



Spirit of Sustainability

A Year of Impact

LCBO | SPIRIT OF
SUSTAINABILITY

For over 90 years, the LCBO has put social responsibility at the core of its mandate. And now, more than ever, it couldn't be more vital for us to continue to evolve that mandate and create a more sustainable future for Ontario. Sustainability is more than a buzzword at the LCBO. It's a commitment that will benefit everyone from the lives of our customers to the health of the planet. And we want Ontarians to feel confident that the LCBO is pushing the industry in a positive direction.

Spirit of Sustainability (SoS) is the LCBO's platform to effect meaningful change in our communities, be the industry leader in sustainable practices, and take better care of our planet. It's our bold commitment to our customers, employees and partners to hold ourselves to a higher standard. And it's a shift in our attitude to improve the way we do business. Not just because it's what is expected of us, but because if we take care of today, we'll have more to cheers to tomorrow.

GOOD PEOPLE



Improving the wellbeing of our customers, employees and communities.

GOOD PLANET



Minimizing our impact on the environment.

GOOD PARTNERSHIPS



Improving the sustainability of the industry through leadership and collaboration with our trusted partners.

Spirit of Sustainability is made up of three key pillars.

A Look Back

FY 2019/20 Achievements

This past year, we wanted to launch the SOS platform with input from every LCBO department, design and deploy a comprehensive impact measurement system, leverage our influence as one of the largest buyers and sellers of alcohol in the world to help advance sustainability practices throughout the industry, and increase customer awareness of SoS and the work we're doing to protect Ontarians.

Not only did we achieve all of our objectives, we've begun to see the impact, results and good that can come from SoS. The success of this first year proved the value and importance of the platform.

GOOD PEOPLE ACHIEVEMENTS

Safe & Informed Consumption

We launched phase one of the LCBO **Responsible Service Program**, uniting new and existing initiatives to uphold LCBO as a responsible retailer.

↓↓↓
12,123,485
total annual challenges. 7.7%
decrease since FY 2018/19.

217,515
total annual refusals. 9.9%
decrease since FY 2018/19.

We developed new partnerships to bring to market **innovative campaigns on moderation, alcohol consumption, and literacy among minors.**

NEW CAMPAIGN: The Don't Know Campaign targeted.

**19-25
YEAR-OLDS**
to remind them to have their ID ready.

online reach:

1.3 MILLION

total impressions:

11.2
million

Out of home campaign appeared in universities and colleges across Ontario during Frosh week.



We maintained our status as a **national leader in quality assurance** through our Laboratory.

We strengthened **alcohol literacy initiatives** to discourage over-consumption.

NEW CAMPAIGN: Holiday “**Merry Moderation**” Campaign in partnership with our Good Partner, Diageo.

drink IQ quiz:	impressions:	
1,519	6,745	2,020
completes	LinkedIn	Twitter

712,600

tests performed on LCBO products.

31,000

sample beverage products tested.

Expanded partnership with Flow Alkaline to promote hydration and discourage over-consumption.

235,076

co-branded cartons with moderation message given to consumers across Ontario

Thriving Communities

We raised

\$12,727,896.9

MILLION

in charitable funds to support the health and wellbeing of Ontarians – 1.5% increase since FY 2018/19.

We welcomed **Women’s College Hospital Foundation** as a new charitable partner to strengthen community impact and support equity in health care.

We launched our first ever integrated **Pride Campaign**.

We fundraised for:



MADD Canada,

Women’s College Hospital Foundation,

United Way of Greater Toronto,

Children’s Hospitals of Ontario

and Various Charities through Donation Box Program.





GOOD PLANET ACHIEVEMENTS

Sustainable Stores

We evaluated and researched **sustainable packaging options** across business lines to identify areas of change and best practices.

We identified **new recycling opportunities** through inter-departmental collaboration.

80.8%

of items returned by customers through Ontario Deposit Return Program – 1.2% increase since FY 2018/19.

2,675,534 kg

of alcohol recycled via Bonar Bins in distribution centers – 2.5% decrease since FY 2018/19.

We created **recommendations on Light-weight Bottle Initiative Program** evolution and expansion.

204,922,641 kWh

energy used across all LCBO buildings – 3.7% decrease since FY 2018/19.

85%

tonnes of RSC waste diverted from landfills.

1,260,572 kg

CO2 emissions avoided through recycling of RSC waste.

GOOD PARTNER ACHIEVEMENTS

Support and Recognize Sustainable Partners

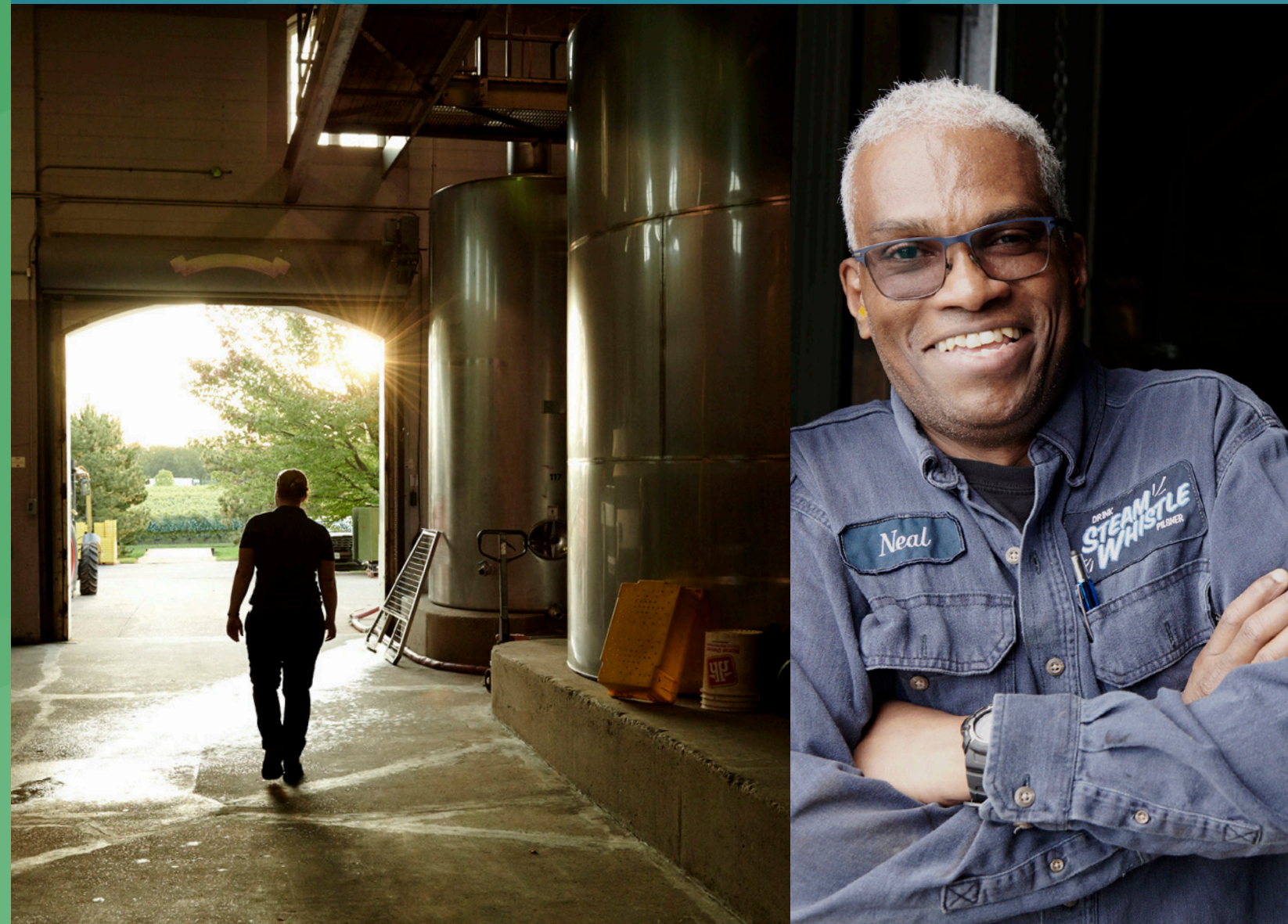
We developed **cost-sharing opportunities with Trade partners** for Sustainable and Socially Responsible campaigns.

43%

of customers believe the LCBO is a leader in sustainability.

73%

of customers believe the LCBO supports the people and the economy of Ontario.



A Look at Today

Creating Meaningful Impact

We are incredibly proud of our achievements to date and the possibilities of what we can accomplish together fills all of us with optimism. In 2020, our people, communities, and partners faced unprecedented hardships—hardships we as a province worked through together. SoS was built to ensure the greatest needs of Ontarians are met - and in March, those needs shifted. The flexibility of the SoS platform allowed us to pivot some of our initiatives to address changing urgent needs.

GOOD PEOPLE:

THRIVING COMMUNITIES

Our **COVID-19 FOOD RELIEF FUND** raised

\$3.3 MILLION
in just 21 days

to support and sustain food relief programs across Ontario.

We partnered with **CEE: CENTRE FOR YOUNG BLACK PROFESSIONALS** to help provide education, skills training, and employment opportunities at the LCBO. We also made a

\$100,000
charitable donation

to address economic and social barriers affecting Black youth in the province.

To show our support for **EVERGREEN**,

we donated
1,000

reusable LCBO bags
to be used for their **FARM IN A BOX PROGRAM**.

We demonstrate our commitment to **WOMEN'S COLLEGE HOSPITAL FOUNDATION** by donating

\$35,000

in advertising dollars
to increase the reach of their COVID-19 awareness campaign

GOOD PARTNERSHIPS:

SUPPORT & RECOGNIZE OUR SUSTAINABLE PARTNERS

Through our **GOOD NEWS FROM OUR GOOD PARTNERS** content series, we've recognized over

16
PARTNERS

for the work they're doing to support communities. With such positive feedback from suppliers, we are excited to extend the series into the Fall.

A man with grey hair and glasses, wearing a dark suit jacket over a white shirt and dark trousers, is sitting on a black metal stool. He is smiling and holding a glass of champagne in his right hand. The background is a large, modern interior space with a high ceiling featuring a complex, geometric light fixture. The floor is light-colored and reflective.

For The Good of Ontario

“The possibility of what we can accomplish together fills me with optimism. This is only the beginning.”

George Soleas,
President and Chief Executive Officer

SPIRIT OF
SUSTAINABILITY



LCBO