



The Canadian Renewable Energy Association Member Code of Conduct

The Canadian Renewable Energy Association (“Association”) works to enhance and promote the welfare of the Canadian wind energy, solar energy and energy storage industries. In furtherance of this objective, the Canadian Renewable Energy Association and its employees strive to maintain the highest standards of conduct and rely on our Members who are part of the Association to similarly promote business practices of:

- Conducting ourselves ethically and without conflicts of interest,
- Safeguarding privacy and confidentiality,
- Fostering a diverse, inclusive and safe business settings and treating each other with respect,
- Protecting the Association’s assets.

The Member Code of Conduct outlines the standards that Members of the Canadian Renewable Energy Association, including their employees, third-party contractors, partners and representatives (“Members”), are required to abide by, both in letter and in spirit, when interacting with:

1. The Public - including potential and actual customers;
2. The Industry - including customers, companies and organizations involved in the wind energy, solar energy, and energy storage sectors; and
3. The Association - including employees, directors, partners, and representatives of the Association.

Although the Member Code of Conduct lays out the fundamental principles of ethical and legal conduct, it cannot anticipate every ethical dilemma or situation we may encounter as we perform our jobs. It provides a framework to:

- Reinforce the commitment to maintain and enhance trust and confidence in the integrity of the Association and its Members; and
- Outline the process to disclose issues of wrong-doing related to the Member Code of Conduct appropriately and expeditiously.

By providing clear standards and principles to which they can refer, the Association aims to ensure that Members, the Public and the Industry are informed of the benefits of working with the Association and/or a member company.

Members of the Canadian Renewable Energy Association are required to review, and signal their willingness to adhere to, the Canadian Renewable Energy Association Member Code of Conduct on an annual basis in conjunction with obtaining or renewing a membership in the Association.

The Code of Conduct includes the elements outlined below.

1. Professionalism

Members have a duty:

- To uphold the Association's core values as critical to how we work;
- To conduct themselves and undertake business activities and dealings in a manner that inspires confidence, respect and trust with the Public, the Industry and the Association; and
- To treat the Public, Members and Industry stakeholders with fairness, respect and courtesy and to refrain from actions that detract from the professional image of the Association and its Members.

2. Diversity and Inclusion

The Canadian Renewable Energy Association is committed to building strength and delivering long-term sustainability through diverse and inclusive business practices. We have an unwavering respect for each other's uniqueness, including, but not limited to: culture, ethnicity, gender, age, religion, disability, sexual orientation, education and experiences. By valuing our differences, we can create an inclusive environment based on merit and fairness where our industry can operate to its fullest potential.

Members of the Canadian Renewable Energy Association shall act in a manner that is free of discrimination and harassment.

Harassment includes without limitation:

- a. Personal Harassment is any unwelcome behaviour, conduct or communication, or display of pictures or materials directed at an individual that is offensive to the individual or group on any prohibited grounds of discrimination under provincial and federal human rights legislation which includes, but not limited to, race, gender, sexual orientation, ancestry, age, colour, ethnic origin, religion, citizenship, handicap etc.
- b. Sexual Harassment is engaging in a course of vexatious comment or conduct against a person because of sex, sexual orientation, gender identity or gender expression, where the course of comment or conduct is known or ought reasonably to be known to be unwelcome, or making a sexual solicitation or advance where the person making the solicitation or advance is in a position to confer, grant or deny a benefit or advancement to the recipient person and the person knows or ought reasonably to know that the solicitation or advance is unwelcome. It includes, but is not limited to, any unwelcome sexual advances (oral, written or physical), requests for sexual favours, sexual and sexist jokes, racial, homophobic, sexist or ethnic slurs; written or verbal abuse or threats; unwelcome remarks, jokes, taunts, or suggestions about a person's body, a person's physical or mental disabilities, attire, or on other prohibited grounds of discrimination; unnecessary physical contact such as patting, touching, pinching or hitting; displays of degrading, offensive or derogatory material such as graffiti or pictures; Sexual harassment is by definition coercive, it is one-sided and all genders can be victims.
- c. Over and above behaviors targeted at an individual, creating a poisoned environment is not supported. Behaviours need not refer specifically to an individual but creates a hostile, intimidating or offensive environment that is known to be unwelcome. For example: graffiti, sexual insults, racial slurs, sexual or racial jokes, display of offensive materials, gossip or excessive swearing, use of foul language or aggressive behaviour.

3. Conflict of Interest

A conflict of interest arises whenever we allow, or appear to allow, personal interests or relationships to impair our judgment and commitment to make decisions with integrity and honesty, and in so doing, we may act in a way that is damaging, or potentially damaging to the Association and the reputation of the Association. All Members are required to abide by the following in relation to the Public, the Industry and the Association:

- Demonstrate the highest ethical standards and behave in good faith and with objectivity;
- Avoid situations in which personal interests conflict or might be perceived to conflict with the interests of the Association, The Public or the Industry;
- Protect the confidentiality and privacy of non-public information;
- Uphold principles of trust, honesty, mutual respect and fairness supporting diversity and prohibiting discrimination and harassment;
- Not use their position to influence or bypass appropriate procedures for personal gain nor for the benefit of our family, friends, colleagues or anyone else;
- Identify relevant particulars of a customer's circumstance prior to recommending a suitable product or service;
- Recommend products and services that they, their employees, or subcontractors fully understand and can be expected to sustain;
- Ensure customers fully understand all relevant product benefits and risks in accordance with the customer's level of financial literacy; and
- Not disparage the Association, the Industry or the Public.

4. Privacy and Confidential Information

Members of the Canadian Renewable Energy Association shall respect and protect the privacy of others and the confidentiality of confidential information acquired in the course of their work. The Association's [Privacy Policy](#) provides the framework for expectation of Members including:

- Members shall obtain personal information directly from the individual to which the information belongs;
- Members shall collect, use and disclose customer information only for the purposes for which it was obtained and only with a customer's consent;
- Members shall hold in strict confidence customer information obtained in the conduct of a Member's activities, except where legally compelled to divulge such information;
- Under no circumstances will Members sell, distribute, or otherwise disclose personal information or contact lists to third parties;
- Members shall make reasonable commercial effort to design and manage procedures and systems to protect confidential information from error, loss and unauthorized access; and

- Members shall comply with privacy legislation.

5. Fair Dealings

Members of the Canadian Renewable Energy Association should seek to further mutual respect and enhance the public's trust and shall not discredit, defame, or cause harm to the wind energy, solar energy, or energy storage industries or the Association.

6. Representing the Canadian Renewable Energy Association

Members of the Canadian Renewable Energy Association shall not speak on behalf of the Canadian Renewable Energy Association, in any forum, unless authorized to do so by the senior management of the Association.

7. Compliance with the Law and Best Practices

Members of the Canadian Renewable Energy Association shall act in full compliance with all Federal, Provincial and Municipal laws, including laws pertaining to contracts, consumer protection, truth in advertising, anti-spam legislation, privacy and other relevant regulations. This requires Members to:

- Have knowledge of the laws and regulations that apply to services or products that he or she is authorized and competent to provide; and
- Follow industry Best Practices as a guideline to meet the principles of the regulatory environment.

Members shall also act in compliance with all CanREA guidelines and policies, as may be amended from time to time, including the Canadian Renewable Energy Association (CanREA) Antitrust Guidelines.

Furthermore, should the requirements of this Code of Conduct conflict with any applicable law or regulation to which a Member is subject, the Member shall comply with such applicable law or regulation.

8. Third-Party Representatives of Members

Members of the Canadian Renewable Energy Association shall ensure that all Members' staff or any representatives it appoints to act on its behalf adhere to standards set out in this Canadian Renewable Energy Association Member Code of Conduct. All contractors and third parties engaged by a Member must agree to the Code of Conduct on behalf of the Member.

9. Advertising

Members of the Canadian Renewable Energy Association shall maintain standards of honesty, truth, accuracy, fairness and propriety in advertising their products and services. This includes:

- a. Pricing;
- b. Quality;
- c. Performance; and
- d. Products and services claims.

Members should be familiar with all advertising laws, rules, regulations and guidance in force and effect in the jurisdictions in which they operate.

10. Complaint Resolution and Disciplinary Process

The Canadian Renewable Energy Association created the Complaint Resolution and Disciplinary Process (“Process”) to provide Complainants (as defined in the Process) with an avenue to raise issues and concerns about Members of the Canadian Renewable Energy Association related to their adherence to the Member Code of Conduct. Furthermore, the Process is intended to provide Members with an opportunity to respond to and, if applicable, work through such issues and concerns to the mutual satisfaction of both the Complainant and the Member. The Process also sets forth a transparent process to be followed by the Canadian Renewable Energy Association to address Member and Complainant issues and concerns.

Members of the Canadian Renewable Energy Association who violate this Member Code of Conduct may be disciplined by the Association. Per Section 3.3 of the Canadian Renewable Energy Association Bylaws, the Association Board may expel, suspend or reprimand a Member for engaging in activities that violate any provision of the articles, bylaws, or written policies of the Association; or any conduct which may be detrimental to the Association as determined by the Board in its sole discretion.

For more information visit the Canadian Renewable Energy Association website at renewablesassociation.ca or email members@renewablesassociation.ca.

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