

“WHAT’S NEW IN P2”

A Monthly Information Service

Canadian Centre for Pollution Prevention (C2P2)
Canadian Pollution Prevention Information Clearinghouse (CPPIC)

April 2008 Edition

Also available on-line at <http://www.c2p2online.com/wnip2>

12th Canadian Pollution Prevention Roundtable Edmonton, June 11th and 12th, 2008

The annual Canadian Pollution Prevention Roundtable (CPPR) provides a unique opportunity in Canada for pollution prevention (P2) leaders, decision-makers, and practitioners to exchange ideas, share expertise, and coordinate P2 efforts.

The CPPR brings together corporate, government, academic and non-profit representatives and is an important event for networking and finding out about exciting P2 initiatives in Canada.

Themes for this year’s Roundtable include:

- * Green Building and Sustainable Design
- * P2 as a Strategy to Combat Climate Change
- * Sustainable Packaging
- * P2 Approaches in the Private Sector
- * Sustainable Consumption
- * Supply Chain Management
- * Community Groups and P2
- * Metrics
- * Biomimicry
- * Past P2 Award Winners
- * P2 Approaches at the Institutional, Municipal and Provincial levels

Presentations will be given by representatives from Environment Canada, Alberta Environment, City of Edmonton, Norwegian Ministry of the Environment, Mountain Equipment Co-op, Alberta Research Council, One Earth Initiative, Environmental Law Centre and many others.

View the **CPPR agenda** at www.c2p2online.com/CPPR.

The **Honourable Rob Renner**, Alberta Minister of the Environment, will be starting off the event as a keynote speaker and **Severn Cullis-Suzuki** will be giving the closing keynote address.

The CPPR also features the **2008 Pollution Prevention Awards**, presented by the Canadian Council of Ministers of the Environment, which recognize innovative businesses and organizations from across Canada showing leadership in pollution prevention.

Also, a walking tour to the **Riverside Net Zero Energy Project**, one of Alberta’s first net zero energy homes, will take place on the evening of June 10th prior to the evening’s **Welcoming Reception**.

Come join us! On-line registration has been activated and the agenda has been posted at www.c2p2online.com/CPPR.

Sponsorship opportunities are also available. Visit www.c2p2online.com/CPPR and click on ‘Become a Sponsor’ for details.

For additional information, please email leah@c2p2online.com or phone 416-979-3534 ext.1.

NASA Satellite Measures Global Movement of Pollution

Using improved satellite sensor capabilities, researchers at NASA have offered the first measurement-based estimate of the amount of pollution aerosols moving from East Asia to North America. The study substantiates results of previous model-based studies with the advantage of giving researchers the ability to capture more accurate measurements, more regularly, over a larger geographic area, and longer timeframe. The aerosols under study are a result of East Asian forest fires, urban exhaust and industrial production and are transported across the Pacific Ocean by a rapid airstream that originates in East Asia. Aerosols have been linked to altering regional weather and climate effects through interactions with the Sun's heat energy. While the study focuses on the movement of pollution from East Asia to North America, trans-boundary pollution movement is an issue for all continents, a truly global issue, and NASA hopes to extend this type of research to other such areas. For more information, please see the following link:

NASA website: www.nasa.gov/centers/goddard/news/topstory/2008/pollution_measure.html

New Guidelines for Green Advertising Claims: Competition Bureau and Canada Standards Association

There were a number of media stories in March covering the Competition Bureau of Canada's plans to launch new industry guidelines for green advertising. Created in partnership with the Canadian Standards Association, the guidelines will provide national definitions for green terms and require that green claims are backed by readily available data. With an increasing number of companies seeking to capitalize on the market for green products, the Competition Bureau has become increasingly concerned with the number companies making environmental claims about their products and they have received similar complaints from consumers. It is hoped that the guidelines will be supported by effective enforcement, and that they will bring much needed clarity to an unregulated area where companies can make misleading claims. For more information, please see the following links:

Globe & Mail article (March 11, 2008):

<http://ago.mobile.globeandmail.com/generated/archive/RTGAM/html/20080311/wrgreen11.html>

CBC article (March 11, 2008): <http://www.cbc.ca/consumer/story/2008/03/11/green-guidelines.html>

Current Guidelines for Environmental Labelling, Competition Bureau of Canada:

<http://www.competitionbureau.gc.ca/epic/site/cb-bc.nsf/en/00558e.html>

Also, see the new Green Procurement issue of *At the Source*, a quarterly newsletter compiled by C2P2. Available soon at the link below:

http://www.c2p2online.com/main.php3?session=§ion=34&doc_id=36

Government of Canada Releases Details of Climate Change Regulatory Framework

Also in March, the Government of Canada published details of the *Turning the Corner* climate change regulatory framework originally announced in April 2007. Main points of the plan include: establishing a market price for carbon; setting up a carbon emissions trading market; requiring new oil sands developments as of 2012 to implement carbon capture and storage technologies; and the banning of construction of new dirty coal plants starting in 2012. The Government of Canada has a national target of reducing greenhouse gas emissions by 20% from 2006 levels by 2020. Currently, greenhouse gas emissions are more than 25% higher than they

were in 1990, putting Canada more than 32% above its Kyoto target. For more information on Canada's *Turning the Corner* plan, please see the links below:

Turning the Corner, Environment Canada:

<http://www.ec.gc.ca/default.asp?lang=En&n=75038EBC-1>

Analysis, Pembina Institute: <http://climate.pembina.org/pub/1614>

Globe and Mail article (March 10, 2008) c/o University of Alberta website:

<http://www.uofaweb.ualberta.ca/govrel/news.cfm?story=74919>

CPPIC This Month

Environment Canada's Canadian Pollution Prevention Information Clearinghouse (CPPIC), an online database and comprehensive resource for pollution prevention (P2) information, continues to grow as new resources are added to the database and improvements are made to the P2 web site. The following is a summary of the recent additions:

15 new resources were added to the database. Resources may be of interest to community groups, educators, students, small- and medium-sized enterprises (SME), municipalities, consumers, the general public and industry. Sample resources include:

- Safer Chemicals Within Reach: Using the Substitution Principle to Drive Green Chemistry - <http://www.ec.gc.ca/cppic/En/refView.cfm?refId=2093>
- Environmental Aspects of Product Standards: The Role of Voluntary Environmental Standards in Sustainable Consumption and Production - <http://www.ec.gc.ca/cppic/En/refView.cfm?refId=2096>
- Your Healthy Home: Tips for Improving Air Quality In and Around Your Home - <http://www.ec.gc.ca/cppic/En/refView.cfm?refId=2097>
- Sustainability Purchasing Trends and Drivers - <http://www.ec.gc.ca/cppic/En/refView.cfm?refId=2101>
- Life Cycle Assessment of Office Furniture Products - <http://www.ec.gc.ca/cppic/En/refView.cfm?refId=2107>

What's New? Visit the *What's New* Section for the complete list of resources added each month <http://www.ec.gc.ca/cppic/En/whatsNew.cfm>

Featured Web site: *SME Direct: Clean, Lean, and Green* - <http://www.ec.gc.ca/cppic/En/whatsNew.cfm?view=site&id=35>

Check out this month's featured Success Story: *North American Decal* - <http://www.ec.gc.ca/cppic/En/whatsNew.cfm?view=story&id=43>

Know of a new resource that should be added to the CPPIC database? Send your ideas and suggestions to cppic-ccipp@ec.gc.ca

Publications

Green Building in North America: Opportunities and Challenges, Commission for Environmental Cooperation (CEC)

The CEC issued this study to examine the status of green building in North America, as well as some of the drivers and barriers to the sector's development and implementation. In the report the Secretariat of the CEC recommends that North American leaders make green building a foundational driver for environmental, social and economic improvement in Canada, Mexico and the United States. Some of the topics covered in the report include: an overview of green building in North America; benefits of green buildings and their role in the climate change crisis; barriers to improvement and the policies and practices behind the momentum of green building; benefits of promoting green building cooperation on a North America-scale; and recommendations for how to do so. The report was put together by CEC with the support of an international advisory group. To view the report, please see the following link:

Commission for Environmental Cooperation:

http://www.cec.org/pubs_docs/publications/index.cfm?varlan=english

A New Approach to Water Management in Canada, Pollution Probe

A recent report published by Pollution Probe presents a vision for change and a strategy to improve water management in Canada and meet the environmental need of watersheds across the country. The report supports a watershed-based approach, a stewardship ethic directed at all Canadians, and a solid knowledge base to inform effective decision-making and investment. Further, the report outlines specific responsibilities for federal, provincial and regional governments as well as municipalities and individuals. To view the report, please see the following link:

Pollution Probe Website: <http://www.pollutionprobe.org/Publications/datepublished.htm>

Green Japan: Managing the intersection of national politics and global environmentalism, Centre for International Governance Innovation (CIGI)

Green Japan reviews Japan's approach to meeting its Kyoto targets. An overview of the country's environmental initiatives is provided and includes: initiatives to combat global warming; low emissions technologies; recycling laws; and eco-towns. The report illustrates the extensive range of options available to national governments seeking to comply with the high profile Kyoto protocol. By emphasizing fundamental behavioural change, the report shows how Japan has brought the objectives and principles of the agreement into the daily lives of citizens, communities, corporations and government agencies. To view the full document, please see the link below:

Centre for International Governance Innovation:

http://www.cigionline.org/community.igloo?r0=community&r0_script=/scripts/folder/view.scrip_t&r0_pathinfo=/{7caf3d23-023d-494b-865b-84d143de9968}/Publications/technical/greenjapan&r0_output=xml

Conferences and Events

Living Future Conference – Vancouver

April 16-18

The Living Future Conference provides a different way of viewing the built environment using new tools, new perspectives and better collaboration. In addition to bringing together experts to share their experience and knowledge, the conference will encourage active participation from attendees. Paul Hawken will provide the opening address. For more information, visit <http://www.cascadiagbc.org/living-future/programs>

Alberta's Environment Conference – Edmonton

April 21-23

Presented by the Government of Alberta, in partnership with the Alberta Urban Municipalities Association, this year's Environment Conference has the theme of "Stewardship: Every Action Counts". The focus of the conference will be key strategies, programs, policies and initiatives that help sustain a clean and healthy environment for Albertans into the future. The conference will attract delegates from government, municipalities, industry, agriculture, non-government environmental organizations, Aboriginal groups, and academic institutions. For more information, visit: <http://www.environmentconference.alberta.ca/>

Energy 2100: Making the Lakes Great – Toronto

April 22 & 23

Experts from Canada, the United States and China will gather to confront an emerging public policy challenge to develop energy policy that sustains the Great Lakes ecosystem and the health of people living within the Great Lakes basin. Topics will include: global perspectives on energy security, competitiveness and renewable energy sources; the impacts of mercury emissions on Great Lakes communities; and the impact of climate change on Great Lakes water quality and quantity. For more information, visit <http://www.energy2100.ca/>

2008 Manitoba Climate Change Conference and Earth Forum – Winnipeg

April 22-23

The Manitoba Ozone Protection Industry Association (MOPIA) will be hosting a conference focused on climate change and climate related issues. The two-day event will feature concurrent sessions, an on-site tradeshow to promote green innovation, a poster design competition, an Earth Day evening public forum and informative speakers. For more information, visit <http://www.climateforum.ca/>

Internet Bits and Bytes

Climate Neutral Network (CNN), United Nations Environment Program

CNN is an internet-based project aimed at exchanging ideas and information for reducing greenhouse gas (GHG) emissions. It was established to assist those interested in reducing GHG emissions achieve their goals. Supported by the United Nations Environmental Program and United Nations Environmental Management Group, the CNN was launched with 4 countries, 4 cities, and 5 corporations as founding members. The website features a number of sections, including Topics, News, Links, Registration Information and Multimedia. Topics of focus include Agri-Food, Building and Construction, Energy, Forestry, Information and

Communication Technologies, Textiles and Clothing, Tourism, Transport and Waste. See the link below to connect to the CNN:

UNEP Climate Neutral Network: http://www.climateneutral.unep.org/cnn_frontpage.aspx?m=52

Environmental Tracking Network of North America (ETNNA), Centre for Resource Solutions

ETNNA is North America's first network organization for renewable energy and greenhouse gas emissions tracking systems and registries. The network has emerged from the recognition that states and provinces across North America are actively pursuing various types of renewable energy incentives and policies for which tracking and accounting systems are a particular benefit. The network is a voluntary association of certificate tracking systems, regulators and interested market participants that promotes coordination of these systems across borders. By encouraging cooperation among these groups, ETNNA intends to foster trade, create common currency for certificates of generation, prevent double-counting and support existing and emerging markets for renewable energy. As part of the group's launch, they are holding a number of webinars, some of which are open to the public. For more information, please see the following link:

Environmental Tracking Network of North America: <http://resource-solutions.org/policy/etnna/index.htm>

From the Desk of the ED

At the end of March, Chris Wolnik, long-time Executive Director (ED) of the Centre moved to take on different challenges with the Ontario Clean Water Agency. We're sorry to see Chris leave but we take comfort in knowing that his dedication to and expertise in P2 will continue to be felt in Ontario. I have been asked by the Board of Directors of C2P2 to serve as interim ED to ensure continuation of current projects and assist in the development of new ones. It is an exciting time to be involved with P2 with increased public awareness, new public sector initiatives and more actions by small- and medium-sized businesses as well as large corporations. I look forward to working with all of the Centre's many members, partners and clients in advancing P2. *Ron Shimizu, Interim ED*

Information Sharing

If you wish to contribute to this information service, please e-mail us at info@c2p2online.com or fax: 416-979-3936.