

# P<sup>2</sup>

## Pollution Probe's Exclusive Donor Newsletter



WINTER 2012

DONOR PROFILE:

### This "Two Minutes" Has 19 Years

In September 2011, Pollution Probe established the Marjorie Lamb Fund for Employee Development, which supports professional development opportunities for Pollution Probe's staff.

Who is Marjorie Lamb? Writer, consultant, radio and television personality. Environmentalist. That lady in the hat.

And 19-year member of Pollution Probe's Board of Directors.

In 1989, Marjorie had a weekly spot on CBC Radio called *The Two Minute Environmentalist*, in which she gave quick and simple tips to listeners on ways that they could be less wasteful and kinder to the planet. This was later developed into a weekly television spot on CBC Newsworld, and her book, *Two Minutes a Day for a Greener Planet*, was published in 1990.

*"I was extremely honoured and humbled recently when Pollution Probe instituted the Marjorie Lamb Fund for Employee Development."*



Marjorie had always been interested in Pollution Probe and its work, and after attending one of its events, was invited to sit on the Board of Directors. "I never thought then that I would stay for 19 years!" she exclaims.

Marjorie retired from Pollution Probe's Board in January 2011. Currently, she specializes in environmental and energy issues and believes that climate change is the most serious and pressing challenge that we face. Of great importance to Marjorie are Pollution Probe's work on energy conservation and efficiency, as well as on renewable energy, and its collaborative and scientific approach to addressing environmental issues.

"I was extremely honoured and humbled recently when Pollution Probe instituted the Marjorie Lamb Fund for Employee Development. The staff at Pollution Probe is hard working and dedicated, passionately committed to environmental sustainability and well deserving of the opportunities that the fund may afford them," she says, adding, "I'd be thrilled if donors would like to designate a portion of their donations toward this fund."

Who is Marjorie Lamb? A presence on our Board that will be missed. Thank you, Marjorie – for your energy, your dedication, your passion ... and for two minutes that lasted 19 years.

### MESSAGE FROM THE CHAIR: A VIEW TO THE FUTURE

As the new Chair of the Board of Directors, I welcome the opportunity to work with Pollution Probe's Board members, executive team and first-class staff to identify and to implement solutions to Canada's seemingly intractable environmental, social and economic challenges (otherwise referred to as sustainable development).

I believe Pollution Probe is well situated to address Canada's sustainability challenges for three key reasons: (1) a near 40-year history of earned respect and gravitas; (2) an ability to organize diverse stakeholders to identify practical solutions to multi-dimensional problems; and (3) an ability to mobilize ideas into action.

It is my view that Pollution Probe should take the expertise that it has honed largely, but not exclusively, in Ontario, and to further expand the geographic and disciplinary domain of its interests and abilities Canada-wide. Consistent with this vision, I believe that my role will be to work with Pollution Probe's executive team to forge key alliances that will help us all realize a future for Canada that is truly sustainable.

Dr. Blair Feltmate  
Chair, Pollution Probe Board of Directors



*Dr. Blair Feltmate is the Chair of the Climate Change Adaptation Project (Canada), and an Associate Professor and Director of the Sustainability Practice program in the Faculty of Environment at the University of Waterloo.*

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## IT'S IN THE SYSTEM

Pollution Probe's *Primer on Energy Systems in Canada* explains that energy systems can be thought of as the interconnected elements of technology and infrastructure that transform natural sources of energy into useful services that deliver access, convenience, comfort and other amenities. These systems have evolved to respond to the demand for energy arising from the choices that individuals - all of us - make every day.

The energy systems that we choose to build in the coming decade will determine, in part, the future of this country, its people, its prosperity, its international relevance and its culture. To identify the opportunities for improving the way that we produce, distribute and use energy, we need to understand how all of the elements of Canada's energy systems currently tie together.

Using concepts from the primer, Pollution Probe built a series of workshops that allowed us to consult with experts across the country on the development of a national program to increase energy systems literacy. Workshops took place between February and September 2011 in Toronto, Vancouver, Halifax, Calgary, Montreal and Ottawa, gathering input and advice from more than 220 participants from industry, government and civil



*Halifax workshop participants building their own energy systems pyramid*

society groups, as well as experts in energy systems and education.

Pollution Probe is currently synthesizing the information gathered through the workshops into a road map for developing a comprehensive strategy to enhance energy systems literacy in Canada.

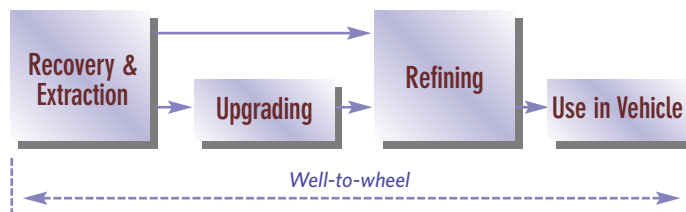
If you would like to learn more about Pollution Probe's Energy Literacy Initiative, visit [www.pollutionprobe.org/energy/energyliteracy/](http://www.pollutionprobe.org/energy/energyliteracy/). To send us feedback or to get involved, please contact us at [pprobe@pollutionprobe.org](mailto:pprobe@pollutionprobe.org).

## BC DRIVES STANDARD

Life cycle analysis is a field of study that considers the environmental impacts of products at every stage of their manufacture, use and disposal. For transportation fuels, the life cycle greenhouse gas emissions (GHGs) include those produced during the extraction of oil, its refinement into fuels and their combustion in the vehicle. To reduce emissions over this entire life cycle, governments are turning to low-carbon fuel standards (LCFS) as a policy option.

LCFS require a reduction in the carbon intensity of the transportation fuel life cycle. This could be achieved through a combination of oil production and refinery efficiency improvements, blending of renewable biofuels into gasoline and diesel, use of alternative fuels such as natural gas or electricity, and improvements in vehicle engine and transmission efficiency.

The Government of British Columbia is, to date, the only jurisdiction in Canada that has a regulated LCFS. But because of issues raised by the regulated parties, the standard was effectively suspended in 2011 while the government conducted a policy review. As part of this review, the government invited Pollution Probe to run a two-day conference in Victoria to bring the various



From "Life Cycle Assessment of Oil Sands Technologies," presented by Joule Bergerson of the University of Calgary.

parties together to take stock of the issues, to address the complexities of LCFS and to find solutions.

More than 100 representatives and experts from the oil and gas industries, biofuel and synthetic fuel suppliers, vehicle manufacturers, environmental organizations and academia from across North America and even Europe attended the October session.

The conference proceedings and recommendations are expected to inform LCFS considerations not only in British Columbia, but also in other jurisdictions in Canada and the United States.

## IN THE GREEN ROOM

WITH TRISH LINDSTRÖM

"In the Green Room" asks prominent Canadians from all fields about their thoughts on environmental issues. In this edition, we hear from Trish Lindström, an award-winning actress who has appeared on stage, film and television, and is currently with the Soulpepper Theatre Company in Toronto. In 2000, Trish began "taking photographs with awareness," using exhibit proceeds to help finance sustainable projects in rural Guatemala and Uganda ([www.trishlindstrom.com](http://www.trishlindstrom.com)).



Photo by Cylla von Teidemann for Soulpepper Theatre

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

**A:** In 2008, an average of 1,031 kilograms of waste per person was handled across Canada. Factories are supplying new goods at a rate that is in tune with Western consumers' demands, but that is grossly disproportionate to what necessity requires.

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

**A:** As a rule, I try not to buy anything new and make a conscious effort to use what I already have. Items that

seem "worn out" or "toast" are often still useful (broken tea pot + glue = flowerpot, etc.).

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

**A:** If more people were to make a conscious effort to curb their shopping habits – like moving to a 60:40 ratio of used to new items – it would not only send the right message to big companies to slow down production, it would also inspire people to be more creative!

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

## FINDING ELECTRIC AVENUES

With a surge in mass-market electric vehicles (EVs) just around the corner, can our electricity grid handle the additional demand? What might that demand be? And where is it likely to be concentrated?

Finding the answers to these questions is essential if utility companies, the auto sector and policy makers are to act in a coordinated and proactive manner to ensure the successful introduction of EVs among individuals and businesses in Canada.

To keep us literally and figuratively out of the dark, Pollution Probe, in partnership with Ryerson University's Centre for Urban Energy, launched the Toronto-based Electric Mobility Adoption and Prediction project (EMAP) in June 2011.

Previous research and analysis conducted by Pollution Probe indicated that early adopters of EV technology could tend to cluster in specific neighbourhoods, but that not all neighbourhoods are equipped with the grid capacity to accommodate the power demand for clustered EV charging. Through EMAP, Pollution Probe will map the locations of early adopter communities in Toronto and assess the EV-readiness of the local power service in those areas.

The resulting report will include recommendations

for infrastructure investment to support the anticipated adoption of EVs.

In September 2011, Pollution Probe launched the Electric Vehicle Analysis Project (Project EVAN), in collaboration with FleetCarma, an advanced vehicle simulations provider, and Fleet Challenge Ontario, a non-profit organization dedicated to helping fleets transition to greener management practices. When purchasing vehicles, government and corporate fleet managers have to balance operating costs and environmental objectives. Project EVAN will help them to assess and to articulate the grounds for deciding whether to add EVs to their fleets.

Using actual fleet drivers in Toronto and real-time data, Project EVAN will measure the differences in energy use, emissions, and financial costs and savings between conventional in-service vehicles and their EV alternatives, including the Chevrolet Volt, Nissan Leaf, Mitsubishi i-MiEV, SmartEV and Ford Transit Connect Electric.

The EMAP and EVAN projects are at the leading edge of EV research in Canada and will offer practical advice on how to move forward on EVs in a strategic and collaborative manner.

# 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. Does Pollution Probe endorse the use of electric vehicles?

A. Pollution Probe has not taken a formal position for or against the use of electric vehicles (EVs). Mass-market EVs are coming; some are already on the road. As with any new technology, the real question is how best to harness it. For this reason, Pollution Probe is in "research mode," exploring the technology's potential to produce and to maximize environmental and social benefits.

There are large gaps in our knowledge about how EV technology will perform, what infrastructure and public policy measures will be needed to optimize its use, and what business models will unlock its value for vendors and consumers. Pollution Probe's goal is to help build the knowledge that is needed to address these gaps, and

thereby to better inform decisions regarding the role of EVs as part of sustainable transportation strategies in Canada.

To learn more about Pollution Probe's groundbreaking research in this area, please see "Finding Electric Avenues" on p. 3 of this newsletter and consult the following at [www.pollutionprobe.org](http://www.pollutionprobe.org):

- *Unlocking the Electric Mobility Potential of Toronto: Moving Toward an Electric Mobility Master Plan for the City* (October 2010)
- *Driving Electric: Understanding Electric Vehicle Technology and Environmental Benefits* (September 2010)
- *Canadians' Perceptions of Electric Vehicle Technology: A National Consumer Research Project* (March 2009)
- *The Toronto Hydro smart Experience* (pilot project)



## 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](http://www.pollutionprobe.org) or by contacting Annual Giving Manager Tatiana Slobodcicov, CFRE, at 1-866-926-1907 or [donations@pollutionprobe.org](mailto:donations@pollutionprobe.org).

*Thank you for being passionate about the environment!*

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