Miratel Solutions Releases First Sustainability Report

TORONTO – June 19, 2012 - Miratel today announces the release of its first Sustainability Report outlining the company’s environmental achievements from January 1 to December 31, 2011.

The Sustainability Report details the company’s environmental corporate governance performance and creates a benchmark for tracking and measuring future performance, while promoting transparency and accountability. The report will be submitted to the HP-sponsored “Change the Equation” Sustainability Reporting contest. As part of the competition the report will be judged by a team of industry experts including Dr. Dirk Matten, professor at the top ranked Schulich School of Business at York University and the HP Chair in Corporate Social Responsibility.

“Being considered successful in today’s world requires more than impressive financial performance,” said Angela Puzzolanti, Managing Partner. “Sustainable development is at the heart of our business strategy and we are proud of where we are today and excited for what progress lies ahead. We hope our employees, clients, and other small businesses can draw inspiration from our efforts and strive for sustainability in their own lives and businesses. We look forward to seeing future results reflected in our reports in years to come.”

Miratel’s efforts were bolstered by participation in WWF’s Living Planet @ Work program, championed by HP, which offers free support to Canadian companies working to make their businesses more environmentally sustainable. Resources from Living Planet @ Work, along with the expertise of 4th year students in the University of Waterloo’s Environment & Business program, a collaboration led by HP, were critical in producing this report.

Achievements include:
- 100% green powered through partnership with Bullfrog Power
- Recycling program that resulted in a 78% diversion rate
- Office-wide plastic water bottle ban resulting in over 35,300 plastic water bottles eliminated
- Responsible consumption including idle equipment and lighting power-down, temperature control policies, and toxin-free cleaning products only
- Sustainable procurement that gives priority to best environmental choices based on post-consumer waste content, low impact, Energy Star-rated, repurposed products, and vendor values

The report also outlines the company’s goals for the next reporting period, including a 5 per cent reduction in energy use, improved employee engagement strategies, and adding social initiatives.

Miratel is fully committed to protecting the planet through innovation and the efficient use of its natural resources within all aspects of our operations for years to come.
About Miratel:
Miratel is a leading supplier of fundraising services designed specifically with the needs of nonprofit organizations in mind. Since its inception in 2000, the company has successfully completed more than 45 million donor interactions earning over $1.5 billion in gross nonprofit fundraising revenue via its inbound call centre services, outbound call centre services, eBusiness support and letter shop mail house solutions. Miratel’s client base represents some of Canada’s largest and most reputable nonprofits who rely on Miratel to provide expert telephone fundraising, lottery management, online fundraising, donation processing and other donor program management services. To date, the company has experienced over 400% growth due to its exemplary quality standards, robust end-to-end services and commitment to CSR business. Miratel is PCI compliant and its critical services are backed by a business continuity plan for critical services with corporate owned disaster recovery site. To learn more about Miratel, visit http://www.miratelinc.com, or read their corporate blog at http://www.miratelinc.com/blog. Follow them on Twitter at http://www.twitter.com/miratel and Facebook at http://www.facebook.com/miratelsolutions.

About WWF Living Planet @ Work:
WWF’s Living Planet @ Work program, championed by HP, is harnessing the collective power of individuals in the workplace to tackle the greatest conservation challenges facing our planet. www.atwork.wwf.ca