



Uplands Cultural and Heritage Centre, has signed the Commitment to Sustainable Tourism by 2030 to demonstrate its dedication to improving the performance of its organization and activities in terms of sustainable development in the next decade.

*The United Nations World Tourism Organization defines sustainable tourism as "tourism that fully takes into account its current and future economic, social, and environmental impacts, meeting the needs of visitors, the industry, the environment, and host communities."*

As a guardian of the cultural, artistic and historical traditions of Lennoxville (Sherbrooke) and its region, Uplands is committed to sustainability by measuring and enhancing its performance in the following areas:

- Structuring the approach to sustainable development and quantifying the organization's performance using performance indicators and measurable objectives for each action location.
  - o By revising the organization's sustainable development policy.
- Informing employees and the public about Uplands' sustainability efforts.
  - o By incorporating a sustainable development component into the training of permanent and seasonal employees.
  - o By publicizing our initiatives on our social media and website.
- Supporting the preservation and promotion of the intangible heritage of the English-speaking communities of Lennoxville and the Eastern Townships.
  - o By continuing the development of an educational program for school groups.
  - o By working on updating our permanent exhibition.
- Promoting local sourcing and partnerships with businesses, organizations, and individuals.
  - o By prioritizing businesses in the Lennoxville district (Sherbrooke), if not in the region, for purchases.
  - o By prioritizing artists in the Lennoxville district (Lennoxville), if not in the city of Sherbrooke, during selections.
- Implementing eco-responsible actions during our activities and events.
  - o By limiting the use of disposable materials.
  - o By improving our waste management.

