



SUSTAINABLE DEVELOPMENT

ROCKY MOUNTAINEER® **CARETAKERS PROGRAM**



WHAT

Rocky Mountaineer created the Caretakers program to promote the development and implementation of sustainable operating policies and practices throughout the company. The objective is to pursue environmental stewardship, corporate social responsibility and economic sustainability by:

- Contributing to the economic and social well being of the regions in which it operates, leading to the development of positive long-term relationships with key community stakeholders.
- Taking significant steps to protect the environment along the rail routes and contributing to the protection of Canada's natural resources.
- Developing programs and policies that support and acknowledge the history of Canada's heritage in the regions in which the train operates.
- Supporting and enhancing employee retention programs to recruit, hire and retain the best employees in the tourism sector.
- Educating employees, guests and suppliers about the company's sustainability goals and objectives and encourage participation.
- Be a role model in the North American tourism sector for sustainability goals and objectives and mentoring other organizations.

WHEN

The Caretakers Program was established in 2003.

HOW

Starting Smart: Reducing Fuel Consumption, Exhaust Emissions and Noise Pollution

ZTR Smart Start technology has been installed in all of Rocky Mountaineer's locomotives.

This Canadian system automates the shutdown and restart of the locomotive engines, significantly reducing idling time and resulting in less fuel consumption, exhaust emissions, and noise pollution.

Thompson Hotel – A “Green Key” Property

Many Rocky Mountaineer guests spend the night at Rocky Mountaineer's Thompson Hotel and Conference Centre in Kamloops, which has achieved Three Green Keys from the Hotel Association of Canada's Green Key Eco-Rating Program.

Economic Sustainability

Rocky Mountaineer trains pass through many communities in BC and Alberta. The company promotes regional tourism and encourages regional economic development, using local businesses and suppliers whenever possible. Rocky Mountaineer guests contribute to local economies through accommodation, dining, shopping and visiting local attractions. The organization also employs people in the communities to meet the needs of the guests or to service its trains.

Community Partnerships

- **Protecting and enhancing salmon stocks with the Pacific Salmon Foundation**

Founded in 1987, the Pacific Salmon Foundation is a not-for-profit organization dedicated to rebuilding sustainable and naturally diverse Pacific salmon stocks. Rocky Mountaineer trains follow some of the most important salmon habitats in North America. In 2007, they entered into an eight-year financial partnership with the Pacific Salmon Foundation; the equivalent of two salmon lifecycles.

- **Tree Canada**

Plant a Tree! For the yearly anniversary of each of its employees Rocky Mountaineer plants a tree along its routes. The company has planted over 3,000 trees since 2007.

