

At Tim Hortons, we are
Making A True Difference™
 for individuals, communities
 and the planet

EVERY DAY



Making A True Difference™

Tim Hortons is passionate about working with the communities we serve, the people within those communities, and – through our environmental work – the planet itself.

It's a passion that's fueled by a simple conviction: that we are not just a good corporate citizen, but an active participant and partner for positive change in the world.

The sustainability and responsibility framework outlined here includes commitments and goals that demonstrate our focus on making a true difference. This framework provides the basis for our sustainability and responsibility reporting in the future, including our first full report to be published in March 2011.



Individuals

Customers

Offering menu options that provide our customers with balanced choices

Working to provide a hospitable and welcoming overall experience that makes our customers feel appreciated

Employees

Championing a culture where people are treated fairly and are given the opportunity to succeed

Partners

Managing our stakeholder relationships with honesty, transparency and respect

Communities

Children

Together with our Store Owners (our Franchisees), making a meaningful contribution to the lives of children in our communities

Community Success

Together with our Store Owners, helping make our communities a better place to live in

Tim Hortons Coffee Partnership

Helping build viable coffee communities

The Planet

Environmental Stewardship

Reducing the waste we create from all aspects of our business

Reducing the energy, carbon emissions and resources we use in all aspects of our business




Supply Chain

Ensuring best practices are embedded across our supply chain



Individuals




Tim Hortons encourages individuals to achieve their best. We manage the personal impact we have in all that we do.

	Commitments	Goals	What we are doing
Customers	Offering menu options that provide our customers with balanced choices	<ul style="list-style-type: none"> • Provide menu options that meet or exceed nutritional guidelines and educate our customers on these products. 	<ul style="list-style-type: none"> • Complying with current and proposed trans-fat regulations across our entire menu. • Reducing sodium by over 19% across our soup offering.
	Working to provide a hospitable and welcoming overall experience that makes our customers feel appreciated 	<ul style="list-style-type: none"> • 100% response on customer service inquiries. • Ongoing implementation, communication and measurement of our comprehensive Food Safety Plan across all of our restaurants. 	<ul style="list-style-type: none"> • Ensuring that every customer receives a phone call, an email or a letter response providing next steps or resolution to his or her inquiry. • Providing food safety training and certification and food safety audits for every restaurant, twice a year.
Employees	Championing a culture where people are treated fairly and are given the opportunity to succeed	<ul style="list-style-type: none"> • All permanent corporate employees to have an Individual Development Plan and receive an annual performance review. 	<ul style="list-style-type: none"> • Managers and employees are reviewing progress against their Individual Development Plans on an annual basis.
		<ul style="list-style-type: none"> • All corporate employees to be trained in our Standards of Business Practices. 	<ul style="list-style-type: none"> • Providing annual training in order to review and reaffirm employee commitment to follow our business practices and ethical standards.
		<ul style="list-style-type: none"> • A minimum of 90% of corporate employees will feel proud that they work for our company. 	<ul style="list-style-type: none"> • Measuring pride in working for Tim Hortons and pride in our brand as key performance indicators for employee engagement.
Partners	Managing our stakeholder relationships with honesty, transparency and respect	<ul style="list-style-type: none"> • Pilot a Sustainability and Responsibility Advisory Council of external experts in 2010. 	<ul style="list-style-type: none"> • Seeking the advice of external sustainability and corporate responsibility experts to help shape our initiatives and programs.
		<ul style="list-style-type: none"> • Issue our first Sustainability and Responsibility Report in 2011 using the Global Reporting Initiative (GRI) Guidelines. 	<ul style="list-style-type: none"> • Following the GRI G3 Guidelines, we are identifying, prioritizing and beginning dialog with key stakeholders.



Communities




Tim Hortons believes it has a positive role to play in enabling communities to thrive and grow.

Commitments	Goals	What we are doing
<p>Children</p> <p>Together with our Store Owners (our Franchisees), making a meaningful contribution to the lives of children in our communities</p> 	<ul style="list-style-type: none"> • 17,000 economically disadvantaged children participating in Tim Horton Children's Foundation camps and programs by 2013. 	<ul style="list-style-type: none"> • Renovating and expanding our existing camps, and planning two new camps in Manitoba and British Columbia.
<p>Community Success</p> <p>Together with our Store Owners, helping make our communities a better place to live in</p> 	<ul style="list-style-type: none"> • Invest a minimum of \$15 million through our national, regional and local initiatives in 2010. • 275,000 children participating in the Timbits Minor Sports program in 2010. • Implement a meaningful, structured and long-term partnership with the Aboriginal community. 	<ul style="list-style-type: none"> • Growing our Smile Cookie, Timbits Minor Sports, Free Skate/Swim, Food Drives, and Earn-a-Bike programs by 3% in 2010. • Timbits Minor Sports now includes hockey, soccer, lacrosse, t-ball, baseball and ringette across Canada and in the U.S. • Working with Aboriginal leaders and their communities in four key areas: 1) education, 2) empowering youth, 3) economic development, and 4) employment.
<p>Tim Hortons Coffee Partnership</p> <p>Helping build viable coffee communities</p> 	<ul style="list-style-type: none"> • 2,500 small holder farmers participating in our Coffee Partnership projects in 2010. • 10,000 hectares of land under environmentally responsible management in 2010. 	<ul style="list-style-type: none"> • Helping small holder farmers in Guatemala, Colombia and Brazil by supporting them in the key areas of business, social and environmental management. • Providing technical support in agrochemical and fertilization management, water recycling and treatment, watershed protection, erosion control, and biodiversity conservation.



The Planet

Tim Hortons understands that changes in the environment need to be managed and embraces our responsibility to do our part.

Commitments	Goals	What we are doing
<p>Environmental Stewardship</p> <p>Reducing the waste we create from all aspects of our business</p> 	<ul style="list-style-type: none"> • 5% reduction in packaging within our supply chain and manufacturing operations by 2012. • Work to achieve a solution so that our paper cup is accepted in recycling and composting systems in local municipalities. 	<ul style="list-style-type: none"> • Waste auditing and reduction planning. • Hosting supplier focus groups on reusable packaging. • Currently recycling (or composting) our cup at over 400 locations and working to increase these recycling options in other jurisdictions.
<p>Reducing the energy, carbon emissions and resources we use in all aspects of our business</p> 	<ul style="list-style-type: none"> • 5% energy and water use reduction for all our corporate buildings and new restaurant construction by 2011. • Register 2 pilot restaurants for Leadership in Energy and Environmental Design (LEED®) certification in 2010. • 5% increase in fuel efficiency for our distribution fleet by 2011. 	<ul style="list-style-type: none"> • Establishing our baseline footprint and evaluating potential operational and technological modifications for our buildings. • Incorporating green building best practices into our standard restaurant designs.
<p>Supply Chain</p> <p>Ensuring best practices are embedded across our supply chain</p> 	<ul style="list-style-type: none"> • Implement our Business Partner and Supplier Code of Conduct and develop a supporting auditing program in 2010. • Develop an independent audit and verification program for our coffee sourcing in 2010. Begin auditing and verification in 2011. 	<ul style="list-style-type: none"> • Working with our business partners and suppliers to effectively implement and audit our Business Partner and Supplier Code of Conduct. • Working with our coffee partners and external experts to develop an auditing and verification program.



For more information on what we are doing with respect to all of our sustainability and responsibility initiatives, please visit our website at www.timhortons.com