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Pollution Probe's Exclusive Donor Newsletter



FALL 2011

DONOR PROFILE:

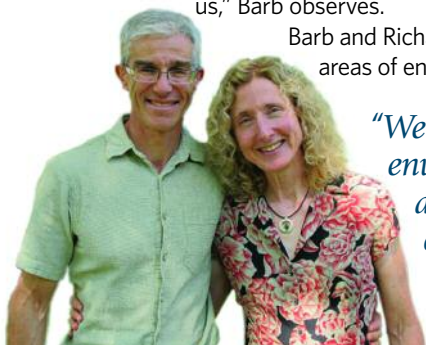
Couple Finds Passion... for Pollution Probe!

Barb Campbell and Richard Ehrlich each began donating to Pollution Probe in the mid-1980s, before they knew one another. Barb notes, "It was one of the first environmental charities - if not the very first - that I supported, and that was at a time when I was a new graduate without much money to spare."

When they met, Barb, now an IT consultant, and Richard, a dentist, discovered a shared passion for the environment and continued to support Pollution Probe together. "Over the years, as our environmental concerns have grown and evolved, Pollution Probe has grown and evolved along with us," Barb observes.

Barb and Richard follow Pollution Probe's work in the areas of energy, climate change and air pollution

"We have focused our own environmental volunteer work and household efforts on energy efficiency, renewable energy and climate change."



with particular interest. Recent examples of this work include the release of Pollution Probe's *Primer on Energy Systems in Canada* and the accompanying cross-Canada workshop series to promote energy systems literacy. Pollution Probe also played an important role in the development of two major environmental initiatives over the past year: the first comprehensive national framework on air emissions in Canada and the first Canada-wide regulations to limit greenhouse gas emissions from new passenger cars and light trucks.

"We have focused our own environmental volunteer work and household efforts on energy efficiency, renewable energy and climate change. These are all areas where Pollution Probe has done good work," Barb comments, adding that making a strong connection between the environment and human health is critical. "Climate and smog science can be difficult to explain.... When we emphasize health issues, I think that it drives the point home more easily and in a more personal way."

We thank Barb and Richard for their dedicated support and will continue to do our best to help raise awareness of the health-environment nexus.

MESSAGE FROM THE CEO

Mentoring students and young professionals is one of Pollution Probe's long-standing commitments. That is why I am dedicating this space to our brilliant summer interns.

Julia Duchesne is pursuing a combined BA in Biology and the History of Science and Technology at the University of King's College and Dalhousie University. She was part of the team that made this year's Clean Air Commute the most successful ever. Karissa Hurl attends the University of Western Ontario, working towards an Honours Specialization in Geography with a minor in Sociology. She helped organize our cross-Canada workshop series on energy systems literacy and our fall gala fundraiser. Dawn Striffler is studying for a master's degree in Environmental Policy and Communications at York University and contributed to our electric vehicle research and preparations for our upcoming conference on low-carbon fuel standards for Canada. Ankit Gosain is studying Business Management at Western and supported our finance department.

It has been an honour and a pleasure to work alongside such bright and talented students, and I wish them all success! Though they may not realize it, our interns teach us as much as they learn from us.

Your support helps Pollution Probe to engage the next generation of civic leaders and to foster among them a long-lasting passion for environmental awareness and stewardship.

Sincerely,

Bob Oliver, CEO, Pollution Probe



Bob Oliver with interns.

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FEEL ERIE-LY SUPERIOR

Photo: Fisheries and Oceans Canada



Sea lamprey, Great Lakes invader

The Great Lakes are one of the largest sources of freshwater on Earth. And the Great Lakes Basin has grown into one of the most powerful economic and culturally diverse regions in the world – coincidence? Development and the environment have shaped each other as the history of the Great Lakes region has evolved. What is the story of these truly great lakes?

Pollution Probe has developed a series of fact sheets that look at some of the most important and most talked about issues affecting the future of the Great Lakes. Each issue – algal blooms, biodiversity loss, climate change, invasive species, land use, harmful pollutants, energy, infrastructure, economy, society and governance – is examined from multiple angles, including environmental, societal and economic impacts.

The goal of this series is to help connect the dots between the issues and their impacts on industry, communities, the environment and you. Look for the release of Pollution Probe's Great Lakes Fact Sheets this fall.

CELEBRATING INNOVATION



Pollution Probe's 2011 Gala Dinner fundraiser will take place on the evening of Wednesday, November 23, at the Fairmont Royal York Hotel in Toronto.

Each year, the Gala brings together approximately 400 to 500 leaders and supporters from industry, government, law and academia for an evening of networking and celebration. The theme of this year's Gala is innovation, reflecting the premise that significant environmental change needs positive, tangible innovation.

We are pleased that Dr. Feridun Hamdullahpur, President, University of Waterloo, will give the evening's keynote address, focusing on the need to foster innovation that benefits the environment and drives sustainable development.

Proceeds from the Gala support Pollution Probe's work to advance public policy that results in environmental improvement. If you would like to attend the Gala, individual tickets are available for \$350. For details, please contact Derek Welosky, Manager, Corporate Events, at 1-877-926-1907 or dwelosky@pollutionprobe.org.

WHAT YOU REALLY THOUGHT

In August 2010 and March 2011, Pollution Probe conducted a survey of its donors to find out more about you, your priorities and your thoughts about Pollution Probe. We appreciate the time that you took to participate, and we trust that you have already begun to see some changes based on your feedback (our revamped newsletter being one of them). Here are some of the key survey results:

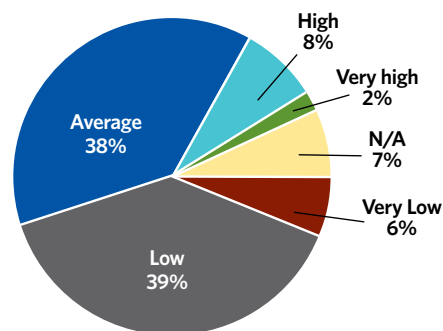
What priority do you place on the different areas of Pollution Probe's expertise in terms of your needs and the needs of your community?

- Water emerged at the top, followed by climate change, chemicals management, energy, transportation and consumer engagement/market transformation.

What do you see as Pollution Probe's strengths?

- Credibility, independence, information and determination
- Its commitment to educating the public about the environment
- The development and promotion of policy responses based on scientific understanding
- The ability to work collaboratively and to produce results

Donors' perceived level of public awareness about Pollution Probe



Where could Pollution Probe improve?

- Become more of a national presence
- Foster more recognition among the public and media

What do you like about being a Pollution Probe supporter?

- Giving a little help to protect the environment
- Ensuring that there is a strong, clear voice to identify real issues and real solutions
- Hoping I can make a difference

You do. And we thank you.

IN THE GREEN ROOM

WITH MINISTER WILKINSON

"In the Green Room" asks prominent Canadians from all fields about their thoughts on environmental issues. In this edition, we hear from the Honourable John Wilkinson, Minister of the Environment for the Province of Ontario.



Q: What do you think is a critical environmental challenge before us?

A: To leave a better world for our children, we must break our addiction to fossilized carbon. It is the only way to mitigate the impacts of climate change. That is why in Ontario we have passed the landmark *Green Energy Act* and now lead North America in phasing out dirty, coal-fired plants. At the same time, climate change adaptation is an increasingly pressing challenge. Ontario has developed a comprehensive Adaptation Strategy & Action Plan, making us a leading jurisdiction in Canada.

Q: What are you personally doing about it?

A: At home, we focus on great, locally grown food. It is better for you, supports Ontario farmers and reduces our carbon footprint. My wife and I recently replaced our old

six-cylinder cars with new, substantially more fuel-efficient four-cylinder cars. We are saving money on gas and reducing our carbon footprint but still enjoying good performance.

Q: What should we be doing about it?

A: There are simple, everyday things that we all can do to reduce our carbon footprint. If you commute to work, remember that taking public transit, carpooling or driving a more fuel-efficient car can save you money and time and help the environment. At work and at home, it has never been easier to practice the three Rs (reduce, reuse, recycle) by using both your blue box and green bin. But don't forget, nothing is better for the environment than conservation.

Disclaimer: The views expressed are those of the interviewee and do not necessarily reflect the views of Pollution Probe.

2011 CLEAN AIR COMMUTE BLUE US AWAY!

Pollution Probe's 19th annual Clean Air Commute was a record success, with 189 workplaces and almost 19,000 participants (up 33 per cent from 2010) taking part in the friendly competition. From June 13 to 19, participants walked, biked, carpooled, telecommuted and took public transit to work instead of driving alone. One employee even commuted by kayak!

The final tally is in, and together, we logged more than three million kilometres of travel and prevented 480 tonnes of pollution from entering the atmosphere!

Special recognition goes out to:

- **Joe Muller**, recipient of the inaugural Spirit Award, honouring an individual's commitment to Clean Air Commuting. Joe pedalled to work on his yellow "banana bike" velomobile, a 135 km round trip from Toronto to Hamilton.
- **Enbridge**, recipient of the Commuter Cup for being the energy sector workplace with the highest participation rate.

Thank you to our 2011 sponsors and supporters – Ontario Ministry of the Environment, Sun Life Financial, Parsons, Imperial Oil Foundation, Enbridge, Metrolinx, CAA South Central Ontario, Sobeys and Procter & Gamble – and to all of our participants for being part of the **BLUE** movement!



Spirit Award winner Joe Muller

Ask Pollution Probe

This is your chance to ask an expert at Pollution Probe about environmental issues that are important to you. Send your questions to editor@pollutionprobe.org. If we select your question for publication, you will receive a free Pollution Probe primer of your choice!

Q. What does a smart meter do? What are the benefits of having one installed?

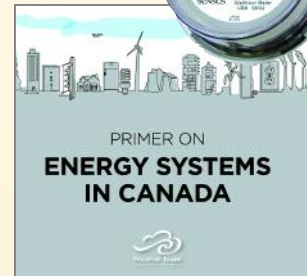
A. Smart meters track electricity usage by time of day, usually on an hourly basis. Because the price of producing electricity varies depending on the sources used to generate it throughout the day, smart meters make it possible to track the actual cost of electricity generation and to base pricing on that cost. This pricing model is called time-of-use pricing.

Smart meters are an essential component of a smart energy grid, enabling two-way communication between end-users and utilities. End-users can use the information provided by their smart meters to modify their patterns of electricity consumption, reducing their overall energy use and the price that they pay for it. Utilities can use the information to manage demand and supply requirements

more efficiently. For example, with the agreement of the homeowner, often in exchange for a reduced energy charge or other incentive, the utility can send a signal through a smart meter to a controller in an end-use device, such as an air conditioner, to turn it off or to change temperature settings.

The reduction of peak demand resulting from the "smart" use of electricity can significantly reduce the cost and environmental impact of the electricity system.

For more information, see Pollution Probe's *Primer on Energy Systems in Canada*, available for download at www.pollutionprobe.org/energy/energyliteracy/.



PLEASE SUPPORT POLLUTION PROBE

Join Probe's **Environmental Protection Team** by making pre-authorized monthly contributions to provide ongoing financial support. This helps to establish a stable and reliable source of funding that allows Pollution Probe to plan its work into the future. Other ways to give:

Make a Single Donation to help Pollution Probe achieve positive and tangible environmental change. Donations to our general funds are key to the overall success of our work; you may also designate your contribution for a specific program or project.

Donate in Someone's Name to celebrate a special occasion or to honour the memory of a special person. This is a meaningful way to recognize or to remember those who have made a significant impact on you, your family or your colleagues.

Preserve the Future through a planned gift, leaving your own legacy to the environment by supporting an organization that you know and trust.

A secure donation can be made online at www.pollutionprobe.org or by contacting Annual Giving Manager Tatiana Slobodcicov, CFRE, at 1-866-926-1907 or donations@pollutionprobe.org.

Thank you for being passionate about the environment!

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