The Comité Paritaire des Boueurs de la Région de Montréal (hereafter the **"Comité Paritaire"**) Communications Policy provides a reference and guiding framework for all of the Comité Paritaire's communications initiatives.

1. Scope of application

The Communications Policy serves as a reference framework for daily communications activities and to disseminate verbal and written information. It relates to communications in the following applications:

- ❖ Internal communications; and
- ❖ External communications.

2. General objectives

- ❖ Establish a procedure to regulate how information is disseminated;
- ❖ Define the roles and responsibilities in terms of communications;
- ❖ Project a positive image based on responsibility and credibility; and
- ❖ Ensure consistency between Comité Paritaire communications.

3. Values

- ❖ Information must be disseminated in a manner that is complete, honest and objective;
- ❖ The disseminated information must be relevant, accessible, promptly delivered and adapted to the various types of clientele; and
- ❖ The disseminated information must reflect the values, opinions and needs of the clientele.

4. Target clientele

4.1 Internal clientele:

- Board members; and
- Managers and staff.

4.2 External clientele:

- Employees subject to the Decree Respecting Solid Waste Removal;

- Employers subject to the Decree Respecting Solid Waste Removal; and

- The general public.

5. Communications tools

- Website;
- Official publications;
- Press releases;
- Advertisements;
- Signage;
- Minutes of proceedings; and
- Social networks.

6. Identifying and validating information

6.1 The Comité Paritaire is visually represented by the following logo:

This logo appears on all official Comité Paritaire correspondence as well as all documents it produces.

6.2 Before being disseminated on communications channels, the information must be validated by the general manager or board or directors if necessary.

7. Entry into force

This policy will take effect the moment of its approval by the board of directors.