



DID YOU KNOW?
Rebox Corporation is a leader in reused corrugation boxes? They sell approximately one million units of used boxes each week and for every ton of corrugate reused, 17 trees are saved, along with significant quantities of oil, water, electricity and landfill spaces.

DID YOU KNOW?
the **Canada Organic Office of the Canadian Food Inspection Agency** has established Federal Organic Products Regulations for organic farmers/processors to govern organic production and detect fraudulent “organic” claims?

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A NOTE FROM THE EDITOR,
Shelly Elsliger, JMSB Career Management Services

It's that time of year again, when staying in and reading a good book or even working on your job-search action plan doesn't sound like a bad idea! Why not start by making the New Year a time to get some momentum going on around you. Make some efforts to be more sustainable in your daily living routine and even influence friends and fellow co-workers to do the same.

This sector has diverse needs and the need for sustainability-skilled individuals is growing: consultants, planners, analysts, forecasters, managers, researchers, evaluators, builders, designers, manufacturers, marketers, distributors, transporters, planners, policymakers, entrepreneurs, specialists..and the list goes on!

Before you can venture out and position yourself as a knowledgeable and skilled potential employee, it will be important to understand this sector in-depth as well as the skills that make up the profiles potential employers are looking for! The reality is that only about 15% of jobs are posted and you will need to do be proactive in accessing the hidden “green” job market. You will also need to spend some time working on your resume; focusing on reflecting your skills in a way that will fit with this new career path. This industry is changing fast and the skills needed for this sector are not the same skills that were routinely taught years ago.

So, it's a new term and a time to be mindful of where you want your future and your career path to take you. Simply ask yourself these 2 questions...

- **Do I hope to become a responsible business leader one day?**
- **What can I do to help me get there?**



DID YOU KNOW?
P&G have a Live, Learn, and Thrive cause?

Check out **www.pgproductsafety.com** to check out the ingredients used in their products

PROCTER & GAMBLE UNVEILS NEW SUSTAINABILITY VISION

Submitted by: Kathy Litalien P&G

PROCTER & GAMBLE UNVEILS NEW SUSTAINABILITY VISION
Announces 2020 Goals to Guide Progress Toward New Vision

CINCINNATI, Sept. 27, 2010 – The Procter & Gamble Company (NYSE:PG) today accelerates its commitment to sustainability by unveiling a long-term environmental sustainability vision. As part of P&G's strategy to grow responsibly, the Company will work towards a long-term environmental sustainability vision that includes:

- Powering its plants with 100% renewable energy
- Using 100% renewable or recycled materials for all products and packaging
- Having zero consumer and manufacturing waste go to landfills
- Designing products that delight consumers while maximizing the conservation of resources

The new vision provides P&G with a long-term framework to guide all sustainability decisions and goal-setting within the organization.

“Accelerating P&G's commitment to environmental sustainability is a critical component of the Company's ongoing growth strategy to improve more consumers' lives in more parts of the world more completely,” said Bob McDonald, P&G Chairman of the Board, President and Chief Executive Officer. “We're announcing this vision and goals because we believe in the power of our Purpose – and our responsibility as a Company to be a force for good in the world.”

To enable the Company to track progress against its long-term sustainability vision, P&G will implement a series of 10-year sustainability goals. These near-term goals will be used to focus company efforts, incrementally improve the organization's environmental performance and hold P&G accountable against its stated, long-term sustainability vision. The first set of 10-year sustainability goals will be delivered by 2020. These sustainability goals are in addition to the Company's existing 2012 goals. As with its current practice, P&G will report progress against these goals on an annual basis. P&G's 2020 sustainability goals include:

CATEGORY	2020 GOALS
Products	
Replace petro leum-based materials with sustainably sourced renewable materials	25% *
Cold Water Washing	70% of total washing machine loads
Packaging Reduction	20% (per consumer use)*
Consumer Solid Waste	Pilot studies in both developed and developing markets to understand how to el iminate landf illed/dumped consumer solid waste
Operations	
Renewable Energy Powering our Plants	30%
Manufacturing waste	<0.5% (d isposed)
Truck Transportation Reduction	20% (km/unit of volume)*

*Vs. 2010 baseline

DID YOU KNOW?

Bento Sushi has partnered with “SeaChoice” to become Canada’s first sustainable Sushi Company? Bento plans to supply only sustainable seafood by 2012. They have already switched 65 % of its product offering to sustainable fish and seafood.

Bento has just opened up in the Hall building... umm..enjoy!

DID YOU KNOW?

ShopCorus.com offers weekly opportunities to get certificates at 50% of the cost for various businesses in and around Montreal?

www.shopcorus.com



DID YOU KNOW?

Proctor and Gamble will be coming back to JMSB on March 4th. Stay tuned for details!

“Procter & Gamble is a company with the power to transform the marketplace and we are pleased to have worked with them on their new sustainability vision,” said Carter Roberts, Chief Executive Officer and President, World Wildlife Fund U.S. “This is why we are announcing a global partnership between World Wildlife Fund (WWF) and P&G. Under the partnership, WWF and P&G will continue to work together to address issues of sustainable production and sustainable consumption.”

“We recognize our impact as a global company and accept our responsibility for continual improvement. By implementing this new vision, P&G is trying to help solve some of the key sustainability challenges the business community will face over the coming decades,” said P&G Vice President, Global Sustainability, Len Sauers. “ I am convinced that innovation can uncover solutions to the major sustainability issues facing us—challenges like waste, emissions, and water use. Innovation and external partnerships are key components of a successful sustainability program. No one company can do it alone. It is important for companies to collaborate with external partners to tackle important topics that impact both our world and our businesses”.

About Procter & Gamble

Four billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 127,000 employees working in about 80 countries worldwide. Please visit www.pg.com for the latest news and in-depth information about P&G and its brands.

REMINDER OF NOMINATIONS FOR SUSTAINABILITY CHAMPIONS GALA 2011

Hey Concordians!
The second annual Sustainability Champions Gala will be held in March and we need your help. Last year, 11 awards were given to Concordia students, staff, and faculty who went above and beyond their normal duties to communicate and integrate sustainability into their offices, classes, and lives

Please help us recognize student, staff or faculty members that are setting an example, making waves, catalyzing change, or making a difference in the sustainability of our University. If you know someone who fits this description, why not put a nomination together; after all, “Champions” should always be recognized!

COMING FACE TO FACE WITH MY WASTE

By: Stephanie Berger
Official Presenter for The Climate Project Canada
Advisory Board - David O'Brien Centre for Sustainable Enterprise
Doctoral Candidate - JMSB

The invitation was random: I opened an email from the Cote des Neiges neighbourhood eco-quartier team. They were inviting people go see the garbage dump at Lachenaie. I am still not sure why, but I was compelled. I RSVPed and marked it on my calendar. November 2nd came around and I parked my Communauto2 car in the Maxi parking lot and hopped on a yellow school bus destined for the dump. The drive to Lachenaie wasn't too long, but it was bumpy. I forgot how tight the suspension is on those school buses... We arrived in one piece. Our host had the group sit in a large conference room where we learned about the history of the site, the company that operates it, and the site's future. We learned that about 700 truckloads of garbage, that is, unwanted stuff (much of it recyclable or compostable) come from Montreal every day. And they are open 6 days per week... You do the math. The landfill is located approximately 32 kilometres northeast of the city of Montreal in the City of Terrebonne, Quebec. You won't find much on the website, but the guided tour provides a list of shocking information:

- The site is 42 years old and is the only site left that serves the 3 million people of Montreal.
- The site has 15 years left at the current rate of garbage generation.
- 30% of the material dumped could have been recycled or composted. Even if items biodegrade in the landfill, the earth is totally unusable because of toxins in the garbage.
- Montrealers create more garbage per person than any other city in Canada.

When the host finished educating us on the merits of garbage dumps, we went out to meet the people, and to see the garbage. We met the garbage, up front and personal. It didn't smell too bad, but looking at it, and watching all the trucks roll in one after another and dumping more of it, made the point of overconsumption better than the smell ever could. And though the image here is less shocking than expected, know this: that pile goes 12 metres below ground and 10 metres above; 200 metres long by 200 metres wide. And that's just one hole! The day we toured, three other holes were operational. At the end of every day they cover it all up so that no garbage is exposed to avoid smells and attracting vermin and other bottom-feeders. That's why the site looks like this from the air:

I was surprised by all of this. Which is surprising in itself. I am a greenie. I mean, I try really hard to be a greenie. I reuse whenever possible (which is somewhat thwarted by my husband who throws things out behind my back and only tolerates my sustainable antics). I recycle meticulously. I compost (also thwarted by my husband). My point? My point is that even I don't think before I toss once something is categorized as garbage. At least, I didn't. Now I think so much I change my consulting company's name to Think! Seeing one's own garbage up close and personal is an eye-opener. I suggest you go see yours. And think.

Contact André Chulak at 450 474-7222 (andre.chulak@bficanada.com)
¹BFI Canada runs the landfill at the Lachenaie site. ²Communauto provides its members with exclusive access to its vehicles. By becoming a Communauto subscriber, you gain access to a fleet of cars that you can reserve at low cost for a half-hour, an hour, a day or longer, according to your needs. Located in the heart of your neighborhood, the cars are available without delay, 24/7.



GREEN INITIATIVES AT FAIRMONT

Fairmont Hotels & Resorts' Green Partnership Program

Submitted by:
Alexandre Bourbeau
Manager, Conference Services and Catering

DID YOU KNOW?

EcoLogo is a third party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network meeting the ISO 14024 standard? EcoLogo is the official mark of the Government of Canada's official mark. www.ecologo.org

DID YOU KNOW?

though there are number of online sources for Green jobs, "**GreenJob Spider**" www.greenjobspider.com/ aggregates relevant green jobs from various websites? This is the "Google of Green Jobs"! Check it out!

DID YOU KNOW?

that at **Toque Restaurant**, 70% of the food is fresh and comes from a local farm an hour outside Montreal?

In 1884, Fairmont Hotels & Resorts was founded on an enduring connection to the land and communities where we do business. In 1990, we proactively launched our industry-leading Green Partnership program, a comprehensive approach to reducing our impact on the environment. This commitment to minimizing our hotels' footprint on the planet is a key component of our operating philosophy, which is formalized in our Environmental Policy.

The Green Partnership allows Fairmont to meet and exceed guest expectations of operational sustainability and responsible tourism, because the environment isn't just something that's "out there"—it's where we live, work and play each day.

Fairmont's Green Partnership focuses on improvements in the areas of energy and water conservation, waste management, and innovative community outreach programs involving local groups and partnerships—please read below for this hotel's initiatives that operate under the Green Partnership program.

LEADERSHIP THROUGH INNOVATIVE PROGRAMS

Eco-Meet: Fairmont's Eco-Meet program offers planners the opportunity to minimize the ecological footprint of meetings and events through the reduction of waste and conservation of valuable resources. The program can be tailored to the individual needs of the client through four key components—Eco-Accommodation, Eco-Cuisine, Eco-Service and Eco-Programming.

At Fairmont The Queen Elizabeth:

- The hotel has an active Green Committee that was established in 1990. Together, they brainstorm and with the help of all colleagues, put in place clever ways to actively reuse, reduce, and recycle.
- Fairmont The Queen Elizabeth has partnered with The Biosphere, a museum dedicated to the environment. The hotel promotes the various exhibits by offering packages and promotes green events with the assistance of their experts.
- Encourages meeting planners to offset carbon emissions from their event by purchasing of Renewable Energy Certificates through www.planetair.ca.

Carbon Management Program: Fairmont has introduced an Energy and Carbon Management Program in support of our Climate Change Strategy, that allows us to monitor, track, and report on our progress toward achieving significant CO2 reductions at all of our locations worldwide. We also partner with like-minded companies who provide products and services that improve our operational efficiencies. These proactive steps will reduce carbon output and help mitigate the effects of global warming.

Green Cuisine: Fairmont is committed to purchasing local, organic, Fair Trade and sustainable food products wherever possible, including utilizing organic or biodynamic wines, local purveyors and on-site herb gardens.

At Fairmont The Queen Elizabeth:

- An organic herb garden has been created along the windows of Le Montréalais Bistrot.
- Organic beverages such as tea and wine are available.
- Seafood choices are sustainable, and organic/vegetarian options are available.
- Dishes are prepared with local seasonal ingredients as much as possible.
- The hotel partnered with Fromagerie du Vieux St-Francois to promote local cheese artisans and they created an organic goat cheese for the hotel.

DID YOU KNOW?

that Chinese workers constructed a 15-Storey hotel in just 6 days at Changsha with all prefabricated materials? So cool!

ca.news.yahoo.com/s/yahoocanada/101112/canada/chinese_workers_build15_story_hotel_in_just_six_days

DID YOU KNOW?

if you shop at **Étât Deux Fois** all of your souvenirs will literally come from junk? You never know what you will find but you can bet that it will be funky and cool!

DID YOU KNOW?

the **City of Montreal** has a new guide to the 3Rs?

Waste Management

Paper, packaging and garbage are a reality of our lives, and of any business. Fairmont has consistently cut these side effects of our operations. While effective waste management comes with challenges, such as operating in communities without recycling facilities, we continue to reduce and divert waste and identify other eco-friendly opportunities.

Initiatives at Fairmont The Queen Elizabeth include:

- The most aggressive recycling program of all downtown Montreal hotels. All paper, plastics, glass and metal are recycled.
- Recycling Bins are placed in every guest rooms, meeting rooms as well as offices, kitchens, lobby and all service areas.
- Milk, cream and butter are served in bulk.
- All old computers and electronic parts are recycled with the help of local merchant.
- Leftover food is donated to the Salvation Army and Old Brewery Mission, Montréal-based organizations that collect non-perishable food that would otherwise go to waste.
- All used bar soaps and toiletries left behind by guests at Fairmont The Queen Elizabeth are donated to Herstreet, a community-based organization committed to helping homeless women and women in difficulty, and Dans la Rue, an organization that provides food, shelter, support and guidance to street kids.

Energy and Water Conservation

To conserve energy and cut greenhouse gas emissions, Fairmont has introduced compact fluorescent light bulbs where possible. Most hotels now have water-efficient showerheads and tap aerators, and we continue to replace all toilets that have a flush capacity over 2 gallons (7.6 liters). Guests can do their part by choosing to participate in the towel and sheet exchange program offered at all Fairmont properties.

At Fairmont The Queen Elizabeth energy and water conservation projects include:

- An extensive lighting retrofit program which results in savings of \$13,600.00 CDN per year.
- The new centralized air system is viewed on the computer. Each room shows the guests' desired temperature and the actual temperature of the room. Following a research process, they instigated a program to maximize guest comfort while saving energy. If the room is unoccupied, the temperature is lowered saving energy from using unnecessary heating or cooling for unoccupied rooms.
- In the various meeting facilities throughout the hotel, the engineering department controls the HVAC (heat, ventilation and air conditioning) systems while monitoring the carbon dioxide levels in the rooms, always following the minimum guidelines as per ASHRAE (the American Society of Heating, Refrigerating and Air-Conditioning Engineers). The hotel triggers an intake of fresh outside air into the meeting rooms as needed. In winter, free cooling is used to save energy by allowing outside air to reduce the temperature in several areas.
- A heat exchange recovery system captures steam used to heat the hotel, then use it to preheat incoming city water, therefore reducing costs and saving energy.
- With the voluntary sheet exchange program, Fairmont The Queen Elizabeth is able to save yearly 100,000 gallons of hot water.

Partnerships and Affiliations

Our affiliations highlight our commitment to the environment, and also help promote unique Fairmont eco-experiences. The growing number of partners and associations who share our vision include The World Heritage Alliance for Sustainable Tourism, WWF (Climate Savers Program), The International Tourism Partnership, The Prince Albert II of Monaco Foundation, The United States Environmental Protection Agency (ENERGY STAR® program), The Hotel Association of Canada (Green Key Eco-Rating Program) and the National Geographic Society.

Local projects are tailored to address environmental issues specific to the hotel's location, and showcase each Fairmont 's unique environmental strengths and connection to their community.

DID YOU KNOW?

Terrachoice (www.terrachoice.com) checked labels of 6000 products and found that the # of “green” products available in stores jumped by 73% between 2009-2010! Bet you didn't know that they also found that about 93% were guilty of green washing?

DID YOU KNOW?

CMS/ JSG will have their next **Sustainable Cafe Speaker Series** on February 15th. Do not miss it! Stay tuned for details!



JACOB



On a local level, Fairmont The Queen Elizabeth, partners include:

- Montreal-based charitable organizations such as Old Brewery Mission, Salvation Army, Herstreet, and Dans la Rue
- Environment Canada's Biosphere
- Fromagerie du Vieux St-François

Awards & Accolades

Fairmont Hotels & Resorts' Green Partnership Program continues to be recognized by a number of international organizations including the World Travel and Tourism Council (WTTC), World Tourism Organization (UNWTO), Ad Age and Strategy magazines.

Fairmont The Queen Elizabeth has received the following certifications/ratings:

- Hotel Association of Canada's Green Key Eco-Rating Program

Fairmont The Queen Elizabeth has received the following awards:

- 2003 Clean Air Awards
- Fairmont Hotels & Resorts – named Green hotel of the 3rd Quarter in 2009
- Montreal - Greenest hotel of the year for 2009 – Association Touristique de Montréal

www.fairmont.com/queenelizabeth

Explore Fairmont's responsible tourism activities or request our Green Partnership Guide book at www.fairmont.com

THE JOHN MOLSON SUSTAINABLE INTERNSHIP PROGRAM

Career experience at your fingertips

Want to add some great experience to your resume?

Want to gain some experience working in business and get exposure into sustainable best practices?

The David O'Brien Centre for Sustainable Enterprise (DOCSE) and JMSB's Career Management Services (CMS) created this program to give undergraduate and graduate students the opportunity to gain valuable and related hands-on experience within their area of business specialization in sustainability. Interns will also receive a completion certificate from DOCSE and CMS once the internship has been successfully completed.

Deadlines approaching soon!

Apply for internships today check out the CMS job board.

johnmolson.concordia.ca/en/career-services/students/check-job-postings



DID YOU KNOW?

TrainsFair Canada, located in Ottawa, is a national nonprofit fair trade certification organization and the only member of the Fairtrade Labelling Organizations (FLO) International. Find out more about them at: <http://transfair.ca>

DID YOU KNOW?

Ayurveda means “science of life”?

PLAYING FAIR WITH FARMERS

Submitted by:
Marise May, Owner
Sahana Ayurvedic Products, Inc.

I was in Sri Lanka last year, visiting some of the farmers that grow our Arayuma Fair Trade, organic teas and spices. I was struck by the integrity and vision of the small organic farmer's project, the beauty of the land which is so carefully tended to and respected by the farmers, and the sense of peace I felt on the farms.

I sometimes hear people questioning whether the terms Fair Trade and Organic really mean anything, or whether they're just being asked to pay more for the same products, whether the producers really benefit from Fair Trade, and so on.

While I was visiting the farmers, I thought of all the people back home in Canada and wished that they could share in this magical experience. If only they knew how different the lives of these farmers were than that of the virtually enslaved plantation workers that produce conventional tea and other agricultural products in Sri Lanka. If only they could see how happily these farmer families were living, at one with the land that had been tended to by their parents, grandparents and great grandparents.

The advantages of Fair Trade are certainly real, and certainly worth paying a little extra for (especially since Fair Trade products are generally of a much higher quality than conventional ones). Small farmer projects like the ones in Sri Lanka that produce Arayuma teas and spices promote greater biodiversity, protect the land and farmer communities, and function in harmony with our planet.

Unfortunately, many farmers around the world are faced with growing pressure to trade in their traditional, sustainable farming methods for destructive, polluting and extremely expensive ones proposed by big business. Many of these farmers have grown increasingly indebted, and there has been a resulting wave of farmer suicides in the South that we can no longer ignore.

In a world where so many of the very people that provide nourishment for our families can not even provide for the basic needs of their own, it is of growing importance that we act in solidarity with farmers across the world to build a brighter future, while protecting the global food supply.

As support for Fair Trade initiatives grows, so does the hope and inspiration for other producers to join the movement with new and innovative products. By choosing Fair Trade, we can truly create a better world where everyone is fed, children are free to play and learn, and the despair felt by so many farmers today becomes only a distant memory.

Please visit us at www.arayuma.com to find out more about us, and what you can do to support Fair Trade.





THE MARRIAGE OF ENVIRONMENTALISM AND MARKETING

*Submitted By: Lora Smith and Sue McLennan, Consultants
Lean into the Green*

DID YOU KNOW?

you can now redeem all of your **Air Miles** points for greener rewards?

www.airmiles.ca/myplanet

DID YOU KNOW?

Permaculture Montreal is a community group which formed to promote permaculture, sustainability and community development? For more information, contact

PermaMTL@gmail.com

Many years ago, a friend of mine asked if I would consider joining him as a volunteer at our city's inaugural "Household Hazardous Waste Day". I was to create a poster to drive attendance to the event, handle PR, and then work during the event. It seems that my poster was effective! Citizens came by the dozens and I spent the entire day directing people to the correct table to dispose of their nasty substances. I had a fabulous time – creating compelling messages, giving back to the community, and sparing our environment of a few more tons of waste. This, it seems, was a prophetic start for an interesting career.

My business partner began her journey towards all things environmental while she was expecting her first child. The realization that formerly innocuous cold medicine could not be consumed while pregnant got her to thinking: what is actually in the food that I eat and what else should I be avoiding? In her admirable Engineering-trained way, she got to work and studied just that. Her findings startled her to thinking not only about her own body and that of her unborn child, but also about our town, country and earth. What apparently innocuous substances are poisoning our environment and what can we do about it?

The protection of the environment is certainly not a new topic, but in just a few years we have moved to a place where sustainability and protecting the environment is on most people's radar, has become common platform for government, and is a major issue for business. Like any initiative, there is a continuum where some organizations are much further ahead than others. Some businesses are actively measuring their greenhouse gas emissions (GHGs), buying renewable energy credits (REC's), building certified LEED buildings, and living up to stated and measurable sustainability policies. Others have changed their light bulbs to energy efficient company fluorescent or "CFLs" and figure they have gone as far as they need (or want) to go.

Small and medium-sized businesses – of which there are over two million with less than 500 employees in Canada – are getting more involved, but potentially to a lesser extent than big businesses. Environment Canada's research on pollution trends over the last five years shows large firms appear to be outperforming smaller firms in reducing pollution. And given the resource restraints of the small and medium-sized business in an increasingly competitive and global marketplace, it's no wonder.

Most small and medium-sized business owners indicate an interest in improving their environmental practices but many do not have the knowledge or resources to begin the process. A vast amount of environmental information is available these days, but applying it and ensuring the value or return on investment can be complex and time-consuming. On the technology front, it is difficult for business owners to wade through the options and determine a long-term path forward. They are often simply trying to solve an urgent problem ("My boiler is not working and it is -30° outside!") and may rely on the expertise of a sales agent who is selling one type or brand of product. Lastly, financial resources are a common barrier to action.

So, while there might be a will to become a better steward of the environment, there is a common perception that it takes substantial green to become green. And what are the benefits of being green? Aside from being "the right thing to do" for future generations, what can companies expect?

DID YOU KNOW?

TrainsFair Canada, On March 10 2011, communities across Canada and the United States will be mobilizing to take action to ban the bottle and reclaim public water: www.bottledwaterfreeday.ca

A list of 10 planet-friendly bloggers to follow in 2011
www.davidsuzuki.org/blogs/thegreenpages.ca
www.mnn.com
www.raulpacheco.org
www.sutmund.com
www.greenlivingonline.com
healthyvoyager.com
puregreendesign.blogspot.com
www.acanadianfoodie.com
www.mindfultable.ca
theveganproject.ca

Industry leaders like Quebec-based paper and tissue manufacturer, Cascades, will tell you that that they have made impressive gains in energy efficiency at all their plants and have reduced their energy costs. More and more clients and partners are demanding to do business with responsible suppliers and this positively supports their brand. Employees are proud to work in an environment that supports a good cause and this good reputation extends to the recruitment of new employees. In addition, many government bodies and provincial utilities are willing to fund environmental or energy saving projects which takes the bite out of retrofit or building costs and encourages investment.

The benefits of top-line and bottom-line improvements as well as customer and employee loyalty are available – indeed crucial – to small and medium sized businesses as well. But where do these busy entrepreneurs start? How do these initiatives fit in to an already over-flowing week? Our company, Lean into the Green, specializes in helping businesses save money by becoming more energy aware: Identifying the uses of energy, prioritizing the energy savings opportunities, and then applying for project grants and funds. The second part of the engagement involves incorporating the company's green efforts into their corporate and brand image.

The marriage of environmentalism and marketing is again, not necessarily a new topic, but one that energizes my partner and me. It's a logical way to comprehensively address a company's cost structure, product design and development, brand and marketing, customer and employee loyalty. Stay tuned to this column for more on the business of being green...

Lora Smith and Sue McLennan are the enthusiastic partners of Lean into the Green, an energy management and marketing consulting company. Check out www.leanintothegreen.com for more information.

SUSTAINABILITY INTERNS GIVEN AWARDS

Ten John Molson School of Business students received awards Oct. 6 to commemorate their completion of the first JMSB Sustainable Internship Program this past summer. This collaborative initiative between the David O'Brien Centre for Sustainable Enterprise (DOCSE) and Career Management Services (CMS) is an ongoing program and new internships are being posted regularly on the CMS job board.

If interested in learning more about the JMSB Sustainable Internship Program, go to:

johnmolson.concordia.ca/en/career-services/students/sustainable-internship-program



Nominate your Sustainability Champion today by emailing Sustainable Concordia at sustain@alcor.concordia.ca. Nominations should include: the nominator and nominee's contact email and phone number, and one paragraph describing why that person is such a shining example!

DID YOU KNOW?

Montreal-based Ethiquette (www.ethiquette.ca) certifies sustainable companies and has a recommended list of green products available to consumers who want to buy “truly” green?



DID YOU KNOW?

you can explore a wide variety of environmental jobs at Eco-Canada? (bold) www.eco.ca

WORKCABIN ON YOUTUBE

Submitted By:

Gregg McLachlan | founder, WorkCabin, Canada's Environmental Outpost
Member, Society for Conservation Biology
Member, Norfolk Woodlot Owners Association
Member, International Association of Business Communicators (IABC)

WorkCabin launches new YouTube channel

WorkCabin.ca continues to evolve and grow its environmental job site service with the addition of a new YouTube channel at YouTube.com/WorkCabinCanada. You'll find videos about protecting, restoring and preserving biodiversity and the environment. Plus you'll also find videos about many environmental careers in Canada.

Behind the scenes, WorkCabin.ca continues development of its all new, completely redesigned web site to be launched in early 2011. Among the many new features and tools, the site will introduce a professional resume database for environmental eager, trained and qualified talent.

ENVIRONMENTAL CAREER RESOURCES

Helping you find an internship. . . .

Charity Village
charityvillage.com/cvnet/career_centre.aspx

Good Work:
www.planetfriendly.net/goodwork.html

NEW Policy Internships in Canada: listing of policy internships Policy Internships in Canada
www.environment.utoronto.ca/upload/PolicyInternshipList.pdf

Work Cabin:
workcabin.ca

Environmental Careers Organization
www.cchrei.ca

Green Job Store
www.greenjobstore.com

Building Environmental Aboriginal Human Resources (BEAHR)
www.beahr.com

Ministry of Environment
www.gov.on.ca/MBS/english/summer/exp_over.html
www.ene.gov.on.ca



ECOVERT SUSTAINABILITY CONSULTANTS

Submitted by:
Jim Lord , Principal
ECOVERT | Sustainability Consultants

Ecovert is a full service environmental consulting firm offering LEED and sustainability consulting services. We help builders, developers, landlords and tenants to transform their new or existing buildings into models of sustainability which meet environmental best practice. We help manufactures to achieve SMaRT certification for their products, providing third party verification of their claims.

At Ecovert we understand that sustainability cannot be achieved with a “one size fits all” approach. We provide our clients with a road map of effective, implementable sustainability solutions to best suit their needs, building and business environment. Our customized services make it easy and cost-effective to meet today's business needs without compromising the welfare of future generations.

Ecovert has developed a solid reputation for service excellence; our dedication to collaboration has been instrumental to our success. Ecovert is involved in projects across Canada; our clients include BMW, Tribute Communities, TD Canada Trust, First Gulf, GE Real Estate and Dundee Realty.

One of Ecovert's projects is the LEED for existing building certification of the Earth Rangers Centre. Achieving LEED® Platinum certification under the LEED® EBOM framework for the education and animal care facility was the first of many priorities.

The Earth Rangers facility utilizes pioneering sustainable technologies and serves as a global demonstration site for commercial green building technologies. On the leading edge, Earth Rangers recently completed a geothermal technology installation along with a photovoltaic array in addition to their pre-existing energy saving/producing features. With the help of earth tubes, radiant concrete slabs, displacement ventilation, grey-water recycling, solar hot water panels and a 28kW photovoltaic array the facility consumes 79% less power than a typical building. With the new installations Earth Rangers hope to become a net zero energy building.

Unique to this built environment, the majority of LEED® credits are being targeted under the EBOM framework. Commencing with a comprehensive assessment that is focused on targeting every credit and strategy for total compliance, Ecovert established the timeline for moving forward with certification.

Continuous priorities and undertakings include advising on policy and infrastructure changes to ensure the facility continues to compliment the LEED® certification. Working with the client's culture and existing process, Ecovert developed the key policies and tracking mechanisms deemed appropriate for LEED® EBOM, including Green Housekeeping, Green Procurement and Green Construction and Renovation.

The Earth Ranger facility provides an excellent example of what the cost-effective implementation of green building technology and processes can bring to an organization.

For more information on Ecovert and the Earth Rangers centre visit our web site at www.ecovert.ca

GET INVOLVED: Montreal Green Drinks

5 to 7:30 p.m. in the
Thomson House
restaurant at McGill
University, 3650 McTavish
(514-398-3756).

Next scheduled events:
Tuesday, January 25
Tuesday, February 22
Tuesday, March 29

For more
information, contact:
greendrinksmontreal@gmail.com

DID YOU KNOW?

BOUQUET is a far cry from the traditional event planning service we have come to know? Run by a group of 5 environmentally-friendly women, **BOUQUET** is focused on making your event one that you will never forget but also one that will make the environment happy as well! Check them out at: www.house9road47.com/_bouquet

DID YOU KNOW?

Concordia's Food System's Project is currently working on turning the Hive Cafe into a student-run sustainability-driven cafe?



YOU ARE INVITED L'ORGANISATION DU FUTUR UN MODÈLE D'ORGANISATION CENTRÉ SUR L'ENGAGEMENT

Madame Michelle Holliday,
fondatrice de la firme Cambium
Consulting.

La conférence sera présentée en
anglais.

Mercredi le 26 janvier 2011 de
18h30 à 20h30

Centre St-Pierre, Salle 204, 1212
rue Panet, Montréal, Qc, H2L
2Y7

Pour vous inscrire, remplissez
le formulaire d'inscription et
faxez-le au (514) 282-9675
ou envoyez-nous un courriel à
info@rcmq.ca

SUSTAINABLE BUSINESS DAY 2010

Many eager John Molson School of Business students attended the 3rd annual Sustainable Business Day on November 5th, 2010. Joint organizers, Shelly Elsliger, Career and Sustainability Advisor from Career Management Services and Srikanth Sekar, President of the John Molson Sustainable Business Group saw the event as a way for students not only to think about the meaning and definition of "bottom line" but also a way to expose students to a variety of sustainable best business practices. The event featured key note speakers from Rio Tinto, 5NPlus, Cambium Consulting and the Climate Change Project.



THE SUSTAINABLE EVENT GUIDE: CONSULTATION AND CERTIFICATION

The Sustainable Event Guide: Consultation and Certification

Would you like to know how to improve the sustainability of your events on or off campus?

Events, whether in the form of a conference, workshop, speaker series, gala or wine and cheese, say a lot about the organization that is hosting them. Show your commitment to sustainability by hosting an event that benefits the community through ethical purchasing, conservation of water and energy, and waste reduction. The **Sustainable Event Guide, Consultation and Certification program** is a great way to incorporate the three pillars of sustainability (ecological, social and economical) into your event planning.

The three step process includes a preliminary consultation, an on-site event evaluation, and a follow up meeting to gauge the degree of sustainability integrated into your event. In the preliminary consultation event planners are provided with guidance and resources towards sustainable food sourcing, printing and decorations, energy and water conservation, waste reduction, what to look for in a venue, and more!

Depending on how many sustainable actions your event includes, we will award your organization with a bronze, silver or gold rated sustainable event certificate! To get a copy of the guide, book a consultation, or enquire into event certification simply drop us a line at sustainableevent@gmail.com or check out our website at seg.concordia.ca.

Let us help you to create an event reflective of your commitment to a sustainable campus and community!

DID YOU KNOW?

Montreal artist Tanya Wood and Halifax Photographer Nick Rudnicki have a calendar available entitled, **Raw Beauty 2011: 13 Real People Gone Raw** (a lifestyle focused on eating mainly plant-based, uncooked foods)? Pick it up at La Crudessence raw food restaurant or order online at www.rawbeautycalendar.com

DID YOU KNOW?

that one promise out of Cancun was to secure a commitment to providing \$100 billion (from 2020) to help poor countries prevent or adapt to climate change?

STUDY IN ACTION 2011 Students with community activism

Deadline for proposal submissions: January 21, 2011

Submitted by:
Alexander Oster
Interim Manager of Student Life Relations
Dean of Students Office, Concordia University

Study in Action is an undergraduate student conference on social and environmental justice designed to link students and community activism. The conference is a space for students to present research and develop greater knowledge of social and environmental issues and build ties with community organizations. This year's conference will take place from March 11-13, 2011 on the downtown Concordia campus.

The Study in Action conference will accept submissions in English and French. Please note you do not have to submit a completed paper or presentation by our January 21st deadline, but only a proposal (details below) and a brief introduction that explains how your submission relates to Study In Action's mandate of social and environmental justice.

AS AN UNDERGRADUATE STUDENT:

Provide a 250-word summary of your submission. If you are submitting a work that is already completed, you are free to include it as well. Your conference presentation may be:

- a) a 9-15 page paper for presentation on a panel
- b) an audio-visual presentation
- c) a work of art to be exhibited as part of the conference.

Please send all submissions to studyinaction@gmail.com by JANUARY 21, 2011

ALSO...JOIN THE ORGANIZING COMMITTEE!

We are always looking for new people to help us organize Study In Action. We welcome students from all campuses and community members from across Montreal. Contact studyinaction@gmail.com or call 514-848-7585 to find out more.

FORUM: GREEN YOUR ALLEY!

Green Your Alley in NDG!

Do you wish you had more green space in your neighborhood? Are you motivated and willing to improve the quality of life in your alley? The 'Green your Alley' movement is a growing urban development, and a fun opportunity to mobilize your community to increase the rare green spaces in your neighbourhood. Revitalize and beautify your alley by investing in green options such as making flower boxes, planting shrubs and perennials, trees, creating a mural, and much more.

The Éco-quartier NDG is launching our first forum on green alleys in NDG! Greening projects can only come to life thanks to the will and participation of alley-way users and owners, while encouraging a vibrant community. Learn how to engage in this exciting movement and share your vision for your alley!

Forum on green alleys in NDG, Wednesday January 26th 2011, from 7pm to 9pm at Coop la Maison Verte, 5785 Sherbrooke West (corner Melrose)

For more information and to confirm your attendance by January 24th, at the latest please contact Nika Fotopulos at ecoquartier@gmail.com or (514) 486-2727 www.preventionndg.org



DID YOU KNOW?

You can now get a green laptop bag for your laptop? **Matt and Nat** has collaborated with **Apple** to design a new line of laptop bags, animal friendly-colorful, useful and fashionable! There are 4 bags in the laptop collection, each made of vegan leather and lined with faux suede material made from recycled plastic bottles.

DID YOU KNOW?

Looking to make responsible choices about where you spend your money? The “bullfrogpowered” Green Directory will help you locate the products and services of organizations and companies that support 100% green electricity. www.bullfrogpowered.com/powered/directory.cfm

LIFE CYCLE ASSESSMENT

Submitted by:

Kathryn Cooper, B.Sc., MBA, M.Ed. (Sustainability & Environment)
President of the Sustainability Learning Centre a learning, networking and technology transfer hub for sustainability and green technologies.

Do you know your monitor's footprint? As Sustainability Professionals, we have been asking footprint or life cycle questions with increasing frequency. In a sustainable, closed-loop world, we need to understand the environmental and social impacts of the products and services businesses provide. Life Cycle Assessment, the process by which a footprint is measured is a fairly new science. For many, it is entirely a new vernacular. Yet if we are involved in strategic planning, marketing or manufacturing as a Sustainability Professional, there has never been a more critical topic requiring our in-depth understanding.

The Sustainability Learning Centre recently held its first Life Cycle Assessment course in Toronto. The renowned Centre for the Life Cycle of Product, Processes and Service (CIRAIG) in Montreal provided the subject matter expertise for the program. The program examined the goal and scope of LCA studies, examined the difference between attributional and consequential LCAs. And it looked at system boundaries, damage categories, weighting principals and sources of error. Sound complicated and overly scientific? Maybe you are even thinking that only academics and specialized consultants should be even attempting to make sense of LCA? Think again. At some point in your life you probably thought that your BlackBerry or computer was too complicated and technical, but you adapted. If you are in the sustainability field, you need to have a basic knowledge of Life Cycle Assessment. It is the language of sustainability and in the age of “green label declarations” the language of survival for sustainability.

In 2010, more than 95% of consumer products claiming to be green were guilty of a least one sin of “greenwashing” according to TerraChoice's 2010 Greenwashing report. This ever rising level of green label claims even caught the eye of the U.S. Federal Trade Commission this fall as it released new Green Labeling Guidelines to clarify environmental claims on products. In essence some type of “radical” transparency on green products is the only credible way of transforming our market economy to one that internalize the externalities of environmental degradation caused by the manufacture and use of products. At the centre of this system, one that makes “goodness pay” according to Daniel Goleman, author of Ecological Intelligence, is Life Cycle Assessment.

Goleman describes Life Cycle Assessment (LCA) as the “deconstruction of stuff... that allows us to measure its impact on nature from the beginning of production through their final disposal”. It is increasingly clear, that LCA is a concept and language essential for anyone in the sustainability field because “the devil is in the details”. Unless you can critically examine LCA studies, even at a cursory level, your effectiveness in the age of “radical transparency” will be limited.

Here is a case in point. A few years ago a report titled the 'Dust to Dust' report claimed that the total environmental footprint of a Hummer SUV was less than that of a Toyota Prius. These findings were reported widely and uncritically by newspapers, blogs, and industry accounts, including glowing mentions by syndicated conservative columnist George Will and at least one policy group.

If you want to read the entire 458 page report you can download the PDF here, but the synopsis of the report basically puts forth that once you take into the account the full costs associated with research, development, mining, operation and maintenance and finally the recycling of the hybrid car the total amount of energy consumed is greater than that of a Hummer over each vehicle's usable lifetime.

If you spoke the language of Life Cycle Assessment you would have been able to see that the

report was not a Life Cycle Assessment at all. Closer inspection identified that the report's conclusions rely on faulty methods of analysis, assumptions, selective use and presentation of data, and a complete lack of peer review. Even the most cursory look revealed serious biases and flaws: the average Hummer H1 is assumed to travel 379,000 miles and last for 35 years, while the average Prius is assumed to last only 109,000 miles over less than 12 years. These selective and unsupported assumptions distort the final results. A quick re-analysis with peer-reviewed data leads to completely opposite conclusions: the life-cycle energy requirements of hybrids and smaller cars are far lower than Hummers and other large SUVs.

To further complicate things, even a properly researched and peer-reviewed LCA can still be written to make assertions that seem, well, self-serving. Take for instance the study carried out by the American crop protection and fertilizer industry stating that the gross emissions (CO2 equivalents) by these industries is far outweighed by the increased crop yields generated by their use. The contention - stop using these chemicals and you would need to farm more land to generate more food, thus creating additional greenhouse gases. Ah, but “..therein lies the rub”, is this the full environmental impact of these products or just their greenhouse gas impact? Changing the question, changes the result. So does changing the model, the database used and the scope of the project.

Hence, our need to learn to speak this language. Life Cycle Assessment (LCA) will become the standard for internalizing our long ignored externalities in the transformation to a more sustainable world. But as Sustainability Professionals we need to embrace the skills that will allow us to critically examine the results. It is helpful to know that:

- Using concrete instead of wood for construction can generate 80 percent more greenhouse gases and require about 40 percent more energy or;
- Air drying your jeans could reduce their climate impact by 60% and,
- Paper towels will always lose out to hand dryers because the pulp and paper process contributes to almost 90% of their environmental impact.

In today's new business reality, understanding the full impact of a product, process or service is essential. In the past our inability to see the full life cycle cost of our actions resulted in unanticipated consequences: increased cancer rates, species and habitat destruction, high levels of waste (financial and material), desertification, collapse of fisheries, impending water scarcity and of course – climate change.

Today industry sectors, businesses and government are using Life Cycle Assessment (LCA) to manage risk, create well considered policy and regulations, protect brand equity, redesign processes, products and services and enter the burgeoning trillion dollar “green” market. And yet to many, LCA is still a “best kept” secret. LCA creates “radical transparency” making eco-labelling possible for a burgeoning \$ 2.74 Trillion green market.

Leading consumer products companies and their supply chains are transforming their processes, products and services with LCA. Over 18% of companies using LCA are employing it to support business strategy and R&D. Companies like 3M, Alcan, HP, Procter & Gamble and Unilever are using LCA to:

- Reduce risk through pollution prevention, decreasing materials of concern and addressing sustainability issues identified by non-governmental organizations and customers.
- Save money through eco-efficiencies including dematerialization and energy and embedded water reduction.
- Support product and process innovation to maximize societal value and minimize environmental impacts.
- Grow and identify “green products” in a burgeoning \$ 2.74 trillion green market by 2020.

The undeniable trend toward labeling “greener” products is evidenced by the 342 eco-labels currently available in 42 countries world-wide.

Driven by customers, the movement toward Life Cycle Assessment is supply chain wide. A case in point is Wal-Mart's Sustainability Consortium. This group of companies representing



DID YOU KNOW?

that you can obtain a **Life Cycle Assessment Professional Certificate (LCAPC)** through ISSP (International Society of Sustainability Professionals)
Go to: sustainabilityprofessionals.org/

the Wal-Mart supply chain is focused on Life Cycle Assessment and the creation of transparent methodologies, tools and strategies to drive product innovation and supply networks for sustainability. Consortium members are a “who’s who” of Fortune 500 consumer goods producers. You can bet that these companies will drive LCA throughout the entire consumer goods supply chain far beyond Wal-Mart’s reach. If you haven’t cracked the “best kept secret” of Life Cycle Assessment, it is time. The field is rapidly developing and as Sustainability Professionals, we need to get in on the ground floor.

Kathryn Cooper, B.Sc., MBA, M.Ed. (Sustainability & Environment) is the President of the Sustainability Learning Centre a learning, networking and technology transfer hub for sustainability and green technologies. The Centre’s next Life Cycle Assessment Course will be held in Toronto with the Centre for the Life Cycle of Products, Processes and Services (CIRAIG) on April 13 & 14, 2010, further information can be found at: www.sustainabilitylearningcentre.com You can contact Kathryn at: kathryncooper@sustainabilitylearningcentre.com



CAMBIUM AND THRIVABILITY

Cambium helps its clients create authentic brands.

A brand is created not only through advertising but through every interaction that happens within and at the edges of the company. This is why we combine brand strategy with organizational development consulting, helping our clients to evolve their internal culture and ways of working to ensure that their external communications are actually meaningful – and true. Through this unusual combination of services, we are able to craft external communications that stem from the passions of people within the organization as much as from the needs and wishes of their customers. In this way, we help our clients grow their organizations “from the inside out”.

How does this relate to sustainability? Inevitably, people within aspire to adopt more sustainable practices, and we provide a means for those aspirations to get onto the strategic agenda. Perhaps even more importantly, we invite everyone within to look beyond sustainability to what we call “thrivability,” enabling them to imagine together how their organization could be successful and sustainable itself, but also deeply fulfilling for the people involved, enriching for the communities they serve, and in harmony with nature. To us, this is the real key to sustainability: in stretching our understanding of why an organization exists and what is possible, we begin to imagine new and more sustainable ways of operating.

And to learn more about our work, visit www.cambiumconsulting.com

DID YOU KNOW?

that thriving has a monthly conversation series?
You can find details at www.thrivabilitymontreal.com.

DISTINGUISHED SPEAKER SERIES OF THE DAVID O'BRIEN CENTRE FOR SUSTAINABLE ENTERPRISE

Winter/Spring 2011

The David O'Brien Centre is pleased to invite you to a series of lectures on creating sustainable enterprise. The series brings to Concordia University world renowned scholars and thought leaders on the sustainability challenges facing businesses and global society. The series is free and open to the public. For more information: johnmolson.concordia.ca/sustainable.

JANUARY 14, 2011



David Mick will present: **“A Portrait of Practical Wisdom: For Executives, For Consumers, For Researchers”**. This event will be held at Concordia University, MB Building, Room MB 6.260 from 11:00 a.m. to noon.

David Mick is the Robert Hill Carter Professor in Marketing at the University of Virginia's McIntire School of Commerce. Broadly speaking, his research has centered on the nature and role of meaning in consumer behaviour, particularly in the domains of consumer motivations, self-gifts, advertising, materialism, and technological products.

FEBRUARY 18, 2011



Luc Pelletier will present **“Personal autonomy and environmental sustainability”**. His presentation will take place at Concordia University, MB Building, Room 6.260 from 11:00 a.m. to noon.

Dr. Pelletier is Professor of Psychology and Chair of the School of Psychology at the University of Ottawa. His research interests are in the domain human motivation where he has about a hundred publications.

MARCH 10, 2011



Jane Webster will present **“Getting Green IT off the Ground: Reconciling Diverse Perspectives”**. Her presentation will take place at Concordia University, MB Building, Room TBD from 11:00 a.m. to noon.

Dr. Webster is the E. Marie Shantz Professor of MIS in the School of Business at Queen's University in Canada. Her current research concerns information systems and technologies for environmental sustainability.

APRIL 28, 2011



Susan Jackson will present **“The Greening of OB/HR Scholars: Challenges and Opportunities”**. Her presentation will take place at Concordia University, MB Building, Room 6.260 from 11:00 a.m. to noon.

Dr. Jackson is Distinguished Professor of Human Resource Management at the School of Management and Labor Relations, Rutgers University, USA. Her current research focuses on understanding how human resource management practices can be used to support environmental sustainability.



johnmolson.concordia.ca/sustainable