



# CORPORATE SOCIAL RESPONSIBILITY

WE MAKE A DIFFERENCE

JFL International Inc. strives to make a positive difference in the world, and this commitment is embedded in our mission to help others achieve greater success. Our values are people driven, and reflect respect, collaboration, positive communications, integrity, value services, and lasting relationships.

Our social responsibility program revolves around four axis:

- **Human Rights** – We aspire to a less-violent world, and we advocate for human and civil rights, less oppressive relations, freedom of religion, and the protection of religious minorities. We embrace all people to work together in respect and harmony in building global peace.
- **Humanitarian Initiatives** – We are serious in our commitment to helping people around the world create their best lives. We gladly share our expertise, skills, and passion to create change and drive progress.
- **Education and Entrepreneurship** – We commit to creating richness by supporting initiatives to fulfill the desire of education and entrepreneurship of underprivileged people around the world.
- **Green Environment** – We collaborate in promoting environmental sustainability for a better future for the next generations.

## **HUMAN RIGHTS**

Jocelyne F. Lafrenière, President of JFL International Inc. initiated the Just for Love and Peace (“JFL Peace”) Movement to engage individuals worldwide in the love and peace process, one act of kindness at a time. JFL Peace is a positive movement in support of our responsibility to make the world a better place to live.

The movement champions four key humanistic values:

- **Embracing Diversity, Equality, and Freedom** – We endorse acceptance and diversity, and cultivate peace for the betterment of the world. We celebrate the great values of life, freedom, and justice by honoring human and civil rights.
- **Saying No to Bullying** – We promote respect, compassion, and care to those around us. We recognize the unique gifts of each person, and expand our gratitude to all your relationships.
- **Engaging in positive communication** – We encourage the resolution of any disagreement or discontentment through peaceful means not through assault, violence, or oppression. We negotiate, and advance towards reconciliation for the best interest of all.
- **Helping each other live a better life** – We recognize the power of a random act of kindness to brighten and touch someone else’s life. We know how simple acts of kindness can change someone’s day.

We wish that we all become JFL Peace Ambassadors. For more information, visit [www.jflpeace.com](http://www.jflpeace.com)

## **HUMANITARIAN INITIATIVES**

An important part of our culture is to support initiatives that enhance people's lives and society at large. We recognize the importance of being a prosperity channel. We understand that when our neighbor prospers, our community prospers, our country prospers, and the world's economy prospers. In sharing, we are the spark that lights up the prosperity chain. Not only does it better our lives, but it grants us the ability to help make positive changes in the world. Many organizations benefit from the involvement of our JFL team members in sharing their experience, skills, and expertise on a volunteer basis.

As detailed below, some JFL team members are currently holding key roles in non-profit organizations that focus on education, peace advocacy, medical aid, children aid, media, and much more. Their commitment contributes to achieving positive outcomes in society.

- President of the JFL Foundation that support education and entrepreneurship of underprivileged people around the world.
- Vice-Chair of the JFL Foundation.
- Founder of the Just for Love and Peace (JFL Peace) movement.
- Member of the Board of Advisors of IMPACT Student Leaders Organization.
- Treasurer with EMAS Canada.
- Board member and Audit committee Chair of Trans World Radio Canada.
- Board Member of the Ottawa District Women's Hockey Association.
- Founding member of the Centre de pédiatrie sociale de Gatineau.
- Chairman of the working committee that founded the Outaouais Nautical Station.
- Commander of the Canadian Power and Sail Squadrons.

In addition, one of our JFL team members provides on a volunteer basis strategic and operational assistance to Non-Profit Housing Associations within the Ottawa area. Another member volunteers with a number of non-profit organizations for the well-being of the community, including the John Howard Society of Ottawa, the Mental Health Commission of Canada, the Immigrant Women Services Ottawa, and the Ottawa Community Immigrant Services Organization

Our commitment to disadvantaged individuals has no boundaries. In collaboration with the University of Ottawa, one of our JFL team members has provided assistance to a social enterprise in Nicaragua. She was involved in the implementation of their sustainable housing program aimed at helping families living in urban poverty. Another one was highly involved in the reconstruction efforts in Haiti, providing input into an adolescent girls' network program and assisting non-governmental organizations to strengthen their financial and operational processes.

## EDUCATION AND ENTREPRENEURSHIP

We believe that education plays a key role in the process of personal development. It opens the mind, develops skills, and helps to achieve financial independence and greater success. Our vision is for everyone to have the opportunity to learn, create an enriched life, and give back for a better tomorrow. In addition, we recognize that entrepreneurship is one of the answers to current economic challenges.

We aspire to play a role in societal change. Our commitment to create economic growth through education and entrepreneurship is reflected in different ways.

- **Free Ressources and Tools** – A wealth of free information and tools are provided on our website to help people unlock their potential and create their vision of success: goal and activity setting, daily and weekly activity planner, daily action and improvement log, financial calculators, and much more.
- **Education Programs** – JFL International Inc. is presently developing a start-up business education programs that will be used free of charge by the JFL Foundation in the delivery of business education and mentoring programs to underprivileged people around the world who wish to create small business and acquire the necessary skills for greater success.
- **Donations** – JFL International Inc. holds the copyrights of the book *Hello, Marvelous You*, written by the company's President & Chief Executive Director, Jocelyne F. Lafrenière. A significant percentage of the royalties are donated to the JFL Foundation in support of education and entrepreneurship programs.
- **International Collaboration** – We partner and collaborate with firms from around the world in the provision of integrated and transformational management consulting, coaching, and training services. This collaboration allows for expertise, knowledge, and experience sharing for more global economic growth.
- **Sharing and Mentoring** – One of our JFL team members is highly involved in several business organizations, sharing and mentoring. He is the president of the Rapprochement des Associations de l'Outaouais, founder of the *Prez* meetings of the Business Network International (BNI), founder and organizer of the Outaouais BNI golf tournament, co-founder of the Salon des entreprises de Gatineau, mentor at the Chambre de Commerce de Gatineau, and cyber-mentor at Academos.

## GREEN ENVIRONMENT

JFL International Inc. embraces the 3 R's of the environment – reduce, reuse, and recycle – to make a difference in creating a better tomorrow. We are proud to have adopted the following green measures to promote environmental sustainability for a better future for all.

### Reduce

- Make use of technology to file documents to help in paper reduction.
- Review draft reports online and print final reports on both sides to reduce paper consumption.
- Download software from the Internet rather than buying compact discs.

- Turn off the lights and shut down computers and printers at night.
- Green the employees' kitchen by providing mugs instead of disposable cups and towels.
- Encourage the use of cloth towels rather than paper towels.
- Offer filtered water to reduce bottled water consumption.

### **Reuse**

- Donate old furniture, and obsolete computers and printers.

### **Recycle**

- Make recycling easy by placing bins in convenient locations to collect paper products, plastic, cans, and glass.
- Place shredder bins near printers or photocopiers for future recycling.
- Collect rechargeable batteries, newspapers, and business magazines for recycling.