



– JULY 2015 –

ONGOING INITIATIVES

1. Website Biographies

Please submit your biography as well as a photo for the WECEC website. Councillors bio's and photos have been uploaded already.

2. Green Speaker Series

Potential Speakers:

Sarah Elton

Journalist and Author of *Locavore* and *Consumed*

Sarah Elton is the bestselling author of *Consumed* and *Locavore*. In her work as an author and journalist, she documents the innovative and inspiring new ways people around the world are producing food—and how we can secure a sustainable future for healthy, local food in the face of climate change and population growth.

Sarah Elton is an award-winning author and journalist. Her most recent book, *Consumed: Food for a Finite Planet*, made the national bestseller list in its first week. *Consumed* has been described by internationally renowned food writer Naomi Duguid as “A must-have for anyone interested in food.” Elton’s first book *Locavore: From Farmers’ Fields to Rooftop Gardens, How Canadians Are Changing the Way We Eat* is a national bestseller and won Gold at the Canadian Culinary Book Awards. It was also named one of Amazon.ca’s top 50 books of 2010 and is a David Suzuki Foundation Book Club pick. Her new book for kids, *Starting from Scratch: What You Should Know About Food and Cooking*, “is an intelligent introduction to food and cooking meant for children 10 or older but useful for adult beginners as well” (New York Times).

Elton is an instructor with the Fellowship in Global Journalism at the University of Toronto’s Munk School of Global Affairs and an adjunct professor with the School of Environmental Design and Rural Development at The University of Guelph, where she teaches a food politics seminar. She has written for Maclean’s Magazine, the Globe and Mail, the New York Times, and The Atlantic. She is also the food columnist for CBC Radio One’s Here and Now. She has spoken at TEDx at the University of Guelph and has debated alongside Mark Bittman of the New York Times at the Conference Board of Canada Food Summit. She also sits on the board of directors of PEN Canada.

David Noble

Witness to Environmental Leadership, Founder of 2degreesC, Author

With a unique brand of story-telling, David Noble has the rare quality of appealing to, stimulating and challenging an audience of all ages and from all backgrounds. And thank goodness, because he’s had to speak to audiences in 13 countries on five continents!

David founded the mission-driven consultancy 2degreesC in 2003. Scientists have for a long-time warned that global warming of greater than 2°C risked irreversible and catastrophic climate change. Years later, in 2009, world leaders committed together, for the first time, to limit climate warming to 2°C. Over the decade of environmental leadership and action that ensued, David has worked alongside artists and activists, energetic

kids and energy executives, national leaders and Nobel Laureates - anyone and everyone – responding, in whatever ways they could, to the environmental challenges of our time.

His work has taken him from the North Polar Region to the South, and to many places in between. He is a five-time observer of the international climate negotiations, where (among other things) he provided a leading voice in the growing international youth climate movement. He has trained repeatedly with former U.S. Vice-President Al Gore and top climate scientists to present the slideshow from the Academy Award-winning documentary film *An Inconvenient Truth*, and has authored or edited more than 50 publications in scientific journals, government and current affairs publications.

His first book, *Stepping up to the Climate Change Challenge: Perspectives on Local Government Leadership, Policy and Practice* (co-edited with Susan Gardner), was distributed to every mayor and chief administrator in municipalities across Canada. He is a founding member of Transatlantic Network 2020 and the Emerging Leaders in Environmental and Energy Policy network – both of which draw together innovative young thinkers and “doers” from across North America and Europe to facilitate learning and collaborative action on the defining issues for their generation.

Prior to founding 2degreesC, David was a visiting scholar in transboundary environmental policy at The University of Texas at Austin and for nearly two years facilitated leadership development and experiential and travel-based learning in North and South America.

Keynote topics

1. Environmental Leadership in Action: The Best from the Hero Generation.

This keynote is filled with stories that take audiences on a captivating journey of what is possible and positive. David shares the possibility of environmental leadership in all of us by making us think, helping us feel and inspiring us to act.

2. What is the most pressing question facing humanity today?

On expedition in the Greenlandic Arctic, with a comic and a book-binder, he seeded an icon for a project to identify the most pressing questions facing humanity today. In his keynote presentation, David will share what is perhaps the most important question of all.

Gianni Kovacevic Realistic Environmentalist

Realistic Environmentalist, "Scientist", Humanitarian & Story Teller Gianni Kovacevic fascinates audiences with his artful storytelling and picturesque analysis that makes complicated theories interesting and far more understandable.

His recently published book, "My Electrician Drives a Porsche?" inspires readers on how to become enlightened participants in the unstoppable trends of changing demographics, technology, and in-turn, the importance of being a realistic environmentalist.

By illustrating what makes this combination factually possible, and how it affects many aspects of our daily lives, his goal is to create a ripple effect by empowering his fellow global citizens to embrace sensible development practices.

Having coined such phrases as, 'realistic environmentalism', 'Prague syndrome' and 'The 4% Club', amongst many others, he is frequently interviewed by the media and describes himself as a "scientist" from the European sense of the word, meaning - the dynamic process of the individual research and discovery of knowledge.

Sharing his time between Vancouver and various European cities, he is fluent in English, German, Italian and Croatian and he has travelled the world extensively enabling him to uniquely articulate his life experiences to curious audiences everywhere.

Keynote Topic: Lessons on Realistic Environmentalism for the 21st century

Through artful storytelling and finely illustrated analysis, Gianni Kovacevic inspires audiences to become enlightened participants in the global shifts that are changing our world and will be for decades, if not longer. Making complicated theories interesting and accessible, he demonstrates how environmental concerns naturally figure into the economy of the future and how an awareness to the ascent of an army of new consumers can offer suggestions how anyone can participate in responsible global growth, or as Gianni will show you, realistic environmentalism.

Peter Corbyn

Special Advisor for Climate Project Canada, Environmentalist, Innovator

Peter Corbyn has been helping Canadian businesses and homeowners save energy and reduce their carbon footprint since the early 1990's.

He launched the first Employee Energy Awareness Program in Ontario, Canada in 1992 for his employer at the time, Woodbridge Foam Corporation. He was the Environment Director for the Canadian Automotive Parts Manufacturers' Association in Toronto from 1996 to 2000.

Peter is a founding board member and currently Special Advisor for Climate Project Canada, the Canadian component of a global movement of more than 3,000 diverse and dedicated volunteers from around the world. These volunteers have been personally trained by former US Vice President and Nobel Laureate Al Gore to educate the public about the science and impacts of climate change as well as solutions to address the climate crisis.

In 2007 he was awarded the Canadian National Clean Air Day Award for Excellence in Energy Efficiency Outreach. In 2008 he co-authored his first book, Cool Comforts – Bargaining for Our Survival, which has over 15,000 copies in circulation.

Peter co-founded GreenNexus, developers of environmentally focused web-based platforms that provide people, organizations, and businesses with the ability to share and publish green knowledge. GreenNexus is a multiple KIRA award winner, including Most Promising Start-up (2009) and Technology Advancement and Innovation (2011).

GreenNexus provided the social networking functionality and carbon calculator for One Million Acts of Green campaign presented by CBC and Cisco Systems during the 2008-2009 television season. The premise of One Millions Acts of Green is if we all do one act, we act as one and help the planet. One Millions Acts of Green won the overall Strategy Magazine Cause + Action 2009 Awards. GreenNexus currently hosts One Million Acts of Green in partnership with Cisco Systems.

In his keynote presentations Peter shares how to find solutions to decrease environmental impact and provides a way to engage their employees in corporate sustainability strategies.

His commercial, consumer focused and non-profit experience gives him a unique perspective on how to address sustainability issues from all viewpoints.

Peter graduated with a degree in Mechanical Engineering from the University of New Brunswick in 1987. He currently lives in Fredericton, New Brunswick, Canada with his family.

Keynote Topics

1) Greenwashing: Are you all talk?

- In this Keynote presentation, Peter separates fact from fiction when it comes to greenwashing; the practice of exaggerating corporate environmental progress. In the era of social media your actions and messaging must be consistent with each other.
- Green corporate heroes
- Transparency, transparency, transparency
- Communicating your progress internally and externally

2) One Million Acts of Green for your Organization

- In this Keynote presentation, Peter shares how the one million acts of green model can help achieve corporate environmental metrics through employee engagement.
- The best ideas may come from the floor
- The value of engaged employees
- Employee Awareness Programs

3) Corporate Sustainability: What does that mean and how do you get there?

- In this Keynote presentation, Peter simplifies the process needed to go from sustainability laggard to leader without having to spend money on 'green stuff'; from operations to purchasing to marketing.
- Identify, reduce and measure waste
- Leverage your purchasing power
- Short term and long term goals

Beverly Thorpe

Consulting Co-Director, Communications & Advocacy, Clean Production Action

Beverly has researched and promoted clean production strategies internationally since 1986 and was a co-founder of the United Nations Environment Programme for Cleaner Production. She was the first Clean Production liaison and technical expert for Greenpeace International on chemical and waste issues and during this time initiated the first English language campaigns against PVC plastic and PVC waste and helped achieve a global ban on ocean incineration of hazardous wastes.

In 2001 she worked with the US farming community and produced videos and reports to highlight the risks of GMO crops. Her work to advance Extended Producer Responsibility policy catalyzed the uptake of this zero-waste strategy in the USA and she is co-author of Clean Production Action's toolkit on producer take-back.

Her current focus is the promotion of Green Chemistry within government policy and company practices and she continues to train, teach and publish materials that advance clean production strategies internationally.

Beverley received her degree in Geography from Leicester University, UK and is a regular guest lecturer at Lund University, Sweden. She is a current board member of the Green Chemistry Network in the UK, Story of Stuff in the US and Greenpeace Canada.

Chris Early

Interpretive Biologist & Education Coordinator, University of Guelph

I am the Arboretum's Interpretive Biologist and Education Coordinator. Helping visitors understand The Arboretum is my goal. I design and create signs and brochures that allow visitors to explore The Arboretum at their own pace. I also teach a variety of workshops on topics such as birds, dragonflies and art. As well, I try to link University of Guelph students to our site by offering special lectures and tours for different departments. Keeping track of the wildlife sightings here is another of my jobs and I am happy to say we have a very diverse fauna that inhabits The Arboretum! To see photos of our recent sightings, you can go to our Flickr page by clicking [here](#).

I have written four bird field guides: [Warblers of the Great Lakes Region and Eastern North America](#), [Sparrows and Finches of the Great Lakes Region and Eastern North America](#), [Hawks and Owls of Eastern North America](#) and [Waterfowl of Eastern North America](#) published by Firefly Books. These are field guides that focus not only on identifying these birds but also cover aspects of their natural history. One of my favourite outcomes of these books is captured on this video of a 4 year old identifying hawks in my book. Check it out by clicking [here](#)!

I've also written a children's book called [Birds A-Z](#). My son, Nathan, and two of his friends (Cameron and Rhiannon) and I have published a book on dragonflies for families called [Dragonflies: Catching, Identifying, How and Where They Live](#). My daughter, Skye, and I have published a similar book on caterpillars called [Caterpillars: Find, Identify, Raise Your Own](#). Both of these books are designed for families to go out on their own and learn about insects in a meaningful and hands-on way. We are currently working on the next books in the series (Owls, Pond Life, Animal Tracks and Feeder Birds).

I am a leader for [Quest Nature Tours](#), a Canadian tour company that takes people all over the planet to discover nature. I have led tours to the Canadian Arctic, Greenland and southern Ontario as well as 9 safari tours to Kenya and Tanzania. I have also led two tours of the Galapagos Islands and a Royal Ontario Museum tour to South Africa. My next tour is to Namibia, Botswana and Victoria Falls. My other naturalist pursuits include sketching, wildlife watching and cottaging. I'm also a soccer coach and play basketball and soccer regularly.

Dr. Steve Marshall

Professor and Collection Director, University of Guelph Insect Collection

No biography available. Jesse to provide more information as needed.

3. Reports to Council

Report No. 90 of the Windsor Essex County Environment Committee:

The Windsor Essex County Environment Committee at its meeting held June 25th 2015 approved the following Report as follows:

Moved by D. Coronado, seconded by J. Gardner Costa,

That the following recommendations **BE APPROVED** by City and County Councils:

1. Officially recognize the Right to a Healthy Environment, through a Municipal Declaration or equivalent measure;
2. Respect, protect and fulfill the right to a healthy environment within municipal boundaries, and
3. Encourage provincial and federal action to protect the right to a healthy environment for all Canadians.

And further, that the following proposed amendments to the Municipal Declaration (**attached** as Appendix “A”) **BE ADDED** to:

- Include a concrete action that the Federal government can strive towards; and
- Include interim targets and timelines for implementation within the 20 year strategic plan.

Carried.

This report was approved at the July 22nd Environment, Transportation & Public Safety Standing Committee meeting.

WECEC BUDGET – SUMMARY

2015 Budget			
Expense	Credit	Expenditure	Status
2015 Budget	\$8,000.00		
Website domain renewal		\$30.00	Committed
Website hosting fee		\$400.00	Committed
Pat on the Back		\$2,253.00	Spent
Green Speaker - Promotional Materials		\$3,000.00	
Education and Outreach		178.08	Spent
Totals	\$8,000.00	\$5,861.08	
ESTIMATED TOTAL REMAINING		\$2,138.92	