

CBSR Viewpoint: Canadian Tire's 2010 Q4 Report

As documented in their fourth quarter 2010 results, Canadian Tire continues to demonstrate strong business sustainability performance, strengthening the corporation's competitive position for 2011. The results provide an overview of Canadian Tire's continued efforts to reduce emissions, waste and energy use while leaning operations.

In 2010 Canadian Tire focused on three core business sustainability priorities that were integrated into operations: carbon reduction, packaging reduction, and working towards zero waste practices. Notable progress was made in 2010 with the replacement of a number of fleet trucks (and technology pilots on others), the reduction of transport emissions, product and packaging adjustments, and building efficiency upgrades. These initiatives resulted in avoided emissions, waste and costs.

Ongoing quarterly reporting allows Canadian Tire to manage performance against key metrics regularly and robustly, enabling the company to address performance gaps as they occur without major time elapses. Furthermore, the inclusion of business sustainability performance and management into the MD&A report demonstrates important progress in balancing financial and business sustainability commitments.

Given progress in Q4, and the commitment to performance optimization in 2011, Canadian Tire's forecast for sustainability performance looks promising. In addition to driving improvements on the three core objectives, Canadian Tire plans to launch the next generation of energy efficient stores. The sizeable challenge of embedded product emissions remains, meaning that Canadian Tire will continue to confront carbon generated through its supply chain. Accordingly, CBSR recommends proactive goal and target setting on supply chain performance, including LCA and capacity building to foster long-term commitment to emission reductions.

We look forward to supporting Canadian Tire as the company continues to explore ways to integrate business and sustainability objectives into operations in 2011.



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