



– JUNE 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. WECEC Priorities and Work plan (draft)

Below are some topics/initiatives that have been discussed as being important to WECEC members to focus on for the 2015-2018 term:

- Greening the City – specifically more green roofs and other types of green infrastructure
- Walkability, complete streets, trails, active transportation
- Private tree cutting bylaw
- How to effectively advise City Council
- How to get direction from Council to comment on reports
- Engaging the County
- Pollution issues, cancer causing environmental issues
- Right to Know by-law
- Parkway natural areas
- Continuation of the Pat on the Back awards
- Continuation of Green Speaker Series events

3. 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

4. Reports to Council

None pending at this time.

WECEC BUDGET – SUMMARY

2015 Budget			
Expense	Credit	Expenditure	Status
2015 Budget	\$8,000.00		
Website domain renewal		\$28.67	Committed
Website hosting fee		\$427.10	Committed
Pat on the Back		\$2,500.00	Committed
Green Speaker -		\$1,000.00	Committed
Green Speaker -		\$1,000.00	Committed
Green Speaker -		\$1,000.00	Committed
Promotional Materials Education and Outreach			
Totals	\$8,000.00	\$5,955.77	
ESTIMATED TOTAL REMAINING		\$2,044.23	