

**Dave Johnston**  
**President & COO, Canada**  
**Great-West Lifeco**

**Keynote Address**  
**Pollution Probe Gala**  
**November 17, 2015**

Thank you Bob and Stephen.

It is a great honour to join you and everyone here tonight on behalf of Great-West Life. Especially when it involves something so critically important: the responsibility we all have, to influence and contribute to the health and well-being of Canadians.

Bob, you've made important points about "community". You noted that community is the opposite of isolation, and that it demands from individuals a foundation of trust built on accountability.

I'd like to build on that theme from the perspective of Great-West Life, which operates across Canada.

We see our purpose as improving the financial, physical and mental well-being of Canadians. Not simply in the products and services we provide our customers but in how we operate – that is, in a sustainable and socially responsible manner.

In Pollution Probe, we see an organization advancing policy and practices for positive, tangible environmental change – and now expanding that focus to fully embrace community and human health.

Clean air, clean water, and good health are all part of Pollution Probe’s focus – and greatly valued by Canadians.

Our support for Pollution Probe is the result of a clear alignment with our company’s purpose and wellness strategies. This alignment applies in how we view our responsibilities with respect to the environment, and also in how we focus on stronger communities, safe workplaces, and opportunities for employee engagement.

In these areas, we approach our social responsibility under the banner ***Stronger Communities Together***. Each word is important, but it’s the **Together** that makes things happen.

We've seen time and again that the best outcomes are achieved when all stakeholders — public sector, non-profit, and business organizations — work together to address shared concerns.

That's why we are so pleased to support Pollution Probe. Here is an organization with a collaborative approach to community needs. Here is an organization whose focus on the emerging issues around human health is the natural extension of nearly four decades of building knowledge, observing evidence, and influencing constructive change. And here is an organization that is independent, non-partisan, and innovative.

To these strengths they add a model for public involvement in which engagement is inclusive, self-directed, and highly accessible.

There is much yet to learn about the complex intersection of environmental factors and human health. But Pollution Probe is establishing a platform for all of us to realize there are small and big steps we can take **right now** to make things better.

Great-West Life is pleased to be the national sponsor of Pollution Probe's new *Healthy Communities Campaign*. This campaign delivers a

simple, powerful message: that communities, and all of us as community members, hold the power to take action for better human health.

As you may be aware October was Healthy Workplace Month. As part of our commitment to the Healthy Communities Campaign, we piloted an electronic waste recycling drive. Employees dropped off more than 2500 pounds of electronic waste into special bins set up in our offices, resulting in safer disposal than just sending old electronics to the landfill.

It is no surprise to me that our people are taking up the Healthy Communities Campaign.

I would like to challenge each of you to find a way to take part, and to also bring this cause back to your organization. I'm confident you will find many people are interested in participating in this campaign.

The Healthy Communities Campaign is a new, flexible way to engage in your community as a driver of meaningful change. This is true whether you think of 'community' as your neighbourhood, your workplace, or a set of common interests or values you share with others.

So before all of us, is the opportunity, as Pollution Probe has put it, to be human and environmental health superheroes.

Together our actions for better environmental health add up to a national perspective for helping make communities more vibrant for our children, our families, our neighbours, and for future generations.

Thank you.