

# FROM JOURNALIST WENDY MESLEY TO URBANIST GLEN MURRAY, 50+ CANADIANS WHO ARE LEADING THE WAY TO A GREENER FUTURE

By **Jordy Gold** With additional research from Lee Schnaiberg

# THE GREENE

## ORIGINAL GREENS

Gone but not forgotten



### **THE ECO WARRIOR** **ROBERT HUNTER**

Journalist and politician. Co-founded Greenpeace in 1972. Was named by *Time* magazine as one of the 10 eco heroes of the 20th century.

### **THE INDIVIDUAL** **TOOKER GOMBERG**

Controversial but influential politician and environmental activist who started one of the country's first curbside recycling programs in Montreal.

### **THE SUPPORTER** **GLEN DAVIS**

Known for his generosity towards various

environmental organizations such as the World Wildlife Fund-Canada and the Sierra Club of Canada.

### **THE INSIDER** **GARY GALLON**

Helped found organizations like The Society Promoting Environmental Conservation and the Canadian Environmental Network.

### **THE CITY SAVIOUR** **JANE JACOBS**

Writer and activist, who wrote seminal books concerning the creation of vibrant urban areas.

## GREEN BUSINESS

Building a green economy

### **THE ECONOMIST** MARK ANIELSKI

Albertan economist who is pioneering Genuine Progress Indicators, based on building an economy aligned with quality-of-life values. Author of *The Economics of Happiness: Building Genuine Wealth*. Currently advising the Chinese government on greening its GDP.

### **THE ARCHITECT** PETER BUSBY

Managing director at the architectural firm Busby Perkins + Will, one of the greenest in Canada. The main architectural firm behind Victoria's Dockside Green, which is aiming for LEED Platinum certification, and Calgary's The Vento Residences, North America's first LEED Platinum multi-family residential building.

### **THE INVESTORS** MICHAEL DE PENCIER AND

**ANDREW HEINTZMAN** (pictured). Launched Investeco Capital Corp., Canada's first environmental investment-management company, in 2003. Their focus on the environmental sec-



# ENLIST

tor has led to support of many leading green companies, including Bullfrog Power, Organic Meadow, EnerWorks and Schneider Power.

#### **THE RESEARCHER MICHAEL JANTZI**

Jantzi Research Inc. developed the Canadian Social Investment Database, the first of its kind in the country to follow the environmental, social and governance performance of Canadian companies.

#### **THE INNOVESTOR DR. MATTHEW KIERNAN**

Founder and chief executive of Innovest Strategic Value Advisors, a global environmental and social-investment research advisory firm. Innovest is also responsible for authoring the 2007 *Carbon Disclosure Project Report*.

#### **THE SOCIAL ENTREPRENEURS**

##### **CAROL NEWELL AND JOEL SOLOMON**

Founded Renewal Partners in 1993. Locate, link and support entrepreneurial businesses that have a strong social purpose and that work towards a long-term, conservation-centred economy.

#### **THE CLEAN TECHIE NICHOLAS PARKER**

Co-founder and chairman of the Cleantech Group, which encourages investment in and helps to define the rapidly developing clean-tech sector. The Cleantech network includes 1,300 affiliate members with over \$3-trillion in assets under management.

#### **THE CLEAN-TECH FUNDER VICKY SHARPE**

President and CEO of Sustainable Develop-

ment Technology Canada, which helps support clean-technology projects worth an overall \$1-billion.

#### **THE CARBON-FIGHTER GODO STOYKE**

Through his company, Carbon Busters, founded in 1992, has helped clients in North America and Europe save around 55 million kg of greenhouse gases and over \$20-million. His latest book is *The Carbon Buster's Home Energy Handbook*.



## GREEN PLAYERS

Committed to the long haul

#### **THE FOREST'S FRIEND TZEPORAH BERMAN**

Co-founder of B.C.-based Forest Ethics, which works to protect endangered forests and biodiversity across Canada and in the U.S. and Chile. Stopped the use of old-growth forest for paper products by companies like Victoria's Secret, The Home Depot and Staples. Next up on the agenda: taking on the polluting Alberta tar sands.



# DEEP GREENS

Have worked tirelessly to green our country



## THE VOICE OF THE NORTH SHEILA WATT-CLOUTIER

Advocate for the Inuit and the effect of climate change on their lives. In 2007, was nominated for the Nobel Peace Prize.

## THE PARTY LEADER

### ELIZABETH MAY

Leader of the Green Party of Canada.

## THE WATER WARRIOR

### MAUDE BARLOW

Co-founder of The Blue Planet Project.

## THE PUBLIC-HEALTH EXPERT

### ROSALIE BERTELL

One of the founders of the International Institute of Concern for Public Health.

## THE PEAK-OILER

### DAVID HUGHES

After working for 30 years researching energy supplies, gathering some of the best hard data available, now informs people about peak oil.

## THE ICON

### DR. DAVID SUZUKI

Award-winning environmental advocate, geneticist and broadcaster.

## THE CAPTAIN

### PAUL WATSON

Founder and president of the Sea Shepherd Conservation Society.

## THE URBAN

### CLIMATE-CHANGER LOUISE COMEAU

Director for Canada and Climate Change at the International Council for Local Environmental Initiatives.

## THE NGO LEADER

### DAVID RUNNALLS

President of the Winnipeg-based, globally recognized International Institute for Sustainable Development.

## THE VOICE OF

### QUEBEC STEVEN

### GUILBEAULT

Co-founder of Équiterre, a Quebec-based group that helps people make more environmental, socially driven decisions.

## THE ORIGINAL

### STEWARDS

### FIRST NATIONS, INUIT AND METIS

Spent centuries living sustainably and honouring a commitment to future generations. Now fighting huge environmental/social issues.

## THE URBANIST GLEN MURRAY

Chair of the National Round Table on the Environment and the Economy. Also president and CEO of the Canadian Urban Institute, a non-profit organization dedicated to enhancing the quality of life in urban areas across Canada and internationally. As mayor of Winnipeg, attempted to put forward one of the most progressive municipal environmental-policy shifts ever seen in North America.

## THE GREEN CONSERVATIVE

### PRESTON MANNING

Has been advocating "Green Conservatism," which aims to find market-based solutions for eco challenges. "When we tell people something's free, we all treat it differently than when there's a cost attached to it.... It's the pricing signals that the private sector reacts to more readily than virtually any other kind of signal."

## THE PROFESSOR THOMAS HOMER-DIXON

Received the 2006 National Business Book Award for his latest book, *The Upside of Down: Catastrophe, Creativity and the Renewal of Civilization*, which suggests crisis can result in reform and new ways of thinking.



## THE OIL-PATCHER DR. MARLO RAYNOLDS

Executive director of the Pembina Institute.

Shaking up the oil patch out West and also influencing how we use energy across the country. Pembina released a report in January, *Under-Mining the Environment* (with World Wildlife Fund-Canada), which is a highly critical assessment of 10 of Alberta's oil-sands operations.



## THE DEFENDER

### DR. RICK SMITH

Executive director of Environmental Defence, which aims to green the urban agenda, protect human health and maintain biodiversity.

Played a key role in warning people about bisphenol A in plastic bottles and, most recently, released a report on the wide-reaching environmental dangers of the Alberta tar sands.

## THE GLOBALIST DÉSIRÉE MCGRAW

Appointed by Maurice Strong as one of two youth representatives at the 1992 Earth Summit in Rio. Based in Montreal, has lectured on sustainable development and globalization at McGill University since 2002. Vice-president of the board of Al Gore's Climate Project in Canada.

## THE ECO-PRENEUR GEOFF CAPE

Founder and executive director of Evergreen, a national non-profit that aims to make our urban environments more sustainable. Was recently given the prestigious Schwab Foundation Social Entrepreneur of the Year Award.

## MORE ONLINE

Visit our website at [greenlivingonline.com/greenlist](http://greenlivingonline.com/greenlist) for a more detailed list and to make a suggestion for next year's list.

*Jordy Gold is a sustainability consultant and writer who has interviewed leaders like Jane Goodall and David Suzuki for his series "Pushing the Limits." He is also an advisory board member and judge for the Green Toronto Awards.*



# MEDIA GREENS

Artists, journalists and writers

## THE JOURNALIST WENDY MESLEY

One of Canada's premier, award-winning investigative journalists who, throughout her career, has examined a range of critical issues. Since winning her battle with cancer, she has continued to produce a number of ground-breaking shows for CBC's *Marketplace*, asking tough questions about the role of toxins in the environment and the potential links with cancer. She always pushes the envelope, not shying away from issues such as the safety of — and the politics behind — pesticides, household cleaners and hormones. Her work may just change how we treat our environment and ourselves.

## THE INVENTOR MARGARET ATWOOD

A lifelong environmentalist and creator of the LongPen.

## THE GREEN BAND BARENAKED LADIES

Greened its tours, CD packaging and sales.

## THE PAINTER ROBERT BATEMAN

His visions of nature have helped define the natural world in Canada.

## THE PHOTOGRAPHER EDWARD BURTYNSKY

World-renowned fine-art photographer who, for over 25 years, has documented what he calls "nature transformed by industry."



## THE BLOGGER

### TYLER HAMILTON

An energy reporter and business columnist for the *Toronto Star*. Runs Clean Break, a site dedicated to the cleantech market.

## THE CORPORATE WATCHDOGS

### TOBY HEAPS AND KAREN KUN

Run *Corporate Knights* magazine. Pushing a global carbon-tax through Option 13. Annually rank the world's most sustainable corporations (the Global 100) at Davos.

## THE SENIOR WRITER FARLEY MOWAT

Has written numerous books about the natural world, many of which focus on human beings' destructive treatment of their environment.

## THE WESTERN VOICE

### SHELLEY WILLSON-CROSS

Contributor to the *Calgary Herald* and a key voice in the Albertan green community.

## THE SINGER SARAH HARMER

Singer, songwriter and co-founder of Protecting Escarpment Rural Land (PERL) in Ontario. ♪



# BABY GREENS

Canada's future environmental leaders



## THE OFF-SETTER

### HOW-SEN CHONG

Founder and managing partner of CarbonZero, one of Canada's leading carbon-offset companies. Also on the board of the Sierra Club of Canada.

## THE NETWORKER

### CLAYTON THOMAS-MULLER

Oil-campaign organizer for the Indigenous Environmental Network. In 2002, was named one of the "30 Under 30" by the *Utne Reader*.

## THE NHLer

### ANDREW FERENCE

The point person for the NHLPA and the

500 players who have signed up to work with the David Suzuki Foundation to offset their regular season carbon emissions.

## THE VOICE OF THE FUTURE SEVERN CULLIS-SUZUKI

Founded the Environmental Children's Organization at age nine. Co-authored *Notes from Canada's Young Activists* and created the youth sustainability-themed Skyfish Project.

## THE BEAR-HUGGERS SIMON JACKSON AND SALIMAH EBRAHIM

At the ages of 13 and 15 respectively, co-founded the Spirit Bear Youth Coalition, which has grown to become the largest youth-led environmental organization in the world.

## THE FOUNDER

### AMELIA CLARKE

Founded the Sierra Youth Coalition, was president of the Sierra Club of Canada and advised the Canadian delegation for the UN's World Summit on Sustainable Development.

## THE INVESTOR

### JANE AMBACHTSHEER

A principal of Mercer Investment Consulting's global responsible-investment business and helped develop the UN's Principles for Responsible Investment.

## THE CLIMATE-CHANGER

### ZOË CARON

A founding member of the Canadian Youth Climate Coalition. Co-authored *Global Warming for Dummies* with Elizabeth May, out in July.