

Direction 3: Produce and consume responsibly

PRIORITY STRATEGIC DIRECTION

- Objective 6.** Apply environmental management measures and an ecoresponsible procurement policy within government departments and agencies.
- Objective 7.** Promote reduction in the amount of energy, natural resources and materials used to produce and market goods and services.
- Objective 8.** Increase the share of renewable energies with less environmental impact (biofuels, biogas, biomass, solar energy, wind energy, geothermics, hydro-electricity, etc.) in Québec's energy consumption.
- Objective 9.** Apply more ecoconditionality and social accountability in public assistance programs and encourage their implementation in financial institutions' programs.
- Objective 10.** Provide the reference points required to make enlightened, responsible consumer choices and, if applicable, promote goods and services certification.

The **essential activity** for this direction will be the adoption and implementation of a policy for ecoresponsible government designed to quickly rally the administration around common actions and concrete practices for environmental management and ecoresponsible acquisition.

Direction 4: Increase economic efficiency

- Objective 11.** Increasingly reveal the externalities associated with goods and services production and consumption.
- Objective 12.** Promote recourse to economic, fiscal and non-fiscal incentives so that goods and services production and consumption reflect sustainable development imperatives.

Direction 5: Address demographic changes

- Objective 13.** Improve the demographic profile of Québec and its regions.
- Objective 14.** Focus on family life and facilitate conciliation of work, school and personal life.
- Objective 15.** Increase standard of living.
- Objective 16.** Increase productivity and quality of jobs using measures that are ecologically and socially responsible.
- Objective 17.** Keep public finances healthy for the generations to come.

Direction 6: Practice integrated, sustainable land use and development

PRIORITY STRATEGIC DIRECTION

- Objective 18.** Integrate the imperatives of sustainable development in strategies and, in regional and local design and development plans.
- Objective 19.** Strengthen the viability and resilience of urban, rural or territorial communities and native communities.
- Objective 20.** Ensure fair and efficient access to basic services according to regional and local realities.

The **essential activity** for this direction will be the implementation of a government action plan to guide and counsel public players and businesses that support the territorial dynamics, such as the health and social services networks, schools and municipalities.

Direction 7: Preserve and share the collective heritage

- Objective 21.** Strengthen conservation and development of the cultural and scientific heritage.
- Objective 22.** Ensure the protection and development of the natural heritage and resources in Keeping with the support capacity of ecosystems.
- Objective 23.** Step up cooperation among national and international partners on integrated sustainable development projects.

Direction 8: Promote social involvement

- Objective 24.** Increase citizens' involvement in their community.
- Objective 25.** Increase consideration for the concerns of citizens in decisions.

Direction 9: Prevent and reduce social and economic inequality

- Objective 26.** Prevent and fight poverty and social exclusion.
- Objective 27.** Increase schooling, number of graduates and the population's qualification.
- Objective 28.** Increase participation in ongoing training activities and manpower qualification.
- Objective 29.** Support initiatives of the social economy sector aimed at the sustainable integration of people outside the job market.