

# KEY PERFORMANCE INDICATORS

CSA Group Annual Report 2004/05



What is service without trust?

What is trust without service?

What is life without both?



## Purpose KPIs

# Performance against our purpose

### Our Key Performance Indicators

CSA's purpose is to make standards work for people and business. We regularly track our performance against key indicators to demonstrate the impact we have on the world around us... just another example of Service.

Of course, standards and certification are just two influences on our world, albeit important ones. Matters of public safety, the environment and international trade are also affected by regulations, education, new technology and better ways of doing things.

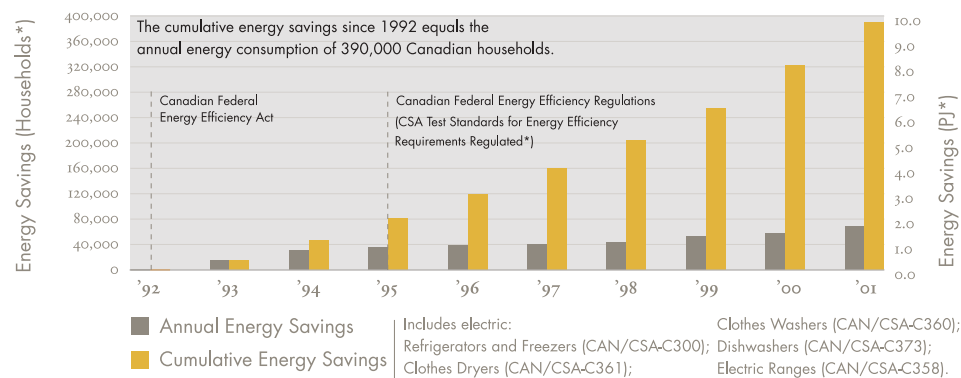
### Efficiency

#### We help consumers save precious energy

Since the 1980s, CSA has developed energy efficiency standards and related certification and testing programs for major household products. Referenced in Canadian regulations and supported by manufacturers' product innovations, these standards have contributed to significant energy savings since the Canadian Federal Energy Efficiency Act in 1992 - enough to power more than 390,000 households for 1 year.

### Energy Savings from the Use of Energy Efficient Residential Appliances in Canada

(Source NRCan, 2003)



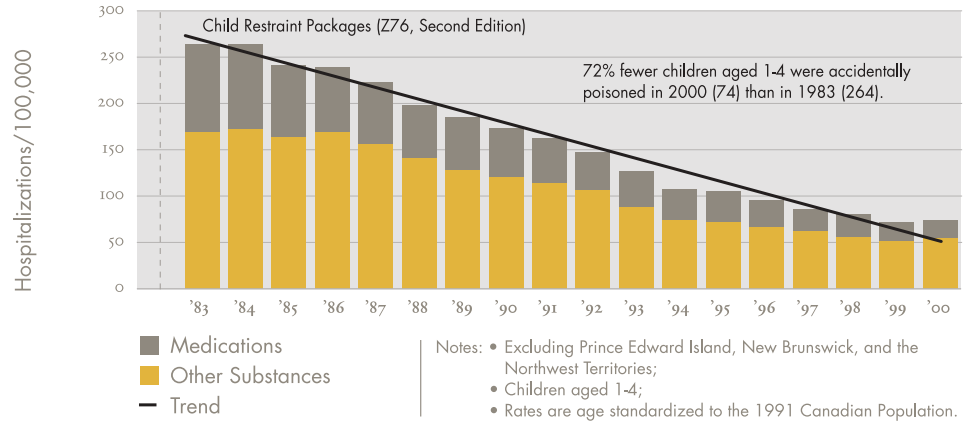
## Protection

### We help improve people's health and safety

In 1979, CSA published a standard for child-resistant packaging. In 1982, we introduced a certification program. Since then, the rate of young children being hospitalized for poisoning from medications has declined 72%.

### Children Hospitalized from Accidental Poisonings in Canada

(Source: Health Canada, analysis of data from the Canadian Institute for Health Information, 2001)



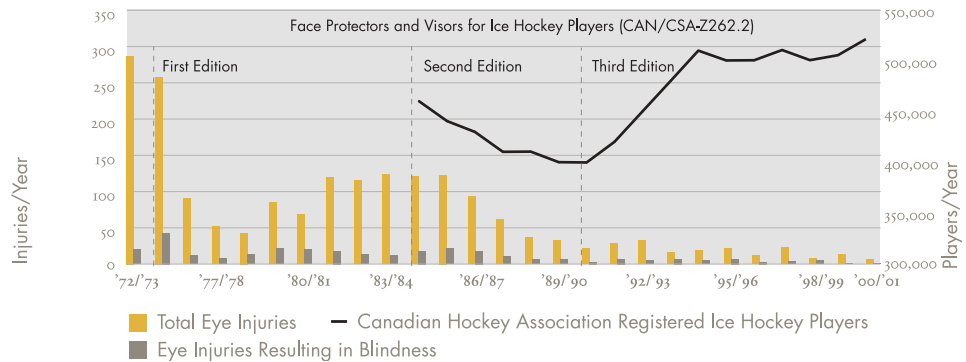
## Defence

### We contribute to the reduction of recreational injuries

It is estimated that 90% of all sports eye injuries can be prevented with proper use of the right equipment. Since CSA published standards for face protectors and visors for hockey players, the number of reported eye injuries dropped from about 290 per year to less than 10 today. CSA has been certifying hockey helmets and visors for more than 25 years.

### Ice Hockey Eye Injuries in Canada

(Sources: Dr. T. Pashby, 2002; Canadian Hockey Association, 2002)



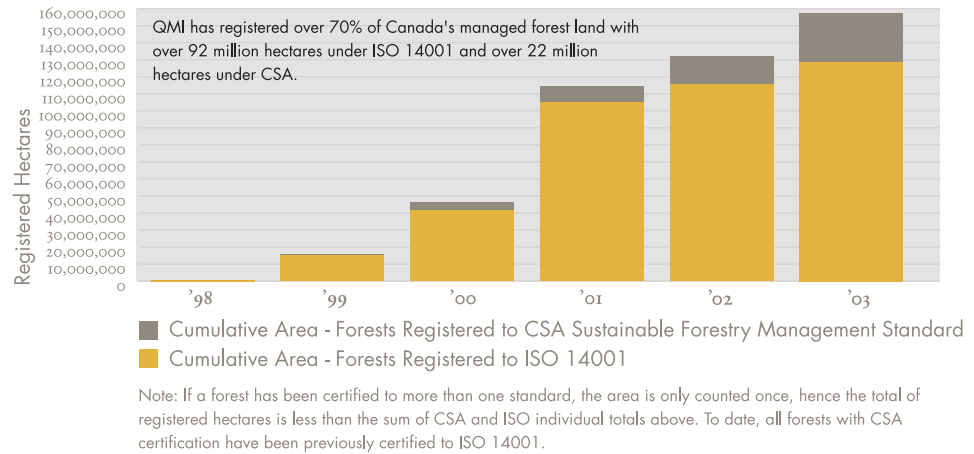
## Sustainability

### We make a difference to the environment

Over the past decade, CSA has played a leading role in developing environmental management standards, among them a national sustainable forest management standard that embraces public participation and allows for independent audits. Since 1996, QMI has registered over 70% of Canada's managed forestland to these standards - enough to fill all of Alberta and more.

### Forestry Registrations by QMI in Canada

(Source: QMI, 2004)



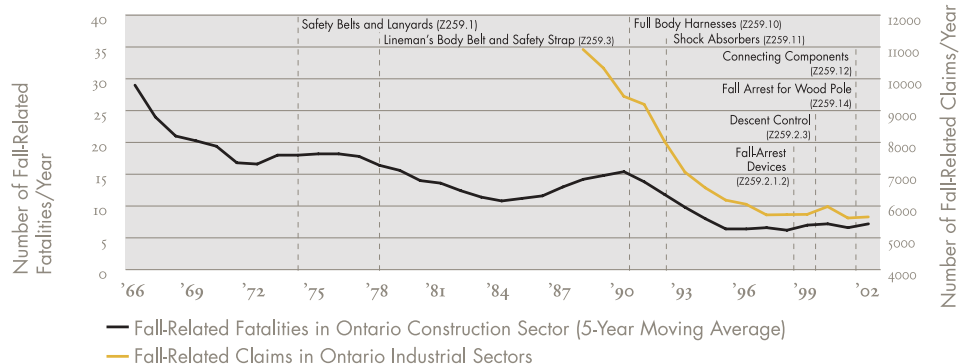
## Control

### We help reduce the number of workplace accidents

CSA first published a standard for safety belts and lanyards in 1974. It has been followed, since 1991, by standards for full-body harnesses, shock absorbers, fall arrest for wood pole, descent control and connecting components, as well as related certification programs. The frequency of fall-related accidents and claims has dramatically declined.

### Worker Fall-Related Fatalities and Claims

(Sources: Workplace Safety and Insurance Board (Ontario), 2002; Construction Safety Association of Ontario, 2002)



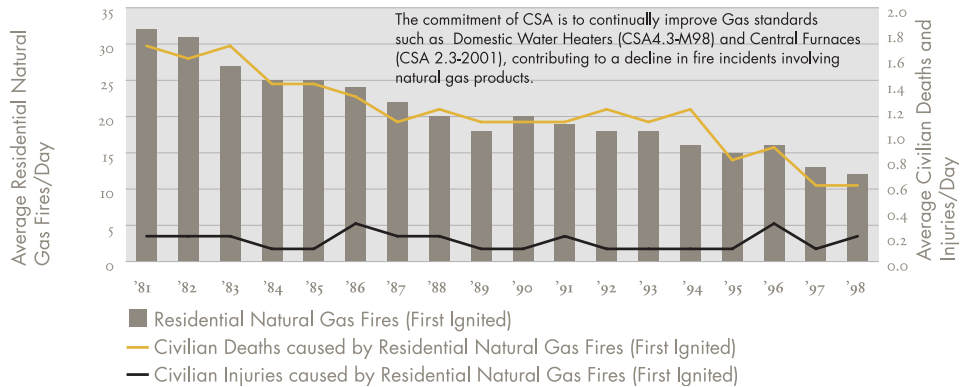
## Commitment

### We help prevent residential fires

CSA publishes an entire family of standards and certifies a wide range of products relating to electrical and gas products such as, household appliances, luminaries, gas water heaters and central furnaces. In the past 10 years, the number of household fires involving electrical or gas products in Canada and the U.S. have declined, resulting in significantly fewer injuries.

### Residential Fires from Natural Gas in U.S.A.

(Source: National Fire Protection Association, 2001)



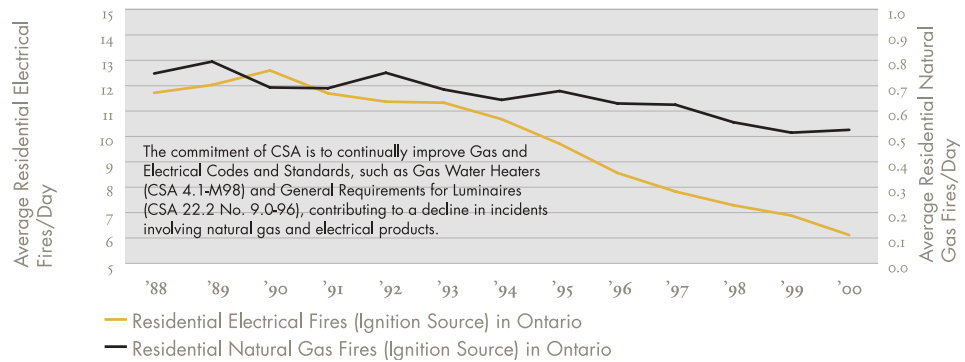
## Prevention

### We help prevent residential fires

CSA publishes an entire family of standards and certifies a wide range of products relating to electrical and gas products such as, household appliances, luminaries, gas water heaters and central furnaces. In the past 10 years, the number of household fires involving electrical or gas products in Canada and the U.S. have declined, resulting in significantly fewer injuries.

### Residential Fires from Electrical and Natural Gas

(Source: Ontario Fire Marshall's Office, 2002)



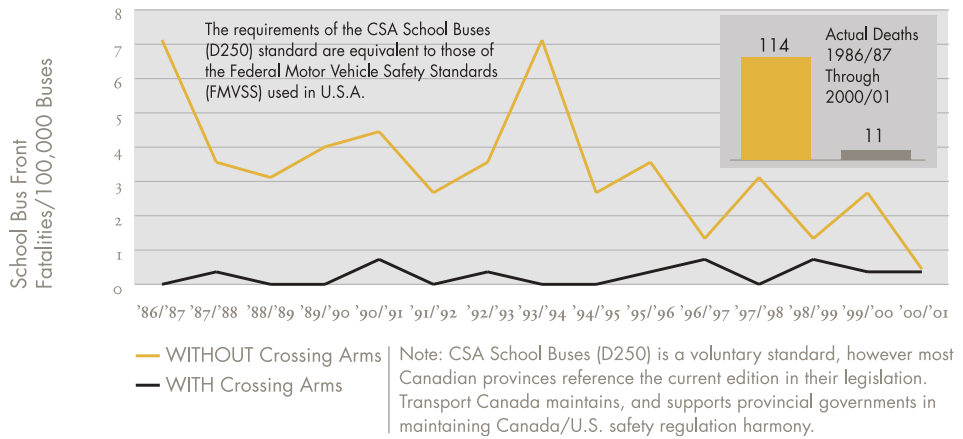
## Safeguarding

### We help save lives

Since the 1970's, CSA has developed school bus standards that now include an option for crossing arms on the front of the vehicle. CSA's front crossing arm requirement is equivalent to those contained in the U.S. Federal Motor Vehicle Safety standards. In the past 15 years, the number of deaths from buses equipped with crossing arms in the U.S. has been one-tenth the number caused by buses without the safety equipment.

### Fatalities in Front of School Buses With or Without Crossing Arms in U.S.A.

(Source: Kansas Department of Transportation, 2002)



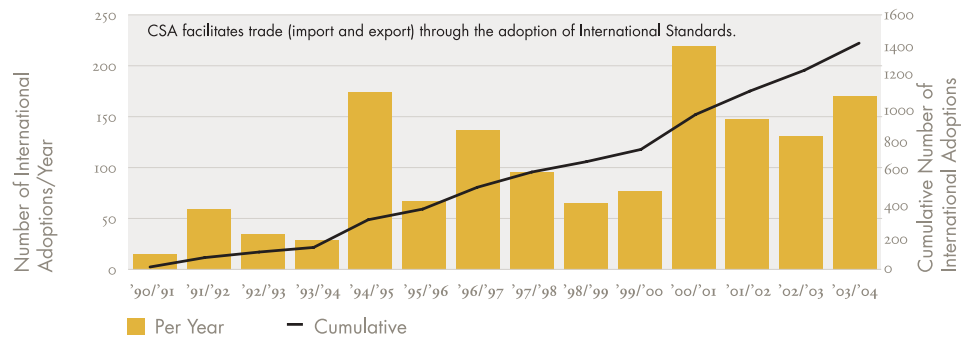
## Globalization

### We facilitate trade

As tariffs and quotas have decreased with increasing globalization, manufacturers require their products to be tested, certified and recognized internationally. Standards harmonization supports this effort. Since 1990, CSA has adopted more than 1,400 international standards.

### CSA Adoption of International Standards

(Source: CSA, 2004)



Global Network

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US



Consumer Product Evolution

**CSA Group** is a not-for-profit membership association serving business, industry, government and consumers. We are dedicated to making standards work for people and business. We comprise:

**Canadian Standards Association** which develops standards and helps people understand and apply them through information products and seminars.

**QMI** which delivers client-focused management system registration and training services and is North America's leading registrar.

**OnSpeX** which is a new, value-added concept in consumer product evaluation and consulting services, focused on consumer hardlines.

**CSA International** which provides testing and certification services for electrical, mechanical, plumbing, gas and a variety of other products. CSA's certification marks are recognized in Canada, the U.S. and around the world.



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