



POLLUTION PROBE  
CLEAN AIR. CLEAN WATER.

## LEADERS IN LEARNING

2012 POLLUTION PROBE ANNUAL GALA DINNER

## LEADERS IN LEARNING

TUESDAY, NOVEMBER 20, 2012



2

## A Message from the *Governor General*

As a past recipient of the Pollution Probe Award, it gives me great pleasure to offer my congratulations to Mr. Jeffrey Simpson, this year's recipient, and to extend greetings to everyone attending the 2012 Gala Dinner.



Our environment has become a central focal point of global concern over the past few decades. Increasingly, humanity is realizing the depths to which we are fundamentally connected to the living world around us, and that our current trends of excess and exploitation of resources will define our era — and, indeed, determine our future.

Pollution Probe has adopted the theme of 'Learning' this year, a theme near and dear to my heart. It is one of the pillars of my mandate as governor general, and central to the positive growth of our nation. I believe it is imperative that we do all we can to foster discussion and encourage action in a context of sustainable development, in order to create the smarter and more caring Canada for which we strive. We must open our minds to new ideas and processes that will enrich, rather than deplete, the earth and its valuable resources.

I wish all of you a most enjoyable evening.

David Johnston

## Evening Programme & Menu

### 7:30pm

#### Appetizer

*Butternut squash soup with pears and hazelnut butter*

#### Welcome

*Suhana Meharchand, Emcee*

#### Opening Remarks

*"Seeing the Whole of the Moon"*

*Bob Oliver, CEO, Pollution Probe*

*"Leadership through innovation and collaboration:  
Our shared path in sustainable development and  
environmental stewardship"*

*Michael McSweeney, President and CEO,  
Cement Association of Canada*

### 8:00pm

#### Main Course

*Slow-braised Black Angus short rib with polenta, red cabbage,  
cipollini onions and Chianti reduction*

### 8:30pm

*Introduction of Her Worship Hazel McCallion,  
Mayor of Mississauga*

*Blair Feltmate, Chair, Pollution Probe Board of Directors*

*Hazel McCallion, Mayor of Mississauga*

*Presentation of 2012 Pollution Probe Award  
Robert Redhead, Chair, Pollution Probe 2012  
Gala Committee*

#### Keynote Address

*"The Joys and Frustrations of Environmental Leadership"*  
*Jeffrey Simpson, O.C., Author and Columnist*

### 9:20pm

#### Dessert

*Maple apple tart, cinnamon cream and walnut ice cream*



4

## A Message from *the CEO*

Earlier in the year, I took my six-year-old to see the 3D release of the movie *Beauty and the Beast*.

In it, Belle makes a deal with the Beast to remain at his castle forever, in place of her imprisoned father. And although Belle initially views the Beast as a

terrifying monster, she ultimately discovers the goodness that lies beneath the surface – in both him and in herself.

When talking about this year's Gala theme of *learning*, I find that I am still drawn to the wisdom found in the lyrics of the movie's song "Tale As Old As Time":

Finding you can change  
Learning you were wrong

In the context of our Gala, we have stated that positive, tangible environmental change needs the bravery of a mind open to learning. Learning is a process of discovery that you choose to enter, knowing that what you believe or understand going in may not be the same upon coming out. You take the risk of being transformed.

And as I once again turn to my six-year-old and watch him trying to force his LEGO pieces into what looks like a Picasso-inspired mining truck, I just as quickly find him excitedly taking them apart, because he has discovered the misplaced piece and is well on his way to building more than just a toy.

Welcome to the 2012 Pollution Probe Annual Gala Dinner, Leaders in Learning.



Chief Executive Officer,  
Pollution Probe



POLLUTION PROBE  
CLEAN AIR. CLEAN WATER.

## LEADERS IN LEARNING

### **Pollution Probe:**

#### **Learning to Build the Canada Centre for Energy Learning**

When Pollution Probe decided to develop the *Primer on Energy Systems in Canada*, it had no idea that one year after the primer's release, it would start drafting the blueprint for a new, national initiative, known as the Canada Centre for Energy Learning.

The primer, which takes the unique approach of walking readers through our energy systems from amenities to sources, generated demand for further exploration of energy literacy and learning. In response, Pollution Probe pulled together key decision-makers and influencers from industry, government and civil society groups, as well as experts in energy systems and education, to figure out what we could do. Within this solution space, we were able to spell out a long-term vision for energy literacy in Canada and to identify the core elements of an energy systems approach.

The need for a new, dynamic entity, dedicated to advancing energy literacy in Canada, was paramount. This was further reinforced by the recent reports of the Energy Policy Institute of Canada and the Standing Senate Committee on Energy, the Environment and Natural Resources, both of which recognize Pollution Probe as a leader in Canadian energy literacy.

To fully appreciate what needs this entity would fill and how it would best address those needs, we consulted more than 60 experts on energy systems, learning and education, knowledge mobilization, social innovation, branding, marketing and communications, investment and technology deployment, as well as industry and government representatives. And so began our journey to develop the business case for the Canada Centre for Energy Learning.

As we continue to define the needs of and tools for enhanced energy literacy in Canada, Pollution Probe is at the forefront of equipping Canadians with the information that they need to better understand our energy options and their implications, so that we all have a voice in building our future.



6

## 2012 Pollution Probe Award Recipient and Keynote Speaker

**Jeffrey Simpson**, a renowned author, journalist and columnist, is the recipient of the 2012 Pollution Probe Award. The award celebrates extraordinary achievement by individuals or organizations working toward positive, tangible environmental change and exemplifying in their work the values espoused by Pollution Probe: inclusive, independent, non-partisan, results-oriented, focused, evidence-based, learning and innovative.

In addition to his inhabiting of these values, and reflecting this year's Gala theme, Pollution Probe is honouring Mr. Simpson for his ability to open his mind to whatever he may find, and then to use what he has learned to prompt a dialogue so that others may also learn.

Mr. Simpson did precisely this while preparing his 2007 book, *Hot Air: Meeting Canada's Climate Change Challenge*, and emerged as one of our country's foremost advocates for and critics of climate change and energy policy. Through his writing, he incites the dialogue necessary for the transformation of our energy ideas.

Mr. Simpson's many accolades include the Governor General's Award for non-fiction, the National Magazine Award for political writing, the National Newspaper Award for column writing, the Charles Lynch Award for outstanding coverage of national issues, the Arthur Kroeger Award for public discourse and the Hyman Solomon Award for excellence in public policy journalism. He was named an Officer of the Order of Canada in 2000.

*The award, symbolizing inspiration, is a blue-peaked, clear obelisk crafted from lead-free K9 optical crystal by Eclipse Awards of Vancouver.*



Jeffrey Simpson



## Emcee

# Suhana Meharchand

*Host of CBC's News Now*

**Suhana Meharchand** hosts the weekday morning segment of *CBC News Now* on CBC News Network. She is a former host of the CBC's *Saturday Report* and anchored Toronto's regional CBC evening news for five years.



Ms. Meharchand is a two-time Gemini Award nominee and has been honoured for her documentary work by the Columbus International Film and Video Festival and the New York Film and Television Festival. She was voted Professional Woman of the Year by the Indo Canadian Chamber of Commerce, Journalist of the Year by South African Women for Women, and was named a Paul Harris Fellow by Rotary International, which honours those who "Serve Above Self". Ms. Meharchand received the Queen Elizabeth II Diamond Jubilee Medal in 2012.

Born in Durban, South Africa, Ms. Meharchand is a graduate of broadcast journalism from Ryerson University in Toronto.

## Entertainment

# Laura Silberberg

*Pianist*

**Laura Silberberg** has composed music in a variety of genres and is highly regarded for creative piano improvisations. Don't hesitate to seek her out for requests! She has been featured live on both CBC Radio One's *Here and Now* and *Metro Morning*. Ms. Silberberg is also a professional accompanist for silent films screened at the TIFF Bell Lightbox Theatre and has performed at the Toronto International Film Festival. She is a doctoral student in music composition at the University of Toronto.







8

## *Platinum Sponsor*



Cement  
Association  
of Canada

Association  
Canadienne  
du Ciment





As a northern country that stands to experience some of the greatest climatic changes in a warming world, Canada needs to be on the front-lines of innovative solutions. This will require governments, industry, environmental groups and broader civil society to work together. The Canadian cement and concrete industry remains committed to being a proactive partner.

Concrete is literally the foundation upon which modern societies and economies are built and, we believe, will be the foundation of tomorrow's sustainable communities. We understand that a commitment to continuous improvement, transformative innovation, leadership, transparency and collaboration is essential to build a sustainable economy that protects investment and jobs and maintains our social license to operate within it.

From quarry extraction to concrete recycling, from energy efficiency to low-carbon fuels, we are partnering with leaders such as Pollution Probe to find ways to further reduce our environmental footprint and to provide solutions to society's sustainability challenges.

The Cement Association of Canada is proud to be the Platinum Sponsor of the Pollution Probe Annual Gala Dinner again this year. Together with our members – Holcim Canada, Lafarge Canada, St Marys Cement Group, ESSROC Italcementi Group, Federal White Cement Ltd., Lehigh Hanson Canada, Ciment Québec and Colacem Canada – we are delighted to support Pollution Probe's contribution to the advancement of sustainability.



10

## *Gold Sponsor*



**Imperial Oil  
Foundation**



IMPERIAL OIL IS ONE OF CANADA'S LARGEST CORPORATIONS and a leading member of the country's petroleum industry. At Imperial, we know that our social licence to operate – our ability to address the concerns and to maintain the ongoing support of our stakeholders – is critical to our ability to move forward and to grow our company.

We are dedicated to improving our existing operations and to advancing technology to help deliver, in a responsible manner, the energy that the world needs.

We are committed to developing game-changing technologies that will help produce energy with a smaller environmental footprint. In the last five years, we have invested over \$550 million in research and development initiatives.

And we are one of a small number of oil and gas companies in Canada with dedicated research facilities and a team of more than 150 scientists, engineers and technologists who are all working to address the challenges inherent in the production of energy.

Imperial is very pleased to be part of Pollution Probe's 2012 Annual Gala Dinner, celebrating Leaders in Learning. Pollution Probe's initiative to progress a vision of Canada united in its understanding of the challenges and opportunities that energy presents to our nation is inspiring. We are honoured to work with Pollution Probe in this mission.

[www.imperialoil.ca](http://www.imperialoil.ca)



12

## *Gold Sponsor*



# *P&G*



**At P&G, we are committed to delivering products and services that make everyday life better for people around the world.** Our opportunity to touch and to improve lives comes with a responsibility to do so in a way that preserves the planet and improves the communities in which we live and work. We focus our sustainability efforts on improvements that matter, to make the most meaningful impact that we can. We believe that most of the sustainability challenges that the world faces can be solved with innovation.

Our long-term sustainability vision inspires how we innovate:

- powering our plants with 100 per cent renewable energy
- using 100 per cent renewable materials or recycle for all products and packaging
- having zero waste go to landfills
- delighting consumers with products that meet their needs while enabling them to conserve resources

We are celebrating P&G's 175th anniversary this year. We are proud of what we have achieved so far\* and look forward to delivering our sustainability vision for another 175 years.

\*To view our *2012 Sustainability Report*, which was prepared using the Global Reporting Initiative's G3 Guidelines, please visit [www.pg.com/sustainability](http://www.pg.com/sustainability).



14

## *Gold Sponsor*





RBC is committed to a path of environmental sustainability and has a long history of leadership in this area, dating back to at least 1991, when we released our first corporate policy on the environment. We have a wide range of activities, policies and services under one program called the RBC Environmental Blueprint. Our multi-year program has four objectives: reduce our environmental footprint; lend responsibly; offer environmental products and services; and promote environmental sustainability.

Investing in education is essential to achieving these objectives.

In 2010, we were proud to be the founding supporter of Pollution Probe's *Primer on Energy Systems in Canada*, an educational resource designed to improve energy literacy. The primer enables industry, educators, policy-makers and non-governmental organizations to identify opportunities for improving the way that we produce, distribute and use energy.

2012 was a significant year for environmental education at RBC, as more than 6,700 employees participated in an Earth Day environmental challenge and over 3,000 employees took part in various training programs about the environment. In addition, we continued to expand our Greening Your Business Advice Centre for clients, providing resources to help organizations understand and build the business case for environmental sustainability.

By encouraging smart business today, we are helping build a better future.





16

## *Gold Sponsor*





During 2009 and 2010, Shell hosted a nationwide series of dialogues with prominent members of Canadian civil society to talk about our oil sands operations. One of the recommendations from these discussions was that Shell could do more to communicate with Canadians about how individuals can reduce their personal CO<sub>2</sub> and environmental footprints. In response, Shell used our more than 100 years of operating experience to develop a series of Energy Diet programs designed to increase energy literacy.

The Classroom Energy Diet Challenge is a partnership between Shell and Canadian Geographic to engage students on energy use. Classrooms from kindergarten to grade 12 produce videos and complete curriculum-linked, energy-focused challenges that help reduce their energy “waste-line” for the chance to win prizes. Last year, over 11,000 students from 500 classrooms across Canada participated. Registration for the 2013 Challenge is open until January 20, 2013.

In June 2012, Shell launched the Smarter Driver Challenge to demonstrate how everyday Canadians can reduce their fuel and emissions consumption, and save money by making small adjustments to how they drive. Using a 2012 Volkswagen Passat, Shell Bronze gasoline and 10 simple Smarter Driving techniques, the team set a world record, going over 6,300 kilometres on less than five tanks of fuel.



18

## *Gold Sponsor*





Suncor Energy's goal is to be Canada's premier integrated energy company. Our operations include oil sands development and upgrading, conventional and offshore oil and gas production, petroleum refining, product marketing under the Petro-Canada brand and a growing renewable energy portfolio. We are proud to support Pollution Probe and its work in making positive and tangible environmental change.

Central to Suncor is a firm commitment to sustainability – we maintain that energy development should occur in a way that promotes economic prosperity, social well-being and a healthy environment. We believe that collaboration is key to achieving this vision and are committed to working together with groups like Pollution Probe to seek real solutions to existing challenges.

One way that Suncor is responding to environmental challenges is through the development of eco-friendly products. We are proud of our leading-edge research and development and the products that have resulted.

We invite you to visit us at Pollution Probe's Scholars Showcase, where we will feature CIVITAS and PureSpray GREEN Concentrate, two products that will help keep your lawn and garden, and the environment, green. CIVITAS is a commercial fungus control product for the golf course industry that works by turning on the natural defences of the plant to resist fungus attack. PureSpray GREEN Concentrate is an organic product that helps control insects and diseases in residential gardens.




20

## *Gold Sponsor*



**uniongas**

A Spectra Energy Company



Union Gas is a major Canadian natural gas storage, transmission and distribution company with over 100 years of experience providing service to about 1.4 million residential, commercial and industrial customers in Ontario. Union Gas has been dedicated to energy conservation and reducing our environmental footprint for over 15 years. Since we first began offering Demand Side Management programs in 1997, Union Gas has delivered over 4.3 billion cubic metres of natural gas savings and reduced carbon monoxide emissions by the equivalent of removing 1.4 million cars from Ontario's roads for a year. We have also played a leadership role in promoting a culture of conservation in Ontario, whether that be within our own operations through waste management programs, employee-led Green Teams, vanpool pilot programs and building LEED certified district offices or by encouraging our customers to understand their energy choices and to reduce their energy use – and in that regard, we pride ourselves for being recognized as one of Canada's Greenest Employers for 2012.



22

## *Gold Sponsor*



VALE





Vale is the world's second largest mining company and, for more than a century, has committed itself to enriching the cities, towns and regions where we do business in Canada and around the world. It is a commitment that goes beyond transforming mineral resources into the essential ingredients needed every day. It is a value that sees us partnering to build a brighter future.

At Vale, we commit to sustainable development in three spheres: as a sustainable operator, by contributing to a sustainable regional economy and by acting as a global catalyst for sustainable development. Innovation is also paramount to our business' long-term sustainability. Vale is always innovating ways to advance human progress while respecting nature by:

- regreening and promoting biodiversity;
- reducing our air emissions;
- researching green chemicals for our metallurgical processes to reduce our footprint and to eliminate hazards from our workplace; and
- investing in renewable power to reduce our carbon footprint.

Community partners like Pollution Probe have been and continue to be integral to Vale's sustainability efforts, and we are proud to sponsor this year's Gala.



# *Friend Sponsor*



Canadian  
Electricity  
Association

Association  
canadienne  
de l'électricité



The Canadian Electricity Association (CEA) is the voice of the electricity industry in Canada, promoting electricity as the critical enabler of the economy. Founded in 1891, the CEA contributes to the regional, national and international success of its members by advancing issues important to the industry. At the heart of the CEA is a core of corporate utility member companies. In addition, major electrical manufacturers, corporate consulting companies and many other company and individual members are grouped within the CEA's broad structure. The CEA believes that a safe, secure, reliable, sustainable and competitively-priced supply of electricity is essential to Canada's prosperity.



# *Friend Sponsor*

**cenovus**  
E N E R G Y



Cenovus Energy is a Canadian oil company. We are committed to applying fresh, progressive thinking to safely and responsibly unlock the energy resources that the world needs.

We have dedicated people working on about 140 technology development projects in various stages. One of these technologies is Cenovus' patented blowdown boiler. To improve efficiencies in the oil sands, we have developed a process to re-boil the leftover water (blowdown water) in a second generator to make additional steam. This innovation increases our water recycle rate and reduces emissions, overall water use and energy consumption.

Cenovus is pleased to support this year's Pollution Probe Annual Gala Dinner, Leaders in Learning.

New ideas. New approaches.

[cenovus.com](http://cenovus.com)



26

## *Friend Sponsor*



Devon Canada is a leading oil and natural gas exploration and production company based in Calgary with operations throughout western Canada. Demonstrating leadership in innovation through the use of production technologies including Steam Assisted Gravity Drainage (SAGD), Devon is known for its proven performance and environmental and social responsibility. Devon has been listed as one of Canada's Best Workplaces by the Great Place to Work Institute for four consecutive years and was recently named Producer of the Year by *Oilsands Review* magazine. In the picture, Devon Canada President Chris Seasons is shown in front of the company's SAGD facility steam generators. Devon uses 100 per cent saline water and recycles over 95 per cent of water used in its SAGD operations.

[www.devonenergy.com](http://www.devonenergy.com)



# *Friend Sponsor*

## encana



As a leading North American energy producer, Encana focuses on growing its strong portfolio of diverse resources. As an employer, we focus on growing the diverse strengths of our people to power a dynamic workplace of flexibility and innovation. Attracting and retaining the right people is the key to our business strategy. Encana is a challenging and rewarding place to work. We provide our employees with a variety of career growth opportunities and programs that recognize and reward demonstrated results.

Twitter / Facebook / LinkedIn / YouTube

[encana.com](http://encana.com)



28

## *Friend Sponsor*

# **NEWALTA**



Newalta is North America's leading provider of innovative, engineered environmental solutions that enable customers to reduce disposal, enhance recycling and recover valuable resources from industrial residues. With a skilled team of more than 2,000 people, we serve customers onsite directly at their operations and through a network of 85 locations in Canada and the United States. Our proven processes and excellent safety record make us the first choice provider of sustainability enhancing services to oil, natural gas, petrochemical, refining, lead, manufacturing and mining markets. Newalta trades on the TSX as NAL.

For more information, visit [www.newalta.com](http://www.newalta.com).



# *Friend Sponsor*



With more than 60 years of experience, TransCanada is a leader in the responsible development and reliable operation of North American energy infrastructure, including natural gas and oil pipelines, power generation and gas storage facilities. A growing independent power producer, TransCanada owns or has interests in over 10,800 megawatts of power generation in Canada and the United States. We take environmental concerns seriously and believe that we have a responsibility to protect the environment for future generations through education, reclamation and leadership within the areas of air, land and water. Our partnership with Pollution Probe is one of our innovative non-profit collaborations that is focused on finding solutions to community needs and challenges.

For more information, visit [www.transcanada.com](http://www.transcanada.com) or check us out on Twitter @TransCanada.





## Tables

*Bullfrog Power*  
*CAA South Central Ontario*  
*Canadian Nuclear Association*  
*Canadian Standards Association*  
*Canadian Tire*  
*The Delphi Group*  
*Enbridge*  
*Fasken Martineau*  
*Dr. Robert Page*  
*Parsons*  
*Power Workers Union*  
*Procter & Gamble*  
*Rail Association of Canada*  
*Saxe Law Office*  
*Summerhill*

## Half Tables

*Canadian Association of Petroleum Producers*  
*Canadian Energy Pipeline Association*  
*Cement Association of Canada*  
*Lafarge Canada Inc.*  
*smart Canada*  
*Toronto Hydro*

## Silent Auction Donors

- 3M
- Art Gallery of Ontario
- AutoShare
- Bushnell
- Killarney Lodge
- Maple Leaf Sports & Entertainment
- Scott Mulligan
- The National Ballet of Canada
- Procter & Gamble
- The Ritz-Carlton Hotel
- Soulpepper Theatre Company
- Toronto and Region Conservation Authority
- Union Gas Ltd./A Spectra Energy Company
- Felicia Vengroff

## Thank You to our 2012 Gala Sponsors

### Platinum



Cement  
Association  
of Canada

Association  
Canadienne  
du Ciment

### Gold



Imperial Oil  
Foundation

P&G



uniongas  
A Spectra Energy Company



### Friend



Canadian  
Electricity  
Association

Association  
canadienne  
de l'électricité

cenovus  
ENERGY

devon



NEWALTA



TransCanada  
In business to deliver

## Thank You to our 2012 Gala Committee

*Chair: Robert Redhead*

*Members: Cindy Christopher, Christopher Hilkené,  
Linda Klaamas, Ken Ogilvie and John Roberts*

*Staff: Husam Mansour, Bob Oliver and Felicia Vengroff*

If you are interested in being part of the 2013  
Gala Committee, please contact Felicia Vengroff at  
[fvengroff@pollutionprobe.org](mailto:fvengroff@pollutionprobe.org).

*Thank You to all of our volunteers and vendors, without  
whom the event would not be possible.*

### **Download your Gala Guest Book here:**

[www.pollutionprobe.org/gala/guestbook.pdf](http://www.pollutionprobe.org/gala/guestbook.pdf)  
or scan the QR code below



### **SAVE THE DATE!**

*Our 2013 Gala will take place in Toronto on  
Tuesday, November 19*



**POLLUTION PROBE**  
CLEAN AIR. CLEAN WATER.

## **LEADERS IN LEARNING**

150 Ferrand Drive, Suite 208, Toronto ON M3C 3E5

Tel. 416-926-1907 Fax 416-926-1601

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