



# Every action counts

**CRS**

Corporate  
Social  
Responsibility



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# THERE to make a difference together



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At Promutuel Insurance, we are committed to making a lasting difference by integrating responsible practices into our operations to foster benefits for our members, staff and communities.

Our vision is based on solid mutualist values, where solidarity, mutual aid and transparency are at the core of what we do. These values guide us in our ambitions to become an agent of sustainable change, integrating ethical and responsible practices into everything we do.

Our team is proud of the progress made so far and remains committed to continuing on this path, working together to build a better future.

Together, we can make a difference!

”

**Geneviève Fortier**, C.Q., M.A., CRHA Fellow  
Chief Executive Officer



# Corporate Social Responsibility: Our commitments for the future

Our Corporate Social Responsibility (CSR) strategy is based on three fundamental pillars that clearly and consistently define our objectives and structure our action plan:

Create value for our members and communities



Live and grow responsibly



Value diversity and inclusion



It is also aligned with the following seven Sustainable Development Goals (SDGs):



## Our strategy and its guiding principles

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In 2023, Promutuel Insurance implemented a Corporate Social Responsibility strategy based on a structured, collaborative and cross-cutting approach. This initiative marked a decisive turning point in our commitment to promoting sustainable development.

Our [materiality analysis](#), based on an initial study of the expectations of our internal and external stakeholders, was essential in defining the priority environmental, social and governance (ESG) themes for our organization. Our analysis also drew upon several resources, including the Sustainability Accounting Standards Board's materiality matrix for the financial component, the Global Reporting Initiative, and the recommendations of the Task Force on Financial Disclosure. We also incorporated the principles of the International Sustainability Standards Board's S2 standard to be proactive in the constantly evolving regulatory environment.

Following this analysis, ten priority ESG topics were identified. These topics are central to our 2024–2027 CSR action plan, and concrete actions for each of them are presented.

The priority topics targeted are:

- **Greenhouse gas emissions management**
- **Responsible investments**
- **Member experience and satisfaction**
- **Responsible insurance products**
- **Socioeconomic benefits, partnerships, and philanthropy**
- **Resource management and protection of the environment**
- **Climate risks and opportunities**
- **Diversity, equity and inclusion**
- **Responsible sourcing**
- **Talent attraction, engagement and retention**

### Coming in 2025

We will define all our ESG performance indicators and continue to reflect on targets that will help us achieve our Corporate Social Responsibility ambitions.



## Our evolving governance structure

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The governance structure of our CSR strategy is constantly evolving, reflecting our commitment to stay abreast of best practices.

In 2024, our Fédération continued to provide mutual insurance companies with valuable support to help them develop their projects and initiatives.

> Learn more about the [governance structure](#)

### Coming in 2025

We will continue to advance our CSR governance in line with the regulatory environment applicable to damage insurers, which includes the Climate Risk Management Guideline issued by Autorité des marchés financiers.





**Pillar I:  
Create value  
for our members  
and communities**



BEING THERE FOR OUR MEMBERS  
AND COMMUNITIES TO TACKLE  
THE CHALLENGES OF TODAY  
AND TOMORROW

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## Solidarity and commitment: Very real values

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As a mutual insurance company, we strive to protect and support our members, while actively contributing to the development and well-being of our community. In this sense, our values of solidarity and commitment are living principles that guide our day-to-day actions. Here are just a few of the initiatives and achievements that demonstrate our dedication to create positive and lasting impacts in our communities.

### Review of our Donation, Sponsorship, and Partnership Management Policy

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To create value and make a real difference in the lives of local communities, our Fédération revised its Donation, Sponsorship, and Partnership Management Policy. The new policy provides guidelines for strengthening our presence in communities and analyzing and processing philanthropic requests.

As part of our work, we also identified priority philanthropic niches, which are an extension of our mission as an insurer, employer, and mutual company.

**Brings hope**



**Promotes  
mutualist values**



**Drives  
potential**



**Is active in  
the community**





## The generosity of our organization and teams

Promutuel Insurance has been involved and promoting community well-being since 1852. In this spirit, Groupe Promutuel's mutual insurance companies and our staff have been generous in supporting our communities once again this year.

Across Groupe Promutuel, a total of \$22 million was paid out to our members and communities in 2024! Our donations, sponsorships and dividends enabled us to reach this exceptional amount and make a real difference in our regions. The dedication and active participation of our teams in various local initiatives also testify to our commitment to making a difference. In 2024, our employees contributed to several activities, including volunteering, fundraising and partnerships with local organizations.



## Generous support for Centraide

Thanks to the incredible generosity of our staff, the Centraide workplace campaign held at Groupe Promutuel Fédération raised a record \$115,130 in donations. At a time when the needs of community organizations have never been greater, our organization chose to further support the cause by doubling the amount raised and adding a special contribution to the Impact Fund, bringing the total donation to \$245,000.

## At the Heart of Your Community initiative

Several Groupe Promutuel mutual companies, aware of the importance of our mission, set up a donation program to fully play their role as corporate citizens. As part of the At the Heart of Your Community program, Promutuel Insurance du Saint-Laurent aux Appalaches, Promutuel Insurance du Lac au Fleuve and Promutuel Insurance Horizon Ouest invited their insured members or the local population to submit an organization's inspiring project aimed at improving the well-being of our communities. The selected organizations received funding to carry out their projects.

Through this initiative, 67 organizations received \$1,062,650 to help our communities.





## Our presence at the 15th SOCODEVI Foundation Golf Tournament

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As a founding member of SOCODEVI, our organization is committed to taking concrete action to support the organization's actions and build a better world. Promutuel Insurance was proud to take part in the Foundation's annual fundraising campaign, which raised \$104,057. This contribution will go to the organization's projects, including the Ukraine Fund, which helps families affected by the conflict. We would like to acknowledge the undeniable commitment and involvement of Suzanne Mailhot, member of Promutuel Insurance Les Bâisseurs' Board of Directors and president of SOCODEVI, who enabled this organization to make extraordinary progress.

## An engaging partnership with the Institute for Environment, Development and Society

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As a major partner of the Institute for Environment, Development and Society (EDS), our organization plays a key role in the development and implementation of the Climate Action Initiative for the Future. We support the coordination, deployment, dissemination and facilitation of collaborative activities related to this project. We also provide valuable support to students through scholarships.

In March 2024, our colleague Émilie Bamard, Corporate Social Responsibility Coordinator, presented a talk entitled "Perspectives of a Damage Insurer on Implementing a Climate Action Plan" as part of a master's degree in climate action.

Promutuel Insurance was also there in March 2024 to present scholarships to students in the Faculty of Forestry, Geography and Geomatics.





## **Pillar II: Boost our social and environmental performance**





LIVE AND GROW RESPONSIBLY  
BEING CONCERNED ABOUT  
THE IMPACT OF OUR OPERATIONS  
ON THE ENVIRONMENT AND SOCIETY

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# Climate change: Risks and opportunities

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Extreme weather events are becoming more frequent and destructive. With this in mind, our organization pays particular attention to managing climate risks and opportunities. This approach enables us to anticipate, analyze and control the potential impacts on our business.

A case in point is Hurricane Debby, which hit Québec in 2024. This weather event caused devastating flooding and extensive damage in several regions. It reminds us of the critical importance of properly managing risks, not only to enable us to achieve our business objectives, but also to maintain the confidence of our insured members. To this end, we have developed an action plan in line with the guidelines issued by Autorité des marchés financiers and established a climate governance structure in collaboration with our risk management team.

## Extensive work related to quantifying our carbon footprint was also completed in 2024, including:

### Training our teams

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Over the past year, our CSR team took care to train those involved in quantifying our carbon footprint data. The actuarial and investment teams, as well as the finance managers of Groupe Promutuel's mutual insurance companies, received specialized training to ensure a thorough understanding and rigorous application of emission calculation methodologies.

## La quantification des données de notre empreinte carbone globale

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We reached an important milestone with the first quantification of our Scope 1, 2 and 3 emissions for the year 2023. This exercise, which began in 2022 with Scope 1 and 2 emissions, now includes the partial results of financed and insured emissions in Scope 3<sup>1</sup>. Thanks to the use of recognized methodologies, such as the Greenhouse Gas Protocol and the Partnership for Carbon Accounting Financials, and despite the limitations encountered in terms of the quality and availability of certain data, our organization now has a good basis for thinking about how to reduce our carbon footprint. We will continue this work every year to guide us in the best practices we can adopt to reduce our impact on the environment.

## Coming in 2025

We will develop an initial decarbonization plan and identify intermediate climate targets. We will then discuss these with the various Groupe Promutuel authorities.

<sup>1</sup> Four out of 15 categories were calculated in Scope 3: purchases of goods and services, business travel, financed emissions, and insured emissions.

## Other initiatives for change

### Responsible investments

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In 2024, we adopted a Responsible Investment Policy for our pension fund. We also conducted an ESG diagnostic with our portfolio managers, which provided us with a detailed picture of our investments to ensure consistency with our CSR strategy. In addition, we incorporated ESG criteria into two calls for tenders for technology projects, demonstrating our desire to improve our practices and better meet these requirements.

### Reducing the effects of climate change

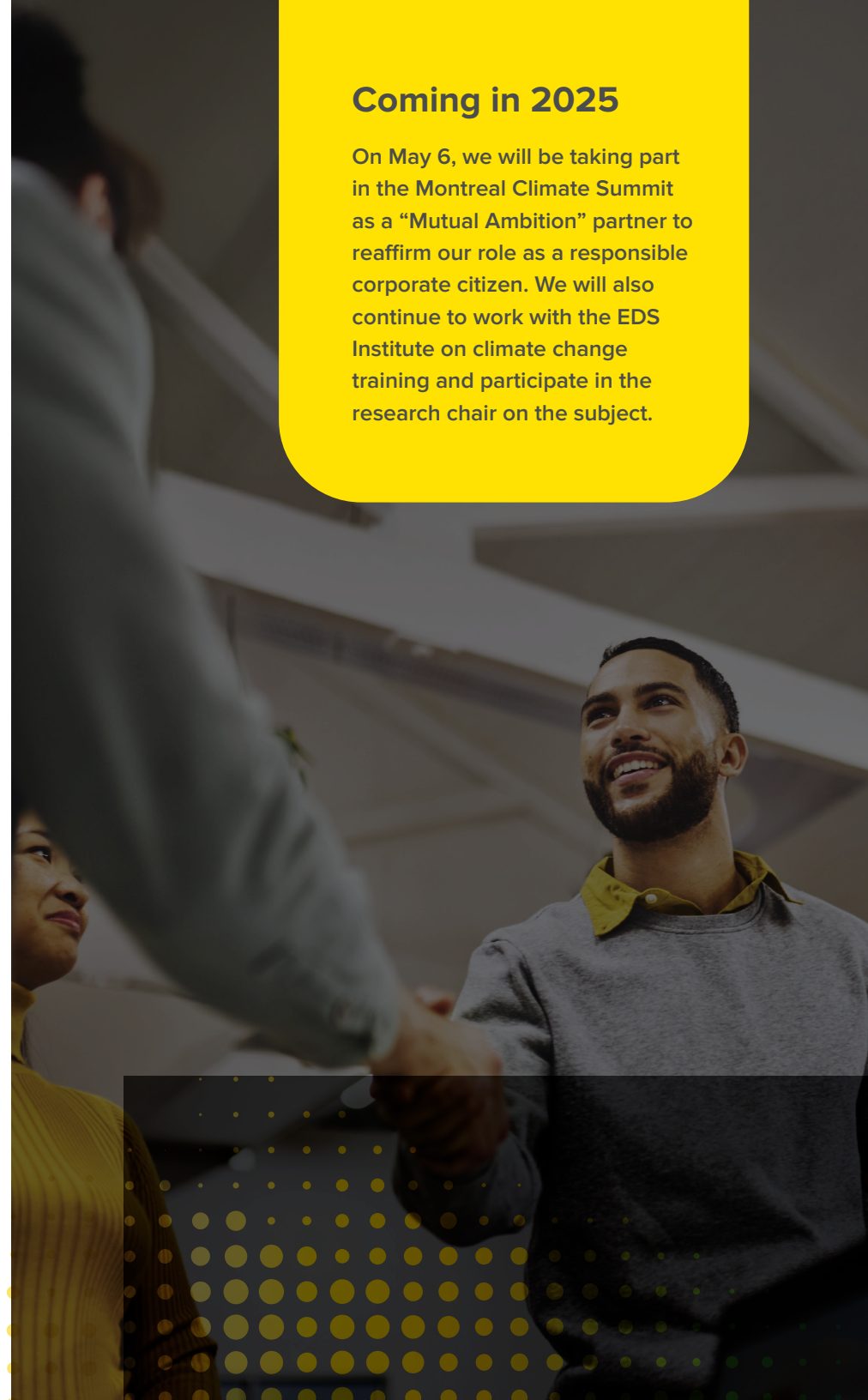
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Groupe Promutuel's mutual insurance companies are also committed to implementing sustainable practices in their operations. In 2024, they implemented several initiatives, including the following:

- **Introduction of a carpooling system and incentives for active transportation**
- **Installation of electric charging stations**
- **Conversion to renewable energy sources and improved energy efficiency**
- **Creation of a CSR committee**

### Coming in 2025

On May 6, we will be taking part in the Montreal Climate Summit as a “Mutual Ambition” partner to reaffirm our role as a responsible corporate citizen. We will also continue to work with the EDS Institute on climate change training and participate in the research chair on the subject.







## **Pillar III: Value diversity and inclusion**



INVESTING IN OUR PEOPLE WHILE  
EMBRACING DIVERSITY AND UNIQUENESS  
TO ENABLE A PRODUCTIVE AND ADAPTED  
WORKING ENVIRONMENT

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# Diversity, equity and inclusion: Stakeholders sin our success

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Diversity, equity and inclusion (DEI) are key to the success of Promutuel Insurance. By embracing the diversity and uniqueness of people, and creating inclusive environments, we foster innovation and collaboration among our teams. Our commitment to these principles enables us to better understand and serve our insured members, while strengthening our position as a responsible damage insurer. Promoting DEI in our organizational culture and day-to-day practices remains our priority.

**In 2024, much work was done to propel our ambitions for diversity, equity and inclusion. Here are just a few examples:**

## Adoption of our Policy

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Last June, our Board of Directors adopted the Diversity, Equity and Inclusion Policy. This is an important milestone for our organization, as the Policy is the starting point for a series of actions that help place these concerns even more firmly at the heart of our human resources practices.

## Development of our 2024–2027 Strategy

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Following the adoption of our Diversity, Equity and Inclusion Policy, and in support of our 2024–2027 Strategic Plan, we also developed our DEI Strategy.

This Strategy enabled us to identify the principles that will guide our actions over the coming years. It was also instrumental in establishing our organization's eleven DEI priorities, from which we are building a solid action plan to remove barriers.



## 2024 Parity Certification

Groupe Promutuel Fédération obtained Women in Governance's **2024 Parity Certification**. This recognition highlights our collective commitment to gender equality and the promotion of an inclusive, respectful and fair workplace.

We believe that our organization has a role to play in building a better world, and that includes taking concrete action to promote gender equality.

### Representation of women in our organization

60%

of Groupe Promutuel's  
Leadership team  
members

55%

of Fédération  
managers

51%

of Fédération  
staff



## Fédération's collaboration with Québec International

In 2024, as part of our partnership with Québec International, we participated in two exciting and rewarding activities. For the second year in a row, Promutuel Insurance took part in the Recruteurs de talents program, an international mobility co-development group. The aim of this initiative was to develop our recruitment skills abroad within Groupe Promutuel. The program enabled us to learn about new trends and best practices in the field.

On March 7, 2024, we also had the pleasure of hosting a group of newcomers to Québec and an international student cohort at the Fédération's location. During the visit, we were able to meet with applicants, show them our various career options and promote discussions with the information technology and actuarial teams.



### **Training for all staff: A strong commitment to DEI**

Our deep commitment to our social responsibility plan led our team to design and deliver a one-hour training session on diversity, equity and inclusion to all employees. This training was mandatory for several members of our team in roles likely to promote the fair treatment of our insured members. As of today, 76% of the Group's employees have completed this training.

### **Presentation of the “Coup de coeur” award to Promutuel Insurance Lanaudière**

In 2024, Promutuel Insurance Lanaudière received the Pantheon Award<sup>2</sup> for its innovative initiative to recruit workers from abroad and meet its workforce needs. This approach was hailed by the press and local institutions, which recognized the mutual company's actions in terms of diversity and inclusion, in addition to supporting the economic development of the region.



### **Coming in 2025**

We will be collecting data on the composition of our staff, which will enable us to conduct our first self-identification campaign.

<sup>2</sup> Since 2011, the Promutuel Insurance Pantheon Award has recognized the exceptional contributions of board members, managers, and staff whose work has greatly contributed to the advancement of a mutual company or Groupe Promutuel.





## New, inclusive spaces for the Fédération

We completed modernizing the Fédération's offices in Québec City and Longueuil in 2024. Our bright, welcoming, and functional workplaces are now adapted to our teams' desire for collaboration. Our new spaces promote universal accessibility, with low lockers for people with reduced mobility and adapted washrooms, among other things. In addition, the installation of unisex washrooms, a nursing room, and a relaxation room means we can better meet the specific needs of our staff. Promutuel Insurance now also offers free feminine hygiene products.

Promoting a working environment where every employee feels good is essential to us!





**GROUPE PROMUTUEL FÉDÉRATION DE SOCIÉTÉS  
MUTUELLES D'ASSURANCE GÉNÉRALE**

2000, boulevard Lebourgneuf, office 400  
Québec City, Québec G2K 0B6  
418-840-1188  
418-840-9900

[promutuelinsurance.ca](http://promutuelinsurance.ca)  
Email: [federation@promutuel.ca](mailto:federation@promutuel.ca)

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Groupe Promutuel Communications and Public Affairs Department

Graphic Design:  
Groupe Promutuel Marketing and E-Business Affairs Department

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