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# Positive Impact Manifesto

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September 20th, 2017



**Desjardins**

# How Desjardins started



Alphonse Desjardins in 1913 (A.G. Pittaway, FCDQ)

By championed the idea of cooperation to curb usury, improve conditions for the working class and contribute to the economic development of French Canadians. After much research, Alphonse Desjardins founded the first caisse populaire in Lévis on December 6, 1900.

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# Desjardins now

## Desjardins Group Mission

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To contribute to improving the **economic and social well-being of people and communities** within the compatible limits of our field of activity:

- by continually developing an integrated cooperative network of secure and profitable financial services, **owned and administered by the members**, as well as a network of complementary financial organizations with competitive returns, **controlled by the members**
- **by educating people**, particularly members, officers and employees, about democracy, economics, solidarity, and individual and collective responsibility.

## Desjardins Group permanent values

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- Money at the service of human development
- Personal commitment
- Democratic action
- Integrity and rigour in the cooperative enterprise
- Solidarity with the community
- Intercooperation

# Desjardins – Quick facts

- 7million members and clients
- 47,655 employees
- 4,571 elected officers
- \$259 million in member and community support
- 313 caisses

## Wealth Management, Life and Health insurance

\$70.8 billion in assets under management  
\$4.0 billion in total gross premiums

## Business services

Quebec market share :

Commercial and industrial : 22 %

Agricultural : 39 %

## Personal services

Quebec market share :

Residential mortgages : 36 %

Personal savings : 42 %

## Property and Casualty Insurance

Over 2.1 million policies in force

**Business segments**

# Impact evaluation – Considerations

Our actions aiming at social and environmental impacts are today divided into 3 areas:

## Operations

- Responsible procurement
- Portfolio decarbonization (gradual)
- Alternative transport program

## Financial services provider

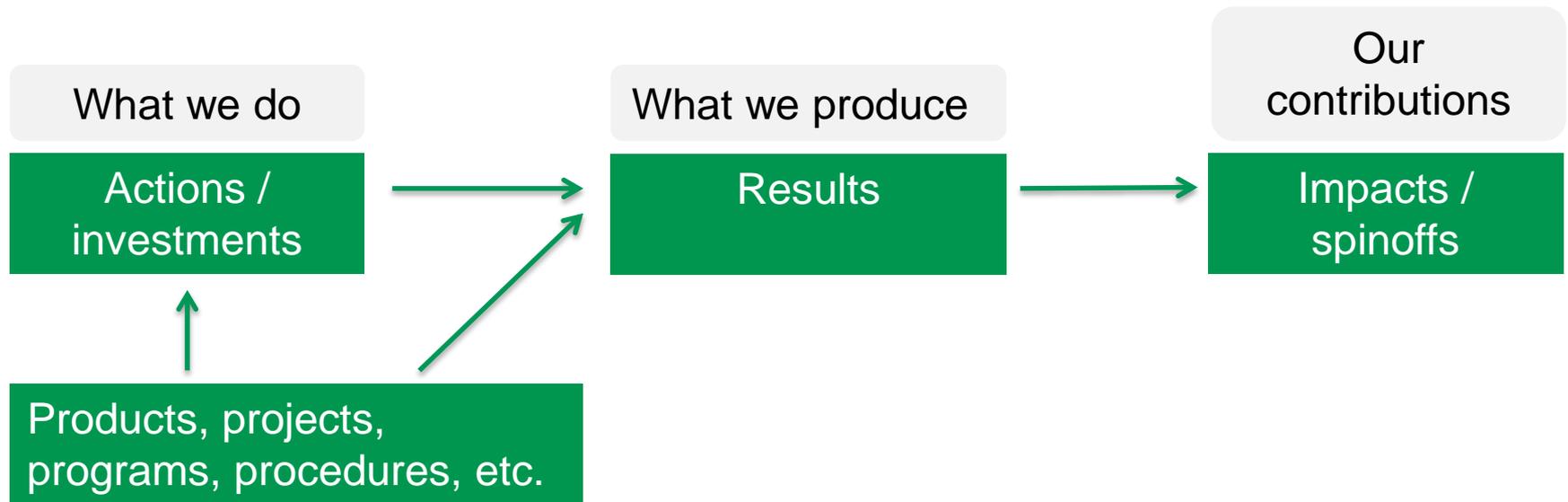
- Microfinance
- Ecoenergy loan
- Green insurances
- RI products
- CRÉavenir
- Collabria
- CRCD

## Socioeconomic role

- Regional development Funds
- Financial education
- Green Infrastructure Investment
- Community Development Funds
- Desjardins Foundation

**RESEARCH & DEVELOPMENT PHASE ON SOCIAL IMPACT MEASUREMENT**

# Research & Development phase



## Goal :

**Evaluate our social and environmental impacts and define indicators**

# Responsible Investing (RI)

## CLEAN TECHNOLOGIES

### ESG results -> Quantitative environmental impacts

	 CO <sub>2</sub>			 Renewable energy generated (MWh)	 Water provided /saved /treated (megalitres)	 Materials recovered/ waste treated (tonnes)
	Emitted (tonnes)	Avoided (tonnes)	Net avoidance (tonnes)			
Total impact of the strategy:	412,200	1,377,100	964,900	394,000	309,000	91,000
Impact of £10m invested in the strategy:	4,800	16,000	11,200	4,600	3,600	1,100
Total strategy annual impact equivalent to			432,700 cars off the road for a year	93,200 households' electricity consumption	1,880,000 households' annual water consumption	93,000 households' waste arising

Portfolio Manager : Impax Asset Management

# Desjardins Business Capital régional et coopératif

Capital régional et coopératif Desjardins (CRCD), a public fund with over 100,000 shareholders, and its affiliated organizations introduced innovative solutions in the form of partnerships to help non-urban cooperative, small and mid-sized businesses in Quebec achieve their full potential.

Results of the CRCD ecosystem	
Development capital investments (at cost)	\$924 M
Nb of supported enterprises	430
Nb of cooperatives supported	21

Impacts from the CRCD ecosystem	
Nb of employment generated	72 150

## Developpement international Desjardins (DID)

- A **Desjardins Group component created in 1970** to share Desjardins's expertise with developing and emerging countries
- A **pioneer** and **global leader** in inclusive finance
- A single goal: promote **universal access** to a broad range of secure financial services<sup>3</sup>
- **108** highly skilled, dedicated employees, including 20 overseas on long-term projects
- Approximately **\$28 million** in project volume in 2016
- **More than 100 partners** around the world (fundraisers, project partners, investors)
- **Gender equality** :
  - More than 31% of board members are women
  - More than 39 % of clients are women





### **Example 1 : Pilot Project in Paraguay**

An energy efficient project to replace gas and charcoal used as fuel for cooking.

### **Impact of this pilot project:**

- Decrease of 75 metric tons of CO<sub>2</sub> emissions

## Desjardins

### **Microcredit**

- 456 entrepreneurs who receive a close support
- \$ 503,000 in loans granted for an average of 36 months

### **Impact**

- 154 jobs created and maintained
- 65 companies excluded from the traditional financial system financed

# Conclusion



Join the Movement !