



www.idea-incentives.com

1090 West Eighth Ave, Vancouver, British Columbia, Canada, V6H 1C4

T. 604.687.5755 | F.604.687.4608 | Toll Free 1.877.454.4332

info@idea-incentives.com



commitment