

# CREATING POSITIVE CHANGE

2014 Canadian Corporate Social Responsibility Program  
Sanofi, Sanofi Pasteur, Genzyme & Merial



Sanofi has a long-standing commitment to community involvement. Each year, the Sanofi family of companies in Canada – **Sanofi, Sanofi Pasteur, Genzyme and Merial** – strives to maintain and expand a strong Corporate Social Responsibility program by investing in youth, innovation and the community.

Read on for some examples of Sanofi sponsorships and initiatives in each of these areas, giving hope for a better tomorrow.

# EDUCATION

## SANOFI BIOGENIUS CANADA

Sanofi is investing in youth through its largest sponsorship, the Sanofi Biogenius Canada (SBC). This program, held annually for over 20 years, gives young scientists access to university labs and academic mentors, encouraging the pursuit of future studies and careers in the country's fast-growing biotechnology sector. Over 4,500 young scientists have participated since the program began!

"The competition has grown tremendously over the years, first as a side event to the international BIO Conference in Toronto, now having expanded Canada-wide," says Sanofi Pasteur President Mark Lievonen. "The SBC gives aspiring scientists the chance to develop research that can lead them towards a science career. Through our partnership, we're able to nurture talented young Canadians to develop potentially commercial ideas."

Find out more about the SBC.  
[www.biogenius.ca](http://www.biogenius.ca)

"The SBC was an incredible opportunity to expand my knowledge and skills, and to apply the concepts I had learned in the classroom to a real-world environment."

ADRIAN CHAN  
FORMER SBC PARTICIPANT

RIGHT: Mark Lievonen,  
President, Sanofi  
Pasteur Limited, with  
2014 GTA winner  
Anoop Manjunath





“What the SBC does for youth is exceptional, and after having participated, I can say that this experience has forever changed me. I am truly grateful.”

ISABELLE LABECA-GORDON,  
FORMER SBC PARTICIPANT



From left: Bench to Bedside speakers Franca Mancino and Diane Lafontaine; Joanne Kennedy; and students Kian Sani, Eunice You, William Cho and David Drouin



**OPPOSITE**

TOP: Ontario Premier Kathleen Wynne meets Mark Lievonen and former SBC participants.

BOTTOM: From left: Sanofi Biogenius Canada's 2014 National Award Winners:

Julien Sénécal  
5th Place, Montreal, QC

Varsha Jayasankar  
2nd Place, St. Catharines, ON

Anoop Manjunath  
3rd Place, Toronto, ON

Nicole Ticea  
1st Place & Commercialization Prize,  
Vancouver, BC

Ryan Wang  
4th Place, Winnipeg, MB

**DESTINATION INNOVATION**

In 2014, Sanofi Canada hosted Destination Innovation, a major educational event at the Laval head office in Quebec. Like the SBC, the program looks to inspire the next generation of scientists and researchers. “Inspiring the scientific talent of tomorrow and giving back to the community are two of Sanofi’s core values,” said Jon Fairest, Sanofi Canada President and CEO. “Destination Innovation is just the latest example of how we manifest those values and invest in the research of tomorrow.” The event treated a group of exceptional students from five local high schools to a series of interactive presentations and inspirational guest speakers.

**BENCH TO BEDSIDE**

Furthering its goal to engage, educate and inspire aspiring doctors and researchers, Sanofi Canada was proud to sponsor The Bench to Bedside Conference for Youth. The conference aims to explore the relationship between medical research and patient care, and seeks to educate participants about career possibilities in both fields.



2014 scholarship recipient Christopher Stephens, a passionate advocate for healthy communities through immunization and continuity of care.

## SANOFI PASTEUR LIMITED SCHOLARSHIP IN PUBLIC/ COMMUNITY HEALTH

Sanofi Pasteur appreciates the critical role nurses play in public health – both in terms of patient care and delivery of health services. Support of nursing research and education is an important way to further their development and recognize the essential work they do.

Every year, Sanofi Pasteur works in collaboration with the Canadian Nurses Foundation (CNF) to award a \$5,000 scholarship to a nursing student who is studying in the area of

public health. Alberta's Christopher Stephens received the 2014 Sanofi Pasteur Limited Scholarship in Public/Community Health.

Stephen, an acute care nurse, is currently enrolled in the Athabasca University Master of Nursing/Nurse Practitioner program, which he sees as the ideal next step in his career. As nurse practitioner, Stephen aims to focus on illness and injury prevention, including advocating for appropriate immunizations.



The 2014 graduating class of the McMaster Discovery Program

## McMASTER DISCOVERY PROGRAM

An employee from Hamilton spurred Sanofi Pasteur's involvement in this special adult education outreach initiative at McMaster University. The innovative program is designed to offer a free university-level, non-credit 12-week course to adults living in Hamilton who experience barriers to accessing higher learning opportunities.

Company historian Chris Ruttly delivered lectures in previous years, and has offered his expertise in supporting the ongoing learning of program participants. Students also had the opportunity to visit the Sanofi Pasteur site for an educational tour of its heritage buildings and site museum.

# INNOVATION

"This support reflects Sanofi Pasteur's commitment to the next generation of managers and the importance of integrating creativity in the management process, which will be an essential skill for managers in the years and decades to come."

LAURENT SIMON  
HEC MONTRÉAL MANAGEMENT PROFESSOR

## HEC MONTRÉAL FOUNDATION

The HEC Montréal Foundation and Sanofi Pasteur Canada have created a five-year partnership aimed at improving business innovation and creativity. Sanofi Pasteur will contribute \$100,000 to the HEC Montréal Foundation to support programs and services at HEC Montréal, and to provide scholarships for students actively involved in Mosaic, an HEC Montréal group that studies, exchanges and compares creative approaches and practices from diverse fields such as industry, arts and science. The aim is to analyze the creative process and its management from a multi-disciplinary, intercultural, international and intergenerational perspective.

## SANOFI RESEARCH CHAIRS

Sanofi Canada has provided funding to *Chaire pharmaceutique Sanofi en soins pharmaceutiques*, which studies the effect of government policies on the use and cost of medicines; as well as to the *Chaire pharmaceutique Sanofi en soins ambulatoires*, which supports research, teaching and delivery of high-quality outpatient care. It operates out of the Cité de la Santé hospital in Laval.

## SANOFI PASTEUR MEDAL FOR EXCELLENCE IN HEALTH RESEARCH JOURNALISM

Launched in 1995, the Sanofi Pasteur Medal for Excellence in Health Research Journalism recognizes science journalism that makes medical research accessible to a wide audience.

In 2014, writer Paul Webster won the top prize for his piece in *Vancouver Magazine* entitled "Adverse Reactions." Described by judges as "an outstanding piece of work that exposes an issue of profound social importance," Webster details his investigation into how health care data has been denied to researchers, as pharmaceutical firms may be encouraging governments to withhold patient treatment records on the pretense of protecting privacy.

A bursary of \$2,500 has been granted to Webster, who is based in Toronto.

DID YOU KNOW?  
The Sanofi Pasteur  
Medal for Excellence  
in Health Research  
Journalism is  
administered and  
judged by Canadians  
for Health Research.



# COMMUNITY

“A gift of kindness is truly one that is priceless. You will never know how much this had an impact on the holiday season for those in need.”

MARNIE SIGMAR  
RESOURCE DEVELOPMENT MANAGER  
AT THE YELLOW BRICK HOUSE

## UNITED WAY/CENTRAIDE

By contributing to the United Way/ Centraide, employees know that their donation will go toward vital social services to hundreds of thousands of people throughout Canada, including impoverished families, disadvantaged children, the elderly, the physically challenged, abused women, the homeless and new immigrants.

Each year, Sanofi Canada and Sanofi Pasteur Canada launch employee-driven fundraising campaigns at their respective sites, rallying employees to give back to the community through payroll deductions, internal lotteries, team-building activities, warehouse sales, and corporate matching.

In 2014, the joint contributions of both sites exceeded \$215,000!

## COMMUNITY OUTREACH

Sanofi Pasteur Canada’s Community Impact program helps foster healthier communities by matching funds for employee-led charitable causes and fundraisers. A few examples of 2014 charities include the Ronald McDonald House, Princess Margaret Cancer Foundation, Habitat for Humanity and the Asperger’s Society of Ontario.

Additional charitable initiatives at the Toronto site include annual contributions to World Vision, the Salvation Army, North York Harvest Food Bank, Parkinson Society Canada and Heart and Stroke Foundation – just to name a few!

## MOISSON LAVAL

At Sanofi Canada, employees volunteered time during the holiday rush at the Moisson Laval food bank, providing some much-needed helping hands to sort, pack, and unpack donated food and school supplies to benefit the local community.

## YELLOW BRICK HOUSE

Sometimes the most meaningful donations are not monetary. The Yellow Brick House is a centre for women and children who face domestic abuse. Each year, employees decorate pillowcases, blankets and journals, which are gifted to residents at the centre, along with hand-written notes of hope and encouragement.

## OPPOSITE PAGE

1. Sanofi staff, making the holidays a little brighter at the Moisson Laval food bank
2. Helping hands at work: Toronto’s 2014 United Way Committee
3. Team Merial supporting one of several MS Society Walks
4. Sanofi Pasteur employees walk, jog, and race to help erase breast cancer
5. Sweet deals at Toronto’s 100th Anniversary Open House charity bake sale
6. Sanofi wraps another successful Centraide campaign in Laval
7. Sanofi’s Distribution and Supply Chain team raise funds for Centraide via a warehouse sale of Sanofi Consumer Health products





"Thanks to the volunteer crew that came to Horizons For Youth. They were all truly amazing. They all had so much energy and passion. Their efforts made a huge difference."

BOB HALL,  
HORIZONS FOR YOUTH TORONTO

OPPOSITE PAGE

1. Sanofi cyclists, taking a break on the ride from Blainville to Trois-Rivières
2. Team Genzyme celebrating a successful MS Walk
3. Big cheers at the Big Bike Event in support of Heart and Stroke Canada
4. Team Sanofi, raring to go at PROCURE's Tour de Courage
5. Helping to save a life: Sanofi employees at Laval's annual blood drive
6. Sanofi Pasteur employees cook up a warm meal for families at the Ronald McDonald House

MS SOCIETY WALKS

Employees at Genzyme Canada raised over \$145,000 in 2014 to benefit the Multiple Sclerosis (MS) Society Canada. This involved ten charity walks in Ontario and Quebec, along with two smaller satellite efforts in Kamloops and Richmond, BC. Some team members also worked with local organizers to alter the planned walks to ensure all participants could enjoy the day – including a flatter route for wheelchair accessibility and shorter distances for walkers with children. A major highlight for the 404 participants was the opportunity to engage with patients and families.

DAY OF CARING

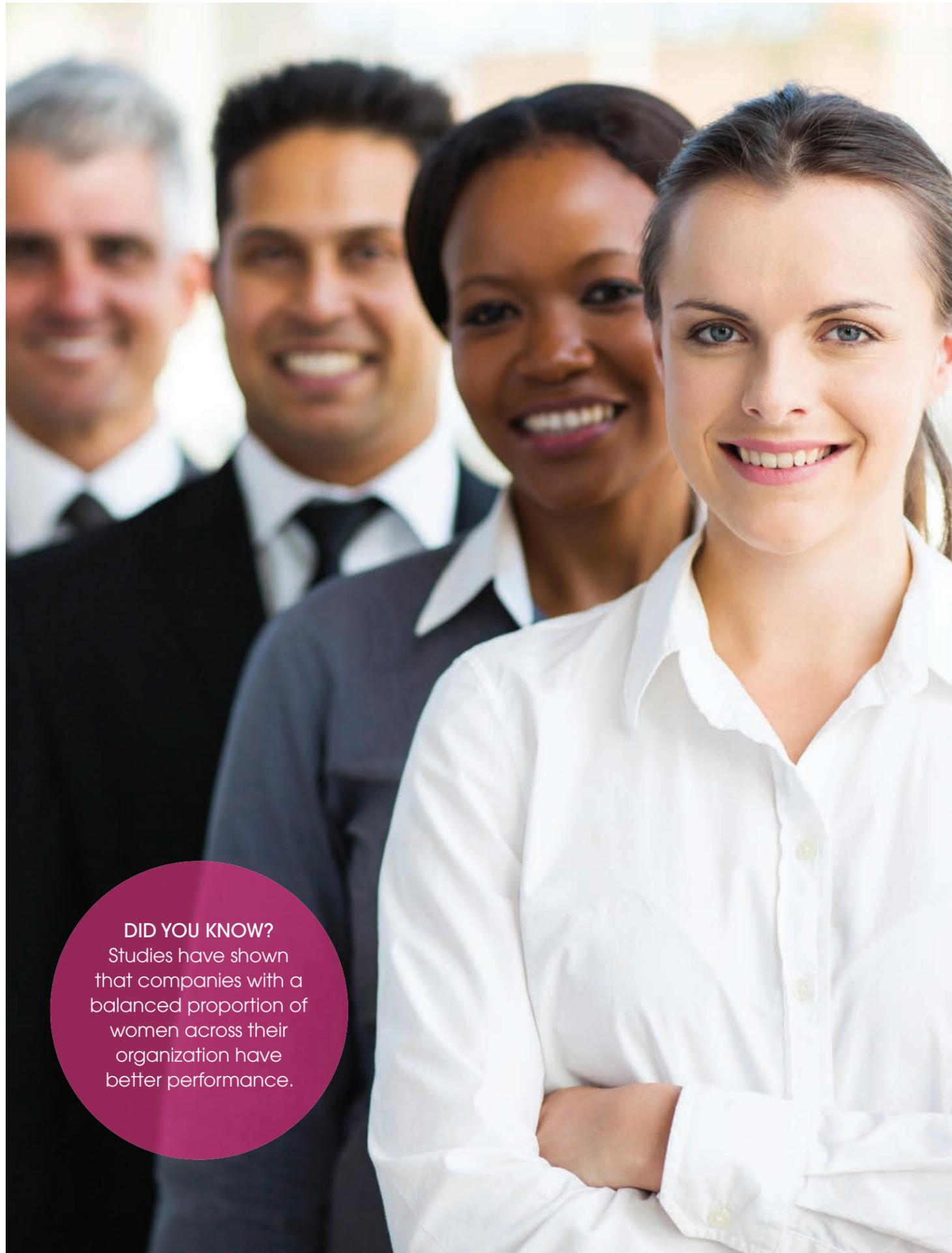
2014 saw the launch of the first Day of Caring at Sanofi Pasteur Canada, as groups of employees spent the day at various community locales to lend a helping hand. This included serving a thanksgiving lunch at the North York Seniors Centre, organizing donations at Horizons for Youth, and clean-up/gardening duty at Agincourt and the Jane and Finch Community Centre.

PEDALLING FOR A GOOD CAUSE

With a view to supporting patient communities, employee cyclists at Sanofi Canada gear up and hit the road each year to benefit a charitable cause. In 2014, Laval's hardiest cyclists turned out for PROCURE's *Tour de Courage*, contributing almost \$8,000 towards prostate cancer research and awareness. A team of cyclists also joined Sunlife Financial in supporting an elite, five-day, 800-km event to raise money for Diabète Québec and the Canadian Diabetes Association.

4-H BOXBACK PROGRAM

Merial Canada's long-running BoxBack Program continued its collaboration with the Canadian 4-H Council, a non-profit organization focused on development opportunities for youths aged 6-25. Merial helps 4-H members raise funds for their local chapters by donating \$10 for every IVOMEC® and EPRINEX® box label collected and returned. This has led to several door-to-door campaigns for 4-H clubs in farming communities, where the parasiticide treatments are commonly used. The program not only benefits local clubs and the environment – but also engages and supports the next generation of Canadian producers.



# DIVERSITY

The Sanofi family of companies embraces diversity in the workplace and is committed to achieving employment equity. Our goal is to attract, develop and retain highly talented employees from diverse backgrounds, allowing us to benefit from a wide variety of experiences and perspectives.

## EMPLOYMENT EQUITY

Reflecting the diversity of its surrounding communities, Sanofi is proud of its multi-cultural staff, which lends its talents to activities across the organization.

For instance, Sanofi Pasteur's Formulations, Filling & Packaging department's 100 employees come from 30 different countries around the world! Many partnerships with academic institutions also enrich the workplace with a diverse population of co-op students, who are provided the opportunity to gain valuable hands-on experience in the world of work.

Sanofi's external job postings attract large numbers of candidates from all walks of life: both women and men from different cultures and countries, and across age groups. Diversity is aligned with the Canadian Federal Contractors program by ensuring that these four designated groups are represented within the corporate staff:

- Women
- Aboriginal peoples
- Members of visible minorities
- Persons with disabilities

## WOMEN IN THE WORKPLACE

The Canadian sites have participated in several corporate regional campaigns to celebrate women in science, technology, engineering and mathematics. Sponsored by the company, female leaders attended a conference on The Art of Leadership for Women in 2014, the most notable gathering of its kind in the country, designed to provide professionals with networking opportunities and strategies for success.

## WISE

2014 also saw the launch of WISE (Women Inspiring Sanofi Excellence), a resource group that aims to help women reach their full potential by developing talent and transforming site culture. Their mission includes increasing the presence, impact and influence of women; sponsoring and connecting members to open doors across all businesses and levels; and creating a supportive, valuing and innovative environment for its members.

### DID YOU KNOW?

Studies have shown that companies with a balanced proportion of women across their organization have better performance.

# ENVIRONMENT

Recognizing that social responsibility includes stewardship of the earth we all share, each site across Sanofi's Canadian family strives to implement local initiatives to benefit the environment. Here's a look at one of our most comprehensive waste management efforts: the PLANET initiative at the Sanofi Pasteur site in Toronto.



PLANET

putting our energy into the future

SANOI PASTEUR TORONTO'S  
2020 TARGETS  
(OVER A 2010 BASELINE):

 **20%**  
reduction in  
carbon emissions

 **25%**  
reduction in  
water  
consumption  **TARGET MET!**

 **95%**  
of waste  
diverted  
from landfill  **TARGET MET!**

## WASTE DIVERSION

The Toronto site has proudly exceeded its 2020 waste reduction target ahead of schedule, with a 99% decrease in waste going to landfill as of 2014! The site's transition to Upak, a new solid waste removal service provider, resulted in over 400 MT of diverted waste. This is treated using "Energy from Waste" technology, which converts thermal energy recovered from solid non-hazardous waste into electricity and steam, for use in the community. Upak estimates that Sanofi Pasteur's contributions will heat approximately 250 homes in the Brampton area annually.

## RECYCLING

Now that the site's waste diversion targets have been met, its focus is shifting to increasing recycling rates over the next five years, as well as implementing a composting program in the Cafeteria. In 2014, the site launched a partnership with a new specialized vendor to ensure over 300 fire extinguishers were sent for metal scrap recycling. This is a more environmentally friendly option than the traditional method of disposal via chemical waste vendor.

## WATER MANAGEMENT & CONSERVATION

Recent improvements include a switch-over from Domestic Cold Water to Chilled Water in Building 53, which eliminated the previous "once through" cooling system and now allows for re-circulation of water to cool various equipment throughout the facility. Several buildings also benefitted from increased water conservation thanks to repairs or upgrades to cooling towers. To date, the combined results of these and other initiatives have reduced the site's water consumption by almost 400,000 m<sup>3</sup> per year!

## ENERGY SAVINGS

Each year, the site's co-generation plant provides 9.5 MW of clean, efficient, and reliable energy, making the site self-sufficient and able to sell excess electricity back to the grid. Other energy-saving initiatives in 2014 included optimizations to chiller systems in several buildings (water is now circulated only as needed, versus the previous continuous circulation method - resulting in reduced energy use), as well as replacement of over 1,300 steam traps throughout the site (projected to save approximately 7,000 tonnes of steam in 12 months).

**DID YOU KNOW?**  
In 2014,  
Sanofi Pasteur Canada  
received over \$57,000 in  
incentives from Enbridge,  
in recognition of  
energy-saving efforts  
to replace steam traps,  
condensate receivers  
and pumps.



