



CANADIAN INSTITUTE FOR
ENVIRONMENTAL LAW AND POLICY

L'INSTITUT CANADIEN DU
DROIT ET DE LA POLITIQUE
DE L'ENVIRONNEMENT

130 Spadina Avenue Suite 305
Toronto, Ontario M5V 2L4

Tel: (416) 923-3529
Fax: (416) 923-5949
www.cielap.org

CIELAP's 2005 Partnering for Sustainability Conference **Working Towards Sustainable Urban Communities:** **Real People, Real Issues, Real Solutions...**

King Edward Hotel, Toronto, Ontario, October 27th & 28th, 2005



Partnerships have long been valued for their ability to increase productivity, establish support among diverse stakeholders, foster creativity and innovation, and enhance competitiveness. Recently, however, partnerships have been increasingly becoming recognized for the benefits that they bring to advancing sustainability.

CIELAP's 3rd Partnering for Sustainability Conference provided a meeting place for Canadian and international leaders from business, civil society, government, media, and academia to explore, discuss, and initiate multi-sector partnerships for sustainable communities.

Through dedicated speaking sessions, panels, and issue showcases, speakers at this forum came together to:

- Explore the definition of a sustainable community
- Benchmark Canada's progress towards sustainable communities
- Share innovative examples of sustainability partnerships within cities
- Discuss how successful partnerships have been formed, what qualities make effective partnerships, and what challenges exist.

CIELAP's conferences, held in 2002, 2004, and now 2005, as well as our reports on sustainability partnerships, have worked to pull together information about innovative and effective partnerships for others to learn from. We encourage you to read through the presentations and experiences described in these proceedings and use these examples to consider how you can advance your own partnerships for sustainability. You can find other CIELAP materials, including our previous conference proceedings, on our website at www.cielap.org.

DAY 1, Thursday October 27th

8:45 am

- **Welcome by Anne Mitchell, Executive Director of CIELAP**
- **Welcome Message from Nicole Geneau, Treasurer, Board of Directors, CIELAP**
- **Welcome Message from Conference Chair Michael Keating**

9:00 am

Keynote Address by Alan Tonks, Member of Parliament and Chair of the Standing Committee on Environment and Sustainable Development

9:45 am

**Government Panel on the Role of Partnerships in Building Sustainable Communities:
Benchmarking Canadian Progress**

- **David Ramsay, Minister of Natural Resources (MNR) of Ontario.**
- **Clive Doucet, Ottawa City Councillor**
- **Neil Maxwell, Principal of the Office of the Commissioner of the Environment and Sustainable Development**

11:30 am

Keynote Address by Gro Harlem Brundtland, former Director General of the World Health Organization and former Prime Minister of Norway

1:15 pm

Energy Panel: Finding ways to reduce our demand for energy and make it cleaner, greener, and more affordable

- **Don Houston, Executive Director, Smart Commute Initiative**
- **Tom Heintzman, President of Bullfrog Power**
- **David Robertson, President of the Board of Directors, Toronto Renewable Energy Co-op (TREC)**
- **Keir Brownstone, General Manager, Green\$aver**

3:30 pm

Waste Panel: Using partnerships to produce less, make better use of what is produced, and manage the rest in a sustainable way

- **Adam Scott, Watershed Program Coordinator, Rainy River Watershed Program**
- **Jerry Leonard, Executive Manager, Edmonton Waste Management Centre of Excellence**
- **Dympna Scullion, Integrated Gas Recovery Services**
- **Scott Cassel, Executive Director, Product Stewardship Institute, Inc.**

DAY 2, Friday October 28th

9:00 am

Welcome Message from Conference Chair Michelle Kassel

9:30 am

Keynote address by David Batstone, Journalist and Author of Saving the Corporate Soul
“How Corporations Can Be Responsible Partners for Sustainable Communities”

10:45 am

Spotlight Partnership: The Commission for Environmental Cooperation’s Pollutant Release Transfer Register Partnership

11:00 am

Communications, Marketing and Education for Sustainability

- Rick Boychuk, Editor of Canadian Geographic Magazine
- Joe Chidley, Editor of Canadian Business
- Tyler Hamilton, Business reporter and technology columnist with the Toronto Star

1:15 pm

Spotlight Partnership: Habitat Jam an innovative global e-conversation and consultation on the future of the world’s cities leading up to the UN Habitat World Urban Forum

1:30 pm

Water Management: Reducing demand and improving quality, access and sustainability

- Karl Schaefer, Senior Science Policy Advisor, National Water Research Institute
- Glen Pleasance, Water Efficiency Coordinator, Region of Durham
- William Howland, Manager, Lake Champlain Basin Program

Closing

Thank You to our Sponsors and Supporters

DAY 1, Thursday October 27th

8:45 am

Welcome by Anne Mitchell, Executive Director of CIELAP

Anne Mitchell opened the conference by acknowledging the respective funding groups and thanking the many volunteers of the conference. She gave a summary of CIELAP's 35 years, highlighting achievements and purposes. CIELAP has always pushed the envelope and has published several key reports that are still relevant today, including the Sustainable Development Update. Ms. Mitchell went on to describe environmental problems as complex interacting systems. She indicated that we have the opportunity to ensure protection for the most marginalized groups and that social justice and environmental protection are inextricably linked goals. She hopes this conference will be used as a forum to discuss how to move forward on a sustainable path.

Welcome Message from Nicole Geneau, Treasurer, Board of Directors, CIELAP

Nicole Geneau welcomed all of the conference participants and recognized the work of CIELAP's staff and volunteers, as well as the conference steering committee for their hard work in bringing the event together.

Welcome Message from Conference Chair Michael Keating

Michael Keating, founder of the Sustainability Reporting Program, started off the conference by welcoming the conference participants, commenting on how rare it is to see such dedicated and recognized leaders from business, civil society, government, media and academia all gathered together in one room to discuss partnership ideas. He then congratulated the CIELAP team on putting together this most important event.

Mr. Keating shared his perspective on the last 25 years as a journalist covering the environmental field. He reflected on how the term "sustainability" has evolved over this time and how, in the beginning, Canada took a leading role in bringing the concept forward and bringing people together. Regretfully, Canada has not maintained its leadership role. In fact, there is no longer a Sustainability Plan at the National level and only a fraction of the Sustainability Round tables still exist. However, some good strides have been made forward by various municipalities and we are slowly beginning to hear some talk on the corporate level. There still remains lots of work to do.

Mr. Keating emphasized that the government should take a leading role in advancing sustainability. However, it is politically difficult to make systemic changes instead of focusing on specific issues. Furthermore, government reacts to problems rather than addressing them before they arise. He concluded by suggesting that by promoting programs on the municipal level, including pilot projects and grassroots initiatives, we will be able to move ahead and get better "traction" in terms of sustainability in Canada.

9:00 am

Keynote Address by Alan Tonks, Member of Parliament and Chair of the Standing Committee on Environment and Sustainable Development, with remarks on behalf of the Honourable John Godfrey, Secretary of the Ministry of State of Municipalities

"What is a Sustainable Community?"

Alan Tonks started off by saying that the government does struggle in finding ways to achieve sustainable communities through partnerships, both rural and urban. He stated that a goal of this Federal Government is to achieve clean, healthy environments in our communities that promote social cohesion, integration, and full participation through sustainable economic development.

Mr. Tonks pointed out two of the issues that the Federal Government must consider and account for in its sustainability planning: demographic change in Canada as the result of immigration; and the emergence of China and India on the international market. Will they be sustainable? The government realizes the need to work with partners in order to be a productive entity in the changing world.

In order to become sustainable, the Federal government realizes that it needs to work with partners in order to effectively act in this changing world. First of all, new immigrants need to connect well in our workforce, enabling them to work to their full potential in their qualified professions. Secondly, there needs to be real inclusion of aboriginal peoples, specifically with urban aboriginal people. This will allow all Canadians to work productively in a social cohesion, which is essential to Canada.

He also mentioned some achievements in other parts of the world towards more sustainable communities. Some of those achievements include the new vision for Sitka, Alaska (after closing its Pulp and Paper Mill), new packaging and waste management techniques being developed in Germany, and sustainable projects to address climate change in the Pacific Rim countries.

Mr. Tonks also spoke a great deal about Honorable John Godfrey's pledge for the implementation of the New Deal for Cities and Communities. This initiative is based on four pillars which affects all Canadians: environment, economic, social and cultural. Part of the New Deal is to work with partners to increase infrastructure, most notably in mass transit and water treatment plants. The goal will include the implementation of environmentally sustainable municipal infrastructure.

The majority of funding for these initiatives will come from the allocation of \$5 billion in gas tax funding over the next five years as well as \$300 million that has been invested in the Green Municipal Fund, which will stimulate innovated municipal action and reduce green house emissions.

He commented on some positive sustainability examples including the Vancouver model where municipalities, cities, and provincial governments are brought together to solve problems and create partnerships with community to address these problems. Another initiative that he talked about was the Federal Government's Project Green – the latest iteration of the government to meet our Kyoto objectives. This was set out with the realization that economic prosperity is directly related to a clean environment, which creates more livable communities and brings brighter individuals.

He concluded his talk emphasizing that he wants all communities to encourage partnerships that are sustainable, innovative and inter-disciplinary. He reminds us that we must work together to seek creative solutions to adapt to our ever-changing environment.

Question and Answer

Q: How does the government plan to restore the credibility that Canada once used to have?

A: Mr Tonks admitted that we have a long way to go in some of these issues and yes, we have fallen behind in terms of sustainability. However, he does plan to form a committee to evaluate how we are doing; for example taking a position with respect to Kyoto Water Diversion. He hopes to use the committee as a platform and to bring some of the politicians to be accountable for their actions. Thus far, the committee is taking position on issues, calling on Deputy Ministers to report to the committee and making comments on reports.

With regards to getting back on track in terms of partnerships, Mr Tonks suggest that public opinion needs to be mobilized and that people need to be engaged at the individual level. He also said that we need: a mission statement; to be backed by an ongoing accountable process; clear priorities; and measurable impacts that are reflected at all levels of government.

Q: How do we make sure that the implementation of sustainability plans are not “shelved” and forgotten about?

A: Mr. Tonks noted that the provinces and territories have the responsibility to close the accountability loop, however they still do not have a sustainable growth plan. Furthermore, municipalities are expected to group together when they are implementing large projects. However, these projects and partnerships can be increased through Green Program initiatives.

9:45 am

Government Panel on the Role of Partnerships in Building Sustainable Communities: Benchmarking Canadian Progress

Moderator: Susan Holtz, Senior Policy Analyst, CIELAP

David Ramsay, Minister of Natural Resources (MNR) of Ontario

Minister Ramsay’s discussion focused on The MNR’s *New Strategy Document*. This document outlines MNR strategies to support sustainable communities through: biodiversity, energy, water, forestry and renewal.

Energy is an area of significant focus. The MNR plans to move Ontario to deriving 5% of total energy production from renewable sources by 2007. Initiatives that are underway include a windmill farm in Sault Ste. Marie and energy saving meters to help manage demand. The province is also in the process of having 4 coal plants shut down by 2009 to reduce emissions and is giving municipalities a portion of the gas tax to reduce emissions.

The MNR is also addressing growth management, using sustainability principles to achieve prosperous communities. They will put strict limits to growth. One initiative that has begun is the green-belt around Toronto that includes 1.8 million acres.

The MNR also has biodiversity initiatives which look at land and water uses and how they affect biodiversity. Issues to be considered include private land stewardship, restoration, and preservation. Minister Ramsay emphasized the need for stewardship responsibility from the public as well as from partnerships such as that of the Great Lakes Charter Annex Draft Agreement between the Great Lakes provinces and states.

He highlighted some tools and methods for achieving greater implementation including: informational tools such as an online wind map, and coordination with the Ministry of Education to design curriculum that better addresses sustainability.

Clive Doucet, Ottawa City Councilor

Mr. Doucet began by acknowledging that he’s pleased that the Federal and Provincial Governments of Canada are working well together on the issue of infrastructure.

He then described the challenges and obstacles facing sustainable development in the City of Ottawa. Air quality is going down, asthma is going up, air conditioner use is skyrocketing and there are diverse

viewpoints of what, if anything, needs to be done. He stated how difficult it is to implement sustainability initiatives, as there seems to be a lack of acknowledgement of environmental problems. For example, Ottawa's City Councilors recently rejected regulations on pesticide use in the city with a vote of 10-10 (10 for regulating pesticide from the city centre and 10 against from the suburbs).

Councillor Doucet argued that municipalities need more power. For every dollar of taxes paid, only 8 cents is given to the city and the Federal Government does not give adequate assistance to municipalities. For example, when Ottawa wanted to start a commuter train route on underused CN Rail tracks, it took 14 years for this to be achieved because it was pursued unilaterally. The entire cost of the project (\$30 million) came from the city alone. The project has been very successful, but could have been achieved more quickly with assistance from the Provincial and Federal Governments.

Lastly, the Councilor noted that many of the financing systems in the city need to be shifted to support more sustainable development. For example, much more government money goes into financing roads than public transit. Another example is the system of property taxation, in which those moving to new suburbs, which are most expensive for the city because they require building new infrastructure, pay the lowest taxes, while those who live in the city centres, which cost the city very little, pay the highest taxes.

Neil Maxwell, Principal of the Office of the Commissioner of the Environment and Sustainable Development

Mr. Maxwell's focus was on the first chapter of the office's Annual Report on Partnerships and Sustainable Development. The report's basic premise is that sustainable development is the best tool that we have come up with so far to deal with developing a better relationship with our environment while improving living standards.

The report argues that Canada is doing poorly on environmental issues while Europe is doing best. Canadian commitments to the environment are primarily rhetorical, as implementation is almost non-existent. This can be seen in the 1996 Oceans legislation, the Convention on Biodiversity, the government's green procurement strategy, and plans to address water issues in Aboriginal communities, all of which have seen few results or change.

The report argues that the government needs to develop an overall plan to live up to its commitments, along with indicators to measure progress. Furthermore, the government needs to engage Canadians, who have a high level of interest on environmental issues but few avenues to express that interest or act on it.

11:30 am

Keynote Address by Gro Harlem Brundtland, former Director General of the World Health Organization and former Prime Minister of Norway

“Sustainability, Health and Partnerships”

Dr. Brundtland began by talking about how things have changed since the last time she was in Toronto 20 years ago. She spoke about how much progress there has been and how much further we have to go.

Dr. Brundtland then talked about some sustainability successes. In Norway, for example, there has been a great deal of development of renewable energy. The country invests heavily in alternative energy production in an attempt to overcome the crucial gap in the ability to meet future needs for safe, environmentally sound sources of energy. Heavily subsidized by the public purse, Norway is ambitious and is trying to make reliance on renewable energy feasible in the wake of global climate change. She asserted that more countries need to make this same commitment.

She then reflected on the role of partnerships in achieving progress like that which has been seen in Norway. For example, to make carbon emissions taxes work in the 1990s it was necessary to collaborate with civil society, the government, and the public. Similarly, in order to limit and stop SARS in 2003, it was necessary for scientists around the world to put other things aside. Experiences were shared between all sectors, and resources were diverted to where they were needed most: doctors, health workers, officials. As a result there was action and tremendous achievement within only one month. The question that Dr. Brundtland posed was: why is this not always the case?

Dr. Brundtland then reflected on the experience of writing Our Common Future. The main message, that there can be no common future unless there is investment in all people, their health and the environment, was difficult to draft. Never before have people had the knowledge of the fact that we may not be able to develop as we always have. Furthermore there was suspicion, hesitation, and many concerns about equity. Reaching consensus on the document was difficult, but eventually successful.

She then talked about some of the messages of the final document and some of the agreements that have since emerged. The messages of Our Common Future included that there is a need for:

- Insight
- Shared responsibilities
- A basis to have global consensus on issues

The document called for the development of an activist civil society and fully involved scientific and private industry sector for sustainable development.

At the Millennium Summit goals were developed to help act on some of these issues. The following goals were identified:

- Gender equality
- Poverty and Hunger elimination
- Universal Education
- Decrease child mortality, Increasing maternal health
- Combat AIDS and other diseases
- Promote Sustainable Development

There is now wide acknowledgement on *what* is necessary, but the *means* by which to get there are lacking. Both investment in attaining these goals and the level of attention by governments is lacking. A stronger political commitment is needed, but through bring greater public pressure, NGO activity, an increase in debate among all spheres, and an increase in the knowledge base in science and industry the goals can be met.

At the Climate Convention, five years after the Brundtland Commission, many countries especially in Europe were shown to be really investing in renewable energies to make a difference. Things are starting to happen in practice.

Dr. Brundtland ended by saying that we are now at a crossroads. The reluctance to take action to combat climate change in many countries such as the U.S. is dangerous. As well, there is a need to get the emerging countries of China and India on board for solutions to the problems or else the outcome will be dire. There should be thought to making the G8 into the G9 or G10 if we are to take these things seriously. She notes that unless the rich world does what is right/reasonable, the developing world will not. This is a challenge to us all.

Question and Answer

Q: How do NGOs sustain themselves in Norway (financially *etc.*)?

A: Some of those that work in global sustainable development get assistance from official development assistance. Those working at a national level get some funding from the Ministry of the Environment. She is not sure of the trends in the level of financial assistance through time. She notes that there is a strong tradition of debate in Norway even among traditional leftist parties. There is cooperation around environmental issues. Public investment is likely to increase and more resources will be devoted to sustainable development as all parties come on board.

Q: Concerning the energy issue and the debate over nuclear power, what will happen in Germany with its new government?

A: She does not know the internal German debates but time will tell. It is now a two-party government so that will be interesting to see develop. In the Brundtland Report there was a struggle over the issue of nuclear energy but eventually a consensus was reached. It can only be sustainable *if* long term solutions are found to the waste problems that are generated by using nuclear energy. However, she recognizes that all energy sources have problems associated with them; no form of energy is clearly bad or good. The challenge is to create improved solutions to the problems.

Q: Does nuclear power have a place?

A: Nuclear power has a place in a *mix* of energy sources but there is no long term sustainable solution at this point.

1:15 pm

Energy Panel: Finding ways to reduce our demand for energy and make it cleaner, greener, and more affordable

Moderator: Joyce McLean, Director, Strategic Issues, Toronto Hydro Corporation

Don Houston, Executive Director, Smart Commute Initiative

The Smart Commute Initiative is a partnership of 11 regional and municipal governments across the GTA and Hamilton, as well as the Federal Government, non-profit groups, and businesses who are working to make commuting more energy efficient through options including car and vanpools, special shuttle services, and tele-working. Its goal: to get all the cars off the roads in the GTA.

The Smart Commute Initiative develops innovative strategies to reduce single occupancy vehicle commuting by:

- Setting up local smart commute groups
- Developing GTA wide carpool and car matching programs
- Helping groups to work
- Marketing
- Capturing lessons learned

In every aspect of its work, the Smart Commute Initiative works in partnerships. It works with different levels of government and foundations to design and deliver its programs, and with businesses and community groups to implement its solutions. Besides being difficult to create, partnerships are inevitably complex to maintain. Being involved with environmental partnerships, Don Houston recognizes that there are two sides to any partnering endeavor. Some qualities that make partnerships work have become clear. The main ones are:

- 1) Risk Management – don't get stuck relying on a partner who does not do their part
- 2) Use Good Practices and Processes – don't get hampered by bad processes
- 3) Don't rely too much on one partner for funding or anything else
- 4) Clear roles, responsibilities and relationships are important among partners
- 5) Successful partnerships must deal with conflict effectively

Partners do not need to have the same goals, just a common interest in using the same means.

Sharing partnership lessons learned amongst other organizations will help your organization to reach its goals in less time. Common interests can lead to positive collaboration efforts despite different goals. Mr. Houston has also found that the means need to be the same between partners; the ends do not.

<http://www.smartcommute.ca>
dhousto@toronto.ca

Tom Heintzman, President of Bullfrog Power

Bullfrog Power is Ontario's first 100% green electricity retailer. It works with renewable energy suppliers to provide consumers with an ecologically sound mix of energy alternatives. All of the company's power is sourced from 100% renewable EcoLogo certified generation, primarily wind power and low-impact hydro facilities. The company brings new renewable generation online through customer demand.

The organization functions through three types of partnerships, each of which have different considerations associated with them. They are:

- 1) Partnerships with Suppliers: Bullfrog works with many large and small renewable energy suppliers. In order to have an effective partnership with Bullfrog, the supplier needs to have some financial strength or independence. They must be open to equity contributions, and must have the vision to see potential in the opportunity that exists in partnering with Bullfrog while the company is still beginning. Trust is also important.
- 2) Partnerships with Communication Partners: Bullfrog has partnered with groups in order to market their services. Some of these partnerships are with not-for profit organizations. In order to undertake such a partnership, there needs to be a strong relationship in advance of the partnership. Furthermore, the level of involvement should build over time as trust grows. Finally, it is important that the partnership have clear missions, objectives and means. There must be a commonality of objectives for both parties to remain content.
- 3) Partnerships with Customers: Bullfrog is working to supply commercial and residential customers with clean energy. The business has partnered with commercial customers to advance customer image and to get the business going. Partnerships are viable to the extent that they provide opportunities for cooperation, impact on brands and deliver value. What is important in making these partnerships work is multiple points of contact with senior management, open discussion to foster a clear understanding of how each partner will be referred to, alignment of interests, and verification of procedures.

<http://www.bullfrogpower.com/>
paula.switzer@bullfrogpower.com

David Robertson, President of the Board of Directors, Toronto Renewable Energy Co-op (TREC)

TREC is a non-profit organization that works to promote awareness and implementation of renewable energy resources, including partnering with its affiliate, Windshare, and Toronto Hydro Energy Services to put up the first utility scale urban wind turbines in North America.

Mr. Robertson first spoke about TREC's partnership with Windshare. TREC is a non-profit co-op that does research and promotion while Windshare is a capital co-op that owns and develops wind turbines. The two organizations have similar but distinct objectives. They both work to advance the viability of wind power and often work together. Furthermore they share office space, some staff and some board members. The difficulties of this partnership lie in keeping the organizations distinct from one another.

The second partnership that he spoke about is between Windshare and Toronto Hydro. The two organizations jointly own the Exhibition Place wind turbine. This partnership is a joint venture agreement. There are significant differences between the two organizations; this is often a source of strength for the partnership, but can also cause difficulty. The major areas of difference are the sizes of the organizations (Toronto Hydro is huge, Windshare is small), the cultures of the organizations (Toronto Hydro is a for profit corporation while Windshare is not-for-profit), the financial resources of the organizations (Toronto Hydro employees are paid, while Windshare's are volunteers). A further difficulty is that the partnership is very public and receives a great deal of attention. The relationship works because there is frequent contact between the two organizations, they have developed a culture of patience and understanding and acknowledge the challenges that their differences present, and they respect one another.

A third partnership that TREC is involved in is with the Countryside Energy Co-op (CEC). The organizations are jointly developing Lakewind, a turbine that will be located in rural Ontario. They work together through a memorandum of understanding. There are significant differences between TREC and CCEC, most of them stemming from the fact that TREC is urban while CEC is rural. This tends to mean that CEC has much more contact with the various interest groups that will be affected by the turbine. In order to work with the different organizational cultures, the two groups have agreed to work through their differences through candor and discussion.

Mr. Robertson ended his talk by summarizing what makes TREC's partnerships work:

- Clear objectives
- Flexibility
- Respect
- Honesty & clarity
- Email – information key to a successful partnership
- Each partner brings something

<http://www.trec.on.ca/>
davidr@pyc.net

Keir Brownstone, General Manager, Green\$aver

GreenSaver is a not-for-profit, community based organization that works in many partnerships to motivate and facilitate the process of maximizing the energy efficiency of homes and small businesses.

Mr. Brownstone began by emphasizing the importance of sending messages that people will respond to in order to create change. He gave the example of melting permafrost in the arctic and the avian flu – both of which could be fatal, but only one of which people know about because of how the message is presented.

Mr. Brownstone argued that in order to get people to change their behaviours to be more sustainable, we need to give them the right reasons. Most people won't change because it's good for the environment, but will if it fits into their highest and immediate priorities, like saving money or being more comfortable.

Green\$aver runs on a business footing, which is more sustainable than grant money. The organization runs through many partnerships. Their partnership with the Toronto Atmospheric Fund helped to develop programs that can be applied in a not-for profit hybrid and remain sustainable. Their partnership with Toronto Community Housing has been important to get programs started and to provide more benefits.

Partnerships with homeowners have been important in making the benefits of the programs long-term, through educating homeowners for behavioural transformation. All of GreenSaver's partnerships have made further fundraising easier. Working with the public to create programs is an effective means to create programs that work for both the partners and community.

<http://www.greensaver.org/>
keir@greensaver.org

Question and Answer

Q: Are there initiatives to charge differently for electricity usage during peak and non-peak periods?

A: Yes, Toronto Hydro is installing Smart Meters. Through Smart Meters the day is divided in 3, and different prices are attached to different times of day. Peak demand for the day is during 8 am and 6 pm. During these hours, we have to import power from different jurisdiction. Beginning in January with Smart Meters, Hydro will be able to view the times of day energy is used most for particular consumers and charge accordingly.

3:30 pm

Waste Panel: Using partnerships to produce less, make better use of what is produced, and manage the rest in a sustainable way

Moderator: Ryan Merkley, Executive Assistant to City Councilor Joe Pantalone

Adam Scott, Watershed Program Coordinator, Rainy River Watershed Program

The Rainy River Watershed Program is run by the Rainy River First Nations Community of Manitou Rapids. Their mission is to minimize degradation of the land by actively pursuing waste reduction strategies, in addition to other watershed monitoring, rehabilitation and public awareness initiatives including: (1) Recycling; (2) Composting; (3) Community Landfill; (4) Hazardous waste disposal; and (5) Education. The watershed programme has the same influence and authority as other services in the area ex. healthcare, education etc. Guiding Principles of the Rainy River Watershed Programme are to use an ecosystem approach to management, to use traditional knowledge (TK) and science in combination, and to rehabilitate areas.

The Rainy River recycling program runs through local community pick-up of recyclables, and transportation to a recycling depot in a neighbouring community. The collaborators in this recycling partnership are Health Canada, Indian and Northern Affairs Canada, Evergreen Foundation, First Nations Technical Services, and Greg's Recycling.

Composting has been a challenging area of implementation for the Watershed Program. Compost is collected from the households and used in a community garden. Currently only 35 households are participating in composting, and participation declines over the winter months. Other challenges specific to the community include bears that are attracted by the compost. The collaborators in this composting partnership are Health Canada, Indian and Northern Affairs Canada, and Evergreen Foundation.

The landfill for the Rainy River Community is a key sustainability issue. Currently, the landfill has no attendant, and therefore has many difficulties with illegal dumping and improper sorting of wastes. In order to remedy this issue the program is looking into getting an attendant for the landfill. Key partnerships in this program are with Health Canada, Indian and Northern Affairs Canada, Evergreen Foundation and Pwi-Di-Goo-Zing Ne-Yaa-Zhing.

The Rainy River Watershed Program holds an annual household hazardous waste collection event. The event is supported by local municipalities, and accepts waste from other communities in the area.

Environmental Education Workshops are held with elementary school classes, and the program has recently begun branching into local high schools in Canada and the US. The key focus is on hands-on take-away education. The Watershed Program also hosts a summer science camp, in collaboration with Health Canada, Indian and Northern Affairs Canada, and Evergreen Foundation.

Future priorities for the Rainy River Watershed Management Program include waste minimization, improvements to the composting program, and providing the building materials re-use depot with an attendant.

**[http://rainyriver.firstnation.ca/
ascott@7generations.org](http://rainyriver.firstnation.ca/ascott@7generations.org)**

Jerry Leonard, Executive Manager, Edmonton Waste Management Centre of Excellence

The Edmonton Waste Management Centre of Excellence is a non-profit corporation, involving collaborations between academia and government. The objectives of the EWMCE are both functional and financial; to further research, technical development and technical demonstration of waste management technology, as well as to become fiscally independent from the associated agencies. The Centre operates using a board and committee structure, with committees for marketing, management, research, and education. The research and office facilities are shared with a City of Edmonton research and training facility. Other facilities available are research laboratories at the University of Alberta.

Current projects of the Edmonton Waste Management Centre of Excellence include street sand recycling, ammonia reduction in wastewater bio-solids, information transfer through publications, and conferences. The Centre has succeeded in creating some very innovative waste reduction and reuse methods and has greatly reduced waste production in Edmonton.

The Centre itself is run completely through partnerships. Some of issues and obstacles faced by the centre are the blurred identity between the centre and city waste facility, the challenge of sharing resources with the City, the issues that are caused by unequal contributions by different partners, and dealing with conflicting priorities of the various partners in the initiative.

The EWMCE is a model of how partnerships can spur progress. Its current goals are to move out of the development phase and into its growth phase by achieving financial stability, developing new programs, recruiting new participants, and establishing international linkages.

**[http://www.ewmce.com/
Jerry.Leonard@edmonton.ca](http://www.ewmce.com/)**

Dympna Scullion, Integrated Gas Recovery Services

Integrated Gas Recovery Services Inc is a partnership between Comcor Environmental Limited and Integrated Municipal Services Inc. which develops landfill gas utilization projects including both direct use and electricity generation applications. Its objective is to develop and own the landfill gas utilization process by means of a partnership between Walker Industries and Comcor Environmental. IGRS is involved in generating electricity from methane produced by landfills. A project that they are involved with, which Ms. Scullion focused on, is the Britannia Landfill Gas to Electric Recovery Project. This project converts landfill gas from a Mississauga, Ontario landfill to electric power that is then sold to local water treatment facilities.

The Britannia Landfill operated from 1980-2002. Since it closed, the site has been converted to both a generation facility and a golf course. Prior to the building of the generator, the methane produced by the landfill was collected, but it was flared. The gas recovery generates 5 megawatts of electricity, which is then bought by the Region of Peel to operate their wastewater treatment plants.

One of the partnerships that makes the initiative possible is between IGRS and the Region of Peel. In the partnership IGRS assumes the costs of the project in terms of financing, development, construction, and operation of the process from gas collection through to electricity production. The Region of Peel assumes the market risks of purchasing the electricity. The partnership has resulted in many benefits for both members of the partnership. The Region receives carbon credits for the reductions in greenhouse gas emissions associated with the facility as well as a discount on their electricity once the capital costs are paid off. The long-term fixed price of the electricity over the 20 years of the deal provides potential savings to the Region and the long-term commitment of the Region helps IGRS finance the project. Furthermore, because the initiative was in collaboration with the Region the project was able to move forward more quickly, and allowed for appropriate risk distribution. Benefits include: displacing 5MW of grid electricity; diverting methane/greenhouse gas emissions; the generation of electricity where no generation capacity exists (due to the shutdown of coal power generators); a long-term fixed price; and that the project pays for itself, its capital, and operating costs.

Although the partnership has enjoyed great success in reducing carbon emissions, generating electricity and providing benefits to both partners, there have been some challenges. The main ones have been that 1) the process took 5-years, 2) designing and locating the plant in an urban setting was difficult, 3) there was a steep learning curve with the local utilities, and 4) appropriately distributing the risk required careful negotiation.

<http://www.igrs.ca/>
DScullion@walkerind.com

Scott Cassel, Executive Director, Product Stewardship Institute, Inc.

The Product Stewardship Institute is a not-for-profit organization that works with state and local government agencies to partner with manufacturers, retailers, environmental groups, federal agencies, and other key stakeholders to solve waste management problems involving retail products by encouraging product design changes and mediating stakeholder dialogues. It was founded in 2000, and is based out of Boston.

PSI works with state and local governments to focus the government's voice on product stewardship issues, create a more efficient environment for development of projects, and encourage the sharing of information. Product stewardship has those involved in the life cycle of a product taking shared responsibility for reducing health and environmental impacts from production, use, and end of life management. Stewardship is not mandated, so the Institute works to generate voluntary, but binding, programs.

One of current projects of the PSI is an electronics "take-back" program that is run in collaboration with Staples. As a pilot programme, Staples received old electronics in 27 of its stores over a 6-week period. Trucks then picked up old electronics at the back end of their deliveries rather than leaving empty. The electronics were returned to the 10 participating manufactures who were responsible for recycling them. This made Staples an industry leader, and improved employee and customer satisfaction. Staples now wants to expand the programme to other markets. Other companies, such as Business Depot, are also pursuing this strategy.

Another product stewardship initiative is an industry-wide paint management project. In this project PSI is mediating the dialogue between governments and the paint industry. The dialogue aims to determine the focus, key goals and strategies for paint waste management, and prioritize these issues. The primary goals that have been established thus far are to reduce waste and find sustainable financing for disposal projects. Working in collaboration with the government and industry the Institute has managed to negotiate a Memorandum of Understanding and to generate an on-going dialogue.

www.productstewardship.us
scott@productstewardship.us

Question and Answer

Q for Scott Cassel: Are you working with the US government to develop plans for long-term product sustainability?

A: No, but Product Stewardship is open to dialogue.

Q: What about compostable waste diversions from condominium developments in Canada?

A: There are currently 50 pilot locations that have signed on in Toronto to do so.

Q for Adam Scott: How is traditional knowledge of the First Nations community integrated with the science of waste disposal?

A: The program will consult with community elders on projects; all environmental projects, not just waste management. Consultation with the elders and using them as a liaison with the rest of the community helps to reduce people's uneasiness with new technologies/environmental initiatives. If there is significant resistance, then the traditions of the community come first.

Q for Jerry Leonard: What is the role of the University of Alberta in collaboration with the Waste Management Centre of Excellence?

A: The University assists with project financing, sends staff to work at the waste management centre, and collaborates on research projects.

Q for Scott Cassel: Do you see the government regulating product stewardship in the future?

A: Regulations level the playing field, but regulations must be negotiated in order to be effective. You must start with consensus between industry and government. Additionally, state laws must come before national laws.

DAY 2, Friday October 28th

9:00 am

Welcome Message from Conference Chair Michelle Kassel

Michelle Kassel, member of CIELAP's Board of Directors, started off the day by welcoming the conference participants.

9:30 am

Keynote address by David Batstone, Journalist and Author of Saving the Corporate Soul “How Corporations Can Be Responsible Partners for Sustainable Communities”

Mr. Batstone reflected on the cultural environment of North America. He gave an example of how Americans see themselves as “the whole pie” whereas in other parts of the world people see themselves as just “one piece” of the pie. How do we encourage individuals, corporations, government, NGOs *etc.* to see themselves as just one piece of the pie in order for them to become responsible partners in building sustainable communities?

Mr. Batstone then reflected on his past and some of the lessons that it held for sustainability. He worked in Central America in the era of military regimes and death squads. He and others like them were there under the guise of doing economic development work, but were really acting as human bodyguards. As a result, people with no training in economic development began working in the field. Surprisingly they were quite successful and were able to advance sustainability, while achieving their true goal of protecting citizens, of the countries that they were working in, from violence. Accomplishing several goals simultaneously through creative and sometimes unusual methods is the foundation of successfully advancing sustainability.

Most companies see sustainability in terms of a public relations exercise, but approaching sustainability can have many economic benefits, far beyond just the good PR realized by saying that they are doing good. Mr. Batstone then gave some examples of companies that are advancing sustainability while realizing real economic benefits.

Pura Vida Coffee grows and sells coffee with a portion of the net profits going to help street kids in Costa Rica. The company thought that consumers would be drawn to the idea. However, North American consumers were much more concerned with the notion of the coffee being organic and free trade, than whether or not the profits went to benefit street children. In order to be financially sustainable and cater to the clientele, new organic and fair trade coffees were introduced in the lineup and after a few years these make up the bulk of their sales. This example embodies the notion that businesses evolve in response to their consumers' values since there is not always an existing market there the product. In this way, as well, a market for the product was created by catering to similar social values that can be embodied in the same/similar product.

Stonyfield Farms Yogurt is an example of an American company that has advanced sustainability by creating an economy around their product. The founder brought together a network of dairy farmers to raise cows organically and then sell the organic yogurt to a market that, prior to this venture, did not exist. In addition, ten percent of the profits raised by the company go back into a fund called “Profits for the Planet” which gives grants to strategic initiatives that promote environmental sustainability. Thus they are able to provide funds to farmers to switch over to organic cattle farming and fund companies to provide

sustainable packaging for their yogurt all out of the company's profits. In this way they are operationalizing sustainability and securing financial incentives for their own operators.

Hannah Anderson Clothing Company began as a small mail order clothes business in the northwest US. It began offering discounts of 20% to customers who returned the company's old clothing. The used clothes were donated to local shelters to help children in need. People felt good about buying from a company that first of all made good quality clothes, and secondly that helped kids in return. A foundation was also started to try and get at the root behind the issue and to try and affect child/family planning legislation and to advance children's rights.

Mr. Batstone said that NGOs have a significant role in advancing sustainability. They are 3rd party watchdogs and motivators to move things forward when industry and government cannot or do not have the will. There need to be more vocal advocacy groups and more cooperation and strategizing to make change possible.

MacMillan Blodel's experience illustrates the importance of NGO involvement well. In the early 1990s MacMillan activities in British Columbia were slowed by objections from First Nations groups in affected areas. ENGOs took inspiration from this and tried to win injunctions from the courts for similar ideals such as the 'sacredness' of a forest. The issue became a serious concern as the government considered it, and media gave it significant coverage. MacMillan created the role of Director of the Environment to act as a liaison to deal with the issues of the various stakeholders. The person that they hired soon turned out to be more of an environmentalist than a company spokesperson. She was able to bring the stakeholders together for discussion. This example speaks to the importance of ombudspersons, bridging communities and bringing together stakeholders for discussion.

In closing, Mr. Batstone said that this is a critical time for sustainability work. There is social capital in CIELAP, it is a trusted voice and has the power to bring people together for discussion. One of the questions that we must really begin asking is, how much is enough? "Enough" may be a dignified life for our people and our future. We need strategies for sustainability and for bringing people together.

Question and Answer

Q: "How much is enough?" is a good question since we are all probably shareholders in corporations that we inadvertently encourage to strive for increased rates of return. Do you have any suggestions for us to come to terms with this contradiction?

A: Large and fast returns on investments are sustainable only in the short-term. We need to begin to put our values where we make our investments. There ought to be new tools/vehicles for investing such as social venture funds. Educating people and empowering them to make wise investments for a sustainable future should also be a priority. One suggestion is to hold workshops with investors to help them understand that there is a financially secure and sustainable future possible.

Q: If local communities want to invest in sustainability, what sectors are best to invest in? What types of businesses function better at the global scale and which at the local scale?

A: It will be difficult to invest based on your values unless we begin to put equal value on communities as on the product that is being bought/sold. Many communities lack the financial freedom to exercise choices based on their values and thus we first need to create models for entrepreneurial ventures in these poorer communities to invest locally especially where access to capital is a problem. Local industries are most successful if they do not require large up-front capital. It is better to choose service-oriented businesses when attempting to start local developments.

Q: If only 9% of people purchase based on their values, are there any examples you can give of the tipping point where people begin to walk the talk?

A: The organic food industry. Local industries are doing well, since there is a big market of people buying with their health, their families' health and their children as motivations. Another likely area for this will be in renewable electronics.

Q: Why is the CIELAP conference sponsored by DOW chemicals, which used to make revenue from the arms industry and whose ideals may not be in line with those proposed here? Is CIELAP walking the talk?

A: With engagement in an issue comes the opportunity to influence or shape the response. DOW wants to associate with CIELAP and this is fantastic, but it ought to be then held accountable for its decision to do so. They are not here to comment. There is a responsibility with being associated with this conference.

10:45 am

Spotlight Partnership: The Commission for Environmental Cooperation's Pollutant Release Transfer Register Partnership

Keith Chanon of the CEC talked about the Commission's Pollutants and Health Program. This program establishes cooperative initiatives throughout Mexico, Canada and the United States to protect human and environmental health from the adverse effects of pollution.

The CEC's Pollutant Release Transfer Registry is a database of sources, amounts and handling of toxic chemicals from industrial activity in North America. The driving force behind the registry is the public's right to know, increasing awareness of chemical hazards in their communities. Other benefits include improving corporate decision-making, improving government planning, and allowing appropriate plans to be developed for emergency response needs. Some of the limitations include that there is no exposure or risk information regarding the chemicals on the registry. Also, there is only information available for a very limited number of chemicals and sources. Furthermore, there is always approximately a year or more delay in releasing the information to the public. Finally, the CED has only been able to gather information in Canada and the United States; however they expect to have data available from Mexico by next year.

The role of the CEC is to measure the chemical releases in North America. They looked at the chemicals common in Canada and US and did analysis by chemical, industry and jurisdiction. They have set up an online user guide, Taking Stock 2002, allowing governments, industries and communities access to source information. Such information for the past nine years can be tracked in this report. Some highlights are that that, overall, there has been an 11% reduction in total releases into the environment. Also, in terms of known carcinogens, there has been a reduction of 26%.

Their future priorities include training and support to Mexico's registry (*Registro de Emisiones y Transferencia de Contaminantes*). Also, they would like to foster partnerships across NGO's, communities and countries. They have also set a priority to engage indigenous participants in their work.

**<http://www.cec.org/takingstock>
kchanon@cec.org
(514) 350-4300 (Montreal Phone)**

11:00 am

Communications, Marketing and Education for Sustainability

Moderator: Brenda O'Connor, Senior Planning Advisor, Strategic Policy, Environment Canada

Rick Boychuk, Editor of Canadian Geographic Magazine

Rick Boychuk began by stating that there are no environmental writers left in any of the national newspapers. There is only one left in Canada: Louis-Gilles Francoeur writing for Le Devoir.

In the 80's, acid rain, the rain forest, local air and water issues, green space and pollution were the main issues. It was a great time to be on the beat, learning about environmental issues in Montréal. But that's not the case anymore. It's a mistake to think newspapers don't have an environmental writer because of a lack of money. The issue is instead a lack of interest from readers. Canadian Geographic is facing this issue.

Canadian Geographic was founded in Ottawa in 1930. It has the 10th largest circulation in Canada, covering science, cultural geography, history, and the annual environmental issue – this issue is the toughest issue to sell. This year Ontario's nuclear dilemma was featured on the cover – and it wouldn't move off newsstands. The readers are not keen on this issue, but the advertisers climb all over each other to get into that issue.

Canadian Geographic, however, continues to think of itself as a main player in the environmental debate in Canada. Five years ago they launched their environmental awards. Mr. Boychuk chaired the judging panel. He described how it is very moving to see project applications coming from various sources, to see people taking initiative that is driven by nothing but concern for communities, and then to recognize them. It's good to see them network at the reception. Canadian Geographic has corporate sponsors; it's good to see these sponsors sitting down with the same people who criticize them. It's a great opportunity to have an open dialogue. CG has been criticized for accepting corporate awards. However, they still think it's great opportunity to get the different sides talking.

<http://www.canadiangeographic.ca/boychuk@canadiangeographic.ca>

Joe Chidley, Editor of Canadian Business

In 2003 Canadian Business had its 75th anniversary, beating Canadian Geographic by 2-3 years. This magazine has a circulation of 80,000. These are business readers, managers, small entrepreneurs. CB covers a great range of events that are relevant to its readers.

CB is increasingly publishing on environmental issues, more than in the 90's. It is taking a more sophisticated approach to environmental issues than in the past. It was one of the first publications to take Kyoto seriously; not as an environmental issue but as a new business reality. It also looked at the possibility of emissions trading...and this was 5 years ago.

There are also recent examples of the environmental theme. However, Mr. Chidley doesn't think of this as environmental reportage, but rather business reporting. CB just did an 11,000-word piece on international ship breaking, including the environmental and business impact. It was the longest piece ever written under his watch.

So why more environmental reporting? More companies are looking at sustainability in a not simplistic way. It is a competitive advantage to them. It is also increasingly about employee sentiment not just customer interest. Environmental issues seem more pressing all the time: the price of oil, hurricanes, sustainability. These are business stories as well. Environmental issues aren't put on the cover, however.

Mr. Chidley then remarked on challenges for the environmental sector:

1. The victories are small and the disasters are disastrous. It's easy to get bad news published, but hard to get good news published. You have to think big and think coordinated.
2. There is a lack of education on the reporters' side on sustainability, good stories are hard to find. There are no programs on sustainability at journalism schools. They just don't get introduced to this topic.
3. There are poor and ineffective external communication strategies. Not many NGOs have public relations people. Their communication pieces look like they are written by a committee; there is no link to the 'real world'. It's very important that your communication strategy is part of general strategy from beginning. What's your key message? Who is your audience? And don't wait for a big event before you start cultivating media contacts. Most NGOs think media attention is free...well it is. But it's not cheap. It takes time to cultivate. Get a contact list of reporters. Journalists today are consumers and sifters of information, not seekers. The flood of information coming at them is too much. It's hard to make sense of it, there is too much noise. The media is much more competitive and there is competition among types of media as well. Before they do a story they think "how likely is it that this story will be all over the other news?" And "do I have the right staff to add value to the story?"

As to where Canadian Business readers are at...environmental issues are increasingly on their mind. This year can be a watershed year in the environmental movement. There is a tendency to politicize issues, and science is needed. The people involved need to get out there and set it right.

<http://www.canadianbusiness.com/>
joe.chidley@canadianbusiness.rogers.com

Tyler Hamilton, Business reporter and technology columnist with the Toronto Star

Mr. Hamilton opened by stating that Rick Boychuk was absolutely right. The Toronto Star doesn't have an environmental reporter. Whoever is currently on staff has to take it on as an extension of what they're doing.

The Star's coverage on environmental issues so far has been a patchwork. It is written from a news perspective, not based on environmental worthiness. No one's covering the beat. He then encouraged everyone to send the Toronto Star a message to get an environmental writer.

Mr. Hamilton is now a business writer. Last year the Star ran an issue on the state of energy in Canada and future of energy. He got sent to Iceland to cover the geothermal and hydrogen industries. He wrote the article and slapped 'clean break' on it. His suggestion: just do it until someone tells you not to do it. He already had a business column, so he just started combining the two. He writes about sustainability issues in technology...how people are combating the current problems. This is well-received. It's getting more and more popular. Rick raised the issue that no one's interested in the environment. Well that's the problem. People associate it with tree huggers and heavy government subsidies. But with the star, Tyler has to sell it to a business reader.

The readers have a pent-up demand to read about these issues. But not about dread, doom and gloom. They want to hear about something positive, constructive. Something actually dealing with these issues. You get into the full story by focusing on the solution, then you can get into the problem.

After getting great feedback, Mr. Hamilton started a personal blog 6 months ago to fill in the gap with tidbits of facts. Last month (September to October) there was an 80% increase in traffic. The Toronto Star posted a link to the blog without seizing control of the content which is really rare.

So what's the bottom line? Between his column and the blog Mr. Hamilton is finding that readers *do* have an interest. There is an opportunity put a good news message out there but backfill it with what's really going on

It's not that this movement is going away, but it has to be kept alive. We need to get away from the 70s perspective of pure environmental issues and we have to approach the issues from a different angle.

**<http://www.thestar.com>
thamilton@thestar.ca**

Questions and Answers

Q: What questions would you like to ask each other based on your experiences?

Boychuk: I hear good news. A business publication is doing environmental stories. I know our readers are tired of doom and gloom and they want to hear about good stuff.

Chidley: But how do you know people are not interested? Just through sales?

Boychuk: Newsstands and covers are good lessons. If you put an environmental story on the cover it should be good, uplifting. I know this from the letters we get. There's a reason why environmental writers are not there.

Chidley: When I was at McLean's, we did an annual poll on readers' interests. The environment would fluctuate in importance every year. As editors and writers, we don't just give them what they want to read, but also what we think they should read.

Hamilton: People want to read about it when there is a sense of follow-through. The Toronto Star is unique because it does lots of investigative stories. It has the resources to put into it. Readers are sick of shallow coverage. If you have someone committed to doing an investigative story once a month, readers will really appreciate it.

Q: I agree that readers need to be co-opted to read about the environment. They read about the death toll in Iraq because it changes everyday, but environmental change is slow. Sustainability is such a strange concept to most people. How do you show it in glossy pictures? Scientific America has had some success in this. So my question is, should it come from passive readership or as a challenge from editors?

Boychuk: My job is to engage people in stories that my colleagues and I believe are important. It's a huge challenge to find a way to engage readers, to find a way of telling the same story in new way. Global warming is a big abstract concept. We need to show where the advances are in order to capture readers.

Q: I understand the experience of editors interested in stark stories and sensationalization. But we work with companies in an incremental fashion, on a consensual basis. How would this interest readers? It's good news, but it's not sensational.

Chidley: We do many process stories. Our readers want a look at ways of running a company, different practices. So my advice is to get to know reporters. There may be a story there in the process. The story may be hard to tell, hard to sell, but it's still important.

Boychuk: We do it through character stories. We all want to read about people grappling with problems with broader social implication. What's the effect on their family, their own selves.

Hamilton: Can you document results and show improvement? Keep me informed on progress. I want to see results. There are too many projects that don't have a point, yet they receive oodles of government money, but they are neither sustainable nor profitable. But I prefer to write a story showing this is how one person did it and you can do it too.

Chidley: You worked on acid rain. What was your impression? That there are wins out there?

Hamilton: Highlighting wins in the face of disasters is important. That things have been dealt with through global cooperation gives people hope.

Q: I am a university student, and students are very competitive, always trying to set ourselves apart. Have you set this forward as a challenge to students as how to make people care about environmental issues?

Boychuk: I speak regularly to students. We have interns in the office. But do we inspire them? I don't know. They bring a much-needed perspective and I'm grateful. Do we do broader outreach? Other than occasional speeches, no.

Hamilton: Every week or so I get an e-mail from a student who has decided to do a project on clean technology and is asking me for help. So it's very exciting. Kids do read the column.

Chidley: The short answer is no. My job is deciding how to allocate resources. I only have a limited number of pages to engage readers. But now because of the web we can extend resources that circumvent traditional processes.

Q: How do you go about reporting a story that is not a success? The problem of acid rain is not solved. How would you address getting it into the public forum?

Chidley: Honestly, I don't know. What do you think? What have you tried?

Boychuk: Why do you need media coverage? Before you deal with media coverage, you need to address what the community is doing.

Participant: This is not a local problem but federal problem. There are local actions being done, but we are downstream from the source so we don't have local solution.

Boychuk: There is a global community. Russia is heavily involved in putting it on the agenda in international forums.

Hamilton: I really think there are not enough brown envelopes being shoved under doors. Where are the anonymous sources? Give us that information and a springboard to jump from and many of us will.

Q: To what extent can your publications serve as clearinghouse for information? There are so many important books being written, and you can bring the ideas covered in these books through book reviews to your readership.

Chidley: Email me. We're always interested in new ideas.

Hamilton: There are better ways of approaching ideas than doing book reviews.

Q: I have some criticism. There is a lot of complacency on the part of the media. Complacency in society is due to this. By making story after story not 'newsworthy'. I live in Vermont. We have 30,000 people and Lake Champlain. We have a full-time environmental reporter. You can't tell me that it's not wanted. We always send the media potential stories

Q: Why don't you focus on test titles while the story is in the making? Let the readers give you the title.

Hamilton: It's a good idea to a certain extent. But a lot of people have a special interest. Their feedback only skews the information. And we are on such tight timelines that feedback is not practical in that timeframe.

Boychuk: I'm very proud of the nuclear story we did. While it was not the best selling cover, it has longevity. As focus testing goes, we do test covers out on the web before we go to print.

1:15 pm

Spotlight Partnership: Habitat Jam an innovative global e-conversation and consultation on the future of the world's cities leading up to the UN Habitat World Urban Forum

Susan Tanner, Lead, Safety and Security for Habitat Jam spoke about Habitat Jam, an electronic resource, designed to engage people in the dialogue around the UN World Urban Forum. It is a global collaboration and is open, democratic and free to everyone. The internet event will take place from December 1-3, 2005. There will be three forums on sustainable cities. Under each forum there will be sub-themes including; safety and security, emergency preparedness, humanity, finance and governance. Individuals can participate through discussion or as subject matter experts. People can also be involved as network champions who work to get more people to participate and include the Habitat Jam logo on their website and/or send the information to their list-serves. After the event, the comments will be analyzed by an IBM Tool which is designed to pick out main themes in the discussion. These comments will be kept and presented at the World Urban Forum. Jam participants can also network with one another to continue discussing and working together.

**<http://www.habitatjam.com/>
Susantanner5@yahoo.ca**

1:30 pm

Water Management: Reducing demand and improving quality, access and sustainability

Moderator: Maureen Carter-Whitney, Research Director, CIELAP

Karl Schaefer, Senior Science Policy Advisor, National Water Research Institute

The NWRI is Canada's largest water research establishment. It takes an ecosystem based research approach to supporting the development of government policies, programs and influencing decision making.

Mr. Schaefer presented four case studies of the work that the NWRI does, particularly focusing on how partnerships advance research. The first looked at taste and odour in drinking water. This study was initiated as a response to outbreaks of bad odour/taste in municipal drinking water in 1994, 1998 & 1999. NWRI formed the Ontario Water Works Research Consortium (OWWRC) as a partnership between municipalities, MOE, Universities and other stakeholders. The consortium fostered research focusing on mechanisms that trigger outbreaks, and worked to develop control measures (rather than simply abatement) and learn how to foster communication with customers during severe outbreaks.

Mr. Schaefer discussed how they addressed urban combined sewer overflows (CSOs). CSOs carry storm water, sewage and diverse sediments and are a major urban problem during times of heavy rain. NWRI worked to develop technology options to try to get sediments to precipitate before they entered the sewage system including detention ponds and satellite treatment facilities. A partnership developed that had a focus on research, which made it a useful contact for municipalities and made it possible to share costs among a range of stakeholders.

The third case study that Mr. Schaefer spoke about was a partnership to manage water demand. There is a lack of standards surrounding water reuse, which is an impediment to industries and communities who want to begin to implement water reuse solutions. NWRI is working with Environment Canada, the Canadian Standards Association, Canadian Mortgage and Housing Corporation and Health Canada to develop Household Reuse Guidelines and Standards. NWRI is similarly working in partnership to modify the plumbing code, since there is nothing in the code to entrench water reuse or efficiency.

The final case study that Mr. Schaefer presented was about pharmaceuticals in water. NWRI is working with Trent University to look at the presence of pharmaceuticals in sewage plant effluent and the presence of pharmaceuticals in drinking water. NWRI is also working with Health Canada to survey water supplies to look for pharmaceutical traces. There are still many questions that aren't yet being explored related to these issues, however, for example: What about the mixture of chemicals? What are the effects on wildlife? Partnerships are vital for financing such comprehensive studies and for gathering all of the pertinent information.

Karl.Schaefer@ec.gc.ca

Glen Pleasance, Water Efficiency Coordinator, Region of Durham

Water Efficiency Durham's mandate is to encourage efficient use of water among all water users. The population of the region is approximately 500,000 people and it is expected to double by 2021. There is a tremendous need for efficiency in water management in order to create effective growth. Developing more water provision and treatment infrastructure is very costly, while increasing efficiency is not, but can solve the same problems.

There are large efforts in Durham to make new home construction more water and energy efficient through, for example, more efficient appliances and planting drought tolerant landscapes. One example of this work is a partnership between the Region and Tribute Homes. In the partnership Tribute Homes, a real estate developer, offers new residents upgraded features at a low cost. The region then monitors energy and water use in the homes with upgraded appliances and in those with standard appliances. As a result of the study, the region will be able to do a cost-benefit analysis to show builders, the community, and the municipality how much can be saved. Natural Resources Canada has also provided funding and research support.

Another partnership that the Region of Durham is involved with is the North American water efficiency network. The aim of the initiative is to find the most effective low flow toilets that work efficiently through testing of all the popular models to advance the use of these toilets. The program is funded by Canadian and US agencies. The result was Unified North American Requirements which are a template for municipalities to follow when providing toilet subsidies based on their performance. The partnership was the result of an ad-hoc process. All of the groups that became involved were asking the same questions regarding toilet efficiency. This led to a formal research fund under CWWA and AWWA (Canadian and American Water Works Association). The fund subsidizes projects and builds links to university research. There is an enduring challenge to broaden funding.

<http://www.region.durham.on.ca/>
Glen.Pleasant@region.durham.on.ca

William Howland, Manager, Lake Champlain Basin Program

The Lake Champlain Basin Program is a partnership between government agencies from New York, Vermont, and Quebec, private organizations, local communities, and individuals to coordinate and fund efforts that benefit the Lake Champlain Basin's water quality, fisheries, wetlands, wildlife, recreation, and cultural resources.

The organization began in 1988 with a memorandum of agreement to control phosphorus levels in the lake and to potentially create standards. This memorandum turned into the "Opportunities for Action" plan which is now updated every 5 years. "Opportunities for Action":

- Outlined the need for research to collect baseline data
- Formed partnerships and set realizable goals
- Was signed by VT, NY governors; they wanted QE to sign on to it, but got a letter from QE endorsing it instead
- This leveraged the attention the Lake basin received from government because government heads had signed the plan

The four highest priorities of the plan are to:

- Reduce toxic contamination
- Reduce Phosphorus inputs
- Minimize risk to human health from water hazards
- Control introduction, spread and impact of nonnative nuisance species

The program is run through partnerships. Involved in the program are representatives from local governments, the Provincial government of Quebec, state governments (NY, VT), citizens' advisory chair, army core etc. Citizens are mainly involved through a steering committee that influences decisions that are to be made. Professionals give advice and are involved through a technical advisory committee that reports to the steering committee. The organization operates by consensus. It often implements initiatives through small grants administered by the LCBP given to local groups.

<http://www.lcbp.org/>
WHowland@lcbp.org

Question and Answer

Q for Bill Howland: How did the Lake Champlain Basin Program get started, who was responsible and what was the impetus?

A: The program was a vision of a single US senator who recognized the need to fund/support the Memorandum of Agreement between QE, NY and VT. Even though there was not much research done for the area, there was the need to develop some sort of management plan.

Q for Glen Pleasance: Is information from the Durham Region study going to be shared with the public/municipalities?

A: Yes. There is an interim report due out in 6 months, and a full report to be made in 1 year.

Q for Bill Howland: Do you have any suggestions to multi-jurisdictional regions for forming partnerships? Are there any necessities to reinforce them or is it just momentum?

A: Continuous funding from all levels of government is important to keeping the projects running. The continuity in the Lake Champlain Basin comes from mandates from the states to reduce the phosphorus level. At least two times a year there is an overnight meeting between the players to develop personal relationships. There is also absolute commitment from US senators keeping this going.

Q for Glen Pleasance: With regards to water reuse, are municipalities demanding efficiency from developers right now?

A: No. The catalyst for reuse comes from the CMHC pushing to develop strategies for water reuse and from other agencies. Other countries have standards (like Germany) but before we adopt and translate these to our situation they must go through the proper channels to suit them to the Canadian situation. The main obstacle to water reuse now is public perception; this will be a challenge to change.

Closing

As the conference wraps up we hope that these discussions have highlighted strategies that you can use to enhance your own partnerships in the interest of sustainability. We also hope that you will visit CIELAP's other materials on this topic at our website www.cielap.org. And "stay tuned" for information about our future partnership conferences. We anticipate that the next one will be held in Fall 2007.

Until then!

Thank You
To the sponsors and supporters of CIELAP's 3rd Partnering for Sustainability Conference,
who made this event possible.

Gold Sponsor



Foreign Affairs
Canada

Affaires étrangères
Canada

Bronze Sponsor



Associate Sponsors



Environnement
Canada

Environment
Canada

Financial Supporters



National Round Table
on the Environment
and the Economy



walker industries
Holding Limited



Transport
Canada

Transports
Canada

In-Kind Supporters

