

# P<sup>2</sup>

Pollution Probe's Exclusive Donor Newsletter



SUMMER 2011

DONOR PROFILE:

## Rupen Seoni's 19-year Giving Trend

Rupen Seoni has been donating to Pollution Probe for so long that he cannot remember when he started. When we told him that our records indicate that he has been a donor for 19 years, he was astonished, noting, "I may not remember when I first got involved with Pollution Probe, but environmental awareness, research and lobbying have always been important to me."

Rupen is a Vice President at Environics Analytics, one of Canada's premier marketing and analytical services companies. His team specializes in helping private and public sector organizations understand population trends, segmentation and

*"If we learn to value fewer, smaller, higher quality things, then I think that we would see a large reduction in pollution and waste."*

performance benchmarking. Rupen has broad industry experience and holds a master's degree in urban planning from the University of Toronto.

Pollution Probe's approach to environmental challenges, specifically its focus on finding solutions based in sound science and fact-based research and analysis, is important to Rupen. Also of interest is Pollution Probe's emergence as a clean technology advocate. "I believe reducing pollution comes partly from better technology. There also has to be a reprioritization of what's important in our lifestyles. So much of the pollution in our society comes from the over-consumption of everything from food to land to housing to goods," he explains. "If we learn to value fewer, smaller, higher quality things, then I think that we would see a large reduction in pollution and waste."

Rupen has supported Pollution Probe all these years because he believes that, at its heart, the organization is a fair and staunch advocate for what is best for society and the environment. Pollution Probe is honoured to have earned Rupen's steadfast trust and support and is committed to continuing to deserve it.



## MESSAGE FROM THE CEO

It is my pleasure to welcome to Pollution Probe our new Manager of Annual Giving, Tatiana Slobodcicov. As a Certified Fund Raising Executive and an active member of the Association of Fundraising Professionals, Tatiana is committed to working with you, our donors, to advance Pollution Probe's important advocacy work.

Tatiana will be managing our donor and charitable operations, including pledges, one-time donations, monthly giving, bequests, gifts of stocks and employee matching gift programs, among others. She will be your window to all donor-related activities and will be here to answer your questions. You can reach Tatiana at 1-877-926-1907 or [tslobodcicov@pollutionprobe.org](mailto:tslobodcicov@pollutionprobe.org).

Donations are critical to our success. Tough government regulations can take years to develop, and Pollution Probe needs to be involved every step of the way to ensure the best environmental outcome for all Canadians. Charitable gifts allow us to mobilize leading scientists and top experts in the promotion of practical solutions, and active donors help us to maintain independence in our analyses and recommendations. This is particularly important as we engage with government and the private sector in the pursuit of innovative programs.

As Tatiana reaches out to you, please consider how crucial your support is to Pollution Probe's success and give generously. With your help, we will continue to tackle the difficult environmental challenges that lie ahead.

Sincerely,

Bob Oliver, CEO, Pollution Probe



Bob Oliver with Tatiana Slobodcicov

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# WE RECYCLE!

## CELEBRATING THE LIFE OF JACK MCGINNIS

By Rick Findlay

The Blue Box is an icon of recycling. You can thank Jack McGinnis for that.

In 1971, Pollution Probe published a report stressing the need for recycling. Soon after, Jack initiated recycling in The Beaches area of Toronto and formed a company offering consulting services in recycling and waste management.

While at Environment Canada, I hired Jack to help develop and test a source separation recycling program at Canadian Forces Base Borden (CFB Borden). The results were clear: milk-crate-based "Blue Box" prototypes made recycling more convenient and more popular.

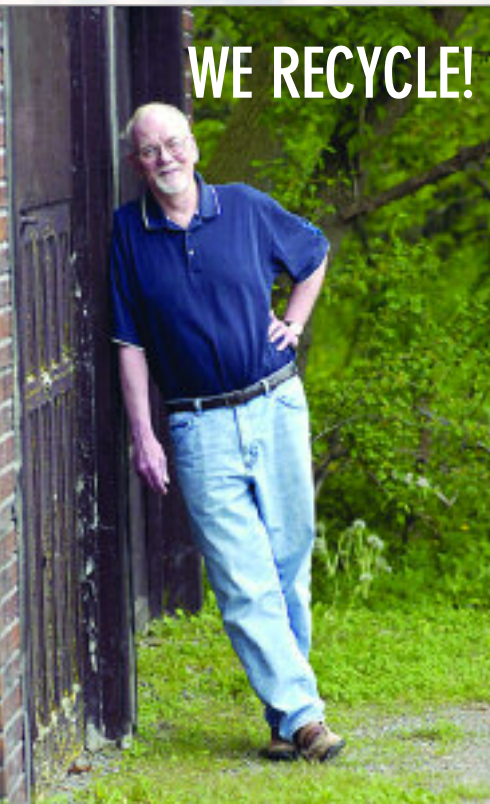
At Pollution Probe's Garbage Fest '77, Jack shared his recycling experience at CFB Borden with Laidlaw, which went on to pilot a Blue Box project in Kitchener, Ontario. By 1981, the Blue Box was launched as a commercial reality. Jack came up with the slogan "We Recycle", and his company went on to introduce that slogan on every Blue Box around the world.

Jack and I were often called upon to clarify the origins of the Blue Box, and we got together again in 2010 to co-author "The History of the Blue Box", now posted on Wikipedia.

Jack passed away on January 29, 2011. His Blue Box legacy lives on worldwide. We remember, Jack. We Recycle.

*Rick Findlay was the director of Pollution Probe's Water Programme from 1998-2008.*

*Jack McGinnis, Blue Box pioneer*



## WE'RE LOOKING TO ADD A TONNE OF BLUE!

According to Ontario Medical Association estimates for 2005, illnesses caused by air pollution cost the province more than \$507 million in healthcare and employers more than \$374 million in absenteeism and lost productivity.

It's time to make a difference. Be a part of the BLUE movement.

Now in its 19th year, Pollution Probe's Clean Air Commute™ is a week-long, friendly competition among workplaces that encourages employees to choose cleaner modes of transportation - walking, cycling, public transit, carpooling, telecommuting - rather than driving to work alone. Last year, approximately 14,000 employees from more than 150 workplaces participated, preventing the release of more than 500 tonnes of air pollutants. It's

easily the **BLUEST** week of the year!

Participate in the 2011 Clean Air Commute from June 13-19 and see how much **BLUE** you can do! Visit [www.cleanaircommute.ca](http://www.cleanaircommute.ca) for more information.

We are also interested in hearing from you, as we continue to improve and to expand the program. If you have suggestions for the Clean Air Commute, please contact Derek Welosky, Manager, Corporate Events, at 1-877-926-1907 or [dwelosky@pollutionprobe.org](mailto:dwelosky@pollutionprobe.org).

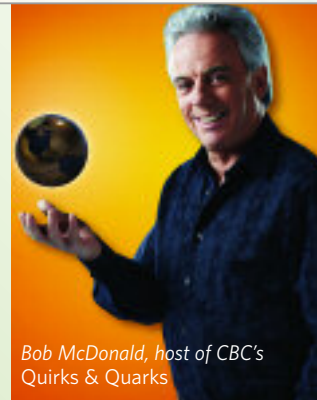
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## IN THE GREEN ROOM

WITH BOB McDONALD

"In the Green Room" is a new P<sup>2</sup> feature that asks prominent Canadians from all fields – the arts, business, media, politics, science – about their thoughts on environmental issues. In our inaugural article, we hear from Bob McDonald, the host of CBC Radio's Quirks & Quarks and one of Canada's best known science journalists.



Bob McDonald, host of CBC's Quirks & Quarks

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

**A:** Water is the issue of the 21st century, both quality and quantity. Canada holds 20 per cent of the world's fresh water, yet we still have quality issues in every major centre. As the world warms and populations grow, the situation will become more intense.

**Q: What are you personally doing about it?**

**A:** I refuse to drink bottled water, have installed low flush toilets and efficient shower heads in my house, and do not use antifouling paint on the bottom of my sailboat.

**Q: What should we be doing about it?**

**A:** Locally, I would like to see a Great Lakes Challenge where we make the water clean enough that you can dip a glass into the lake and drink it without getting sick. And a politician should take the first drink. Internationally, Canada should expand its existing efforts to bring clean drinking water to developing nations.

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

## TRY THE TOXIC SOUP



Given the range of information about toxic substances, understanding what is harmful, to whom or to what, and how and when can be confusing. No wonder the Hatter went mad!

The management of toxic substances is a complex issue with many uncertainties, yet it is unquestionably important because it affects not only our lives but also those of generations to come.

Pollution Probe's forthcoming *Primer on Toxic Substances* provides the information that you need to participate more fully in discussions and activities aimed at minimizing the release and use of toxic substances. The primer summarizes the current understanding of toxic substances, how they are identified, their potential effects on human health and the environment, and possible sources of exposure. It surveys the roles played by governments, industry and individuals and the action that we can all take to foster a safer, healthier future. Available this summer at [www.pollutionprobe.org](http://www.pollutionprobe.org).

## NO BORDERS AT NEW DIGS



Ontario Minister of the Environment, John Wilkinson, delivering opening remarks

As of May 2, 2011, Pollution Probe is located at **150 Ferrand Drive, Suite 208**, near the Ontario Science Centre in Toronto.

One of the first events to take place at our new offices was the formal Canadian launch on May 5, 2011, of the Secretariat of the Commission for Environmental Cooperation's (CEC) report, *Destination*

*Sustainability: Reducing Greenhouse Gas Emissions from Freight Transportation in North America*. The event included opening remarks by Ontario Minister of the Environment, John Wilkinson, and was well attended by public and private sector executives. Established as part of the North American Free Trade Agreement, the CEC is a trinational body (Canada, the U.S. and Mexico) that examines environmental matters arising from continental trade. Pollution Probe was a member of the CEC Secretariat's advisory group on the report and hosted the event. For more information about the report and its findings, visit [www.cec.org](http://www.cec.org).

# 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](mailto:editor@pollutionprobe.org). If we select your question for publication, you will receive a free Pollution Probe primer of your choice!

**Q.** The Canadian federal government has “guidelines” for allowable mercury emissions from incinerators. How are these guidelines enforced?

**A.** In June 2000, the Canadian Council of Ministers of the Environment, which consists of federal, provincial and territorial environment ministers, announced Canada-wide Standards (CWS) for Mercury Emissions that apply to waste incineration. Each jurisdiction can implement the standards in a manner that best suits its individual circumstances.

For example, Ontario adopted the CWS for Mercury Emissions in a 2004 guideline that establishes Ontario-specific limits for emissions of mercury, as well as dioxins and furans, applicable to four types of waste incinerators (municipal, biomedical, sewage sludge and hazardous). These limits are applied by the Ontario Ministry of the Environment when approving new incinerators and changes to existing ones. Emissions testing and reporting to the Ministry are required.



Because the guideline states that it supplements relevant regulations, it is enforced per the *Ontario Environmental Protection Act*.

For more information on mercury, consult Pollution Probe's *Mercury in the Environment: A Primer* at [www.pollutionprobe.org](http://www.pollutionprobe.org).

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**Editor-in-Chief**

Jillian Hermansen

**Writer**

Linda Klaamas  
Fouled Language

**Editor**

Ann Martin  
ReVision Editorial Services

**Production Manager**

Husam Mansour

**Contributors**

Melissa DeYoung  
Rick Findlay  
Jillian Hermansen  
Linda Klaamas  
Bob Oliver  
Tatiana Slobodcicov  
Derek Welosky

**Layout**

Denyse Marion  
Art & Facts Design Inc.



208-150 Ferrand Drive  
Toronto, Ontario M3C 3E5

**T** 416-926-1907 **F** 416-926-1601

**Toll Free** 1-877-926-1907

**E** [pprobe@pollutionprobe.org](mailto:pprobe@pollutionprobe.org)

[www.pollutionprobe.org](http://www.pollutionprobe.org)

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