

Walmart Green Business Summit

Comprehensive Guide to the Walmart Green Business Summit

**Hosted: February 10, 2010
Vancouver, British Columbia**

On February 10, 2010 Walmart Canada hosted a summit on sustainability, highlighting the very real business case for going green. Over 350 delegates gathered at the Pan Pacific Hotel in downtown Vancouver, British Columbia, to collaborate across industry sectors, and accelerate the implementation of profitable, environmentally sustainable business practices.

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Welcome Remarks

Feb 10, 2010 | 8.15am

Mayor [Gregor Robertson](#) welcomes delegates to Vancouver. [View his speech.](#)



Opening Remarks

Feb 10, 2010 | 8.30am

Walmart Canada President and CEO [David Cheesewright](#) opens the Summit. [View his speech.](#)



Keynote Address

Feb 10, 2010 | 9.15am

Keynote address from [Dr. David Suzuki](#) – Our Relationship with the Planet and Business' Responsibility. [View his speech.](#)



Panel Discussion

Feb 10, 2010 | 10.15am

Leaders of Canadian companies share how they have driven sustainability initiatives that have benefitted their bottom line and explore the business imperative and future opportunity for green business leadership. [See the video recording.](#)

The panellists:

[David Labistour](#) - CEO - Mountain Equipment Co-op

[Peter Luik](#) - President & CEO - H. J. Heinz Company

[John Peoples](#) - President & General Manager - SC Johnson and Son

[Anne Tennier](#) - Vice President, Environmental Affairs - Maple Leaf Foods

[David Cheesewright](#) - CEO - Walmart Canada



The panel: (Left to right) Dave Sherman, moderator; David Cheesewright, Walmart Canada; Anne Tennier, Maple Leaf Foods; Peter Luik, H.J. Heinz; David Labistour, Mountain Equipment Co-op; John Peoples, SC Johnson and Son.

Click below to see some of the case studies discussed:

[Mountain Equipment Coop](#)

[H. J. Heinz Company](#)

[SC Johnson and Son](#)

[Maple Leaf Foods](#)

[Walmart Canada](#)

Walmart International Sustainability Update

Feb 10, 2010 | 11.30pm

[Matt Kistler](#), Senior Vice President for Sustainability, Walmart Stores Inc, shares Walmart's international sustainability case studies. [View his speech.](#)



News Conference: Walmart Canada Unveils Website To Drive Business Sustainability

Feb 10, 2010 | 12.00pm

Vancouver, BC – Walmart Canada announced today the launch of ShareGreen.ca, a website to share sustainable business practices across the Canadian business community. The virtual site will give organizations of all sizes access to the successful green business practices of many of Canada's top corporations and organizations. Walmart Canada views the launch as the first step in building a virtual centre of excellence for sustainable business practices.

[Read the news release.](#)

News Conference: Walmart Canada to Open Sustainable Distribution Centre

Feb 10, 2010 | 12.15pm

Vancouver, BC – Walmart Canada announced today that it will open its first sustainable refrigerated distribution centre in Balzac, Alberta, later this year. Expected to be one of the most energy-efficient distribution facilities of its kind in North America, the cutting-edge centre will be an estimated 60 per cent more energy-efficient than Walmart’s traditional refrigerated distribution centres. The centre will include a pilot of fuel cell technology and many other sustainable features.

[Read the news release.](#)

News Conference: Walmart Canada Announces Plans For Sustainable Product Index

Feb 10, 2010 | 12.30pm

Vancouver, BC – Walmart Canada announced plans today to launch a Sustainable Product Index that will ultimately help customers across Canada evaluate the sustainability of the products they purchase, from raw materials to disposal. Announced by Walmart in the U.S. this past summer, Walmart Canada is the first Walmart operation outside of the U.S. to initiate the process for the product index.

[Read the news release.](#)

News Conference: Walmart Canada Announces Wind and Solar Projects

Feb 10, 2010 | 12.45pm

Vancouver, BC – Walmart Canada announced plans today to conduct two significant wind and solar power projects. The company plans to install a rooftop solar system as well as a wind turbine at two separate Walmart Canada locations in Ontario. Construction of the two systems is expected to begin later this year, with a combined investment of approximately \$2 million and specific locations to be announced this spring.

[Read the news release.](#)

Working Session - Green Business Leadership

Feb 10, 2010 | 1.00pm

Individual visioning, paired interviews and table discussion on visions for green business leadership, high impact initiatives, and mindset shift.

Working Session – Collaboration Opportunities

Feb 10, 2010 | 3.00pm

Special Guest Speaker

Feb 10, 2010 | 4.15pm

The Premier of British Columbia, the [Honourable Gordon Campbell](#), addresses the delegates.



Sustainability Commitment Signing

Feb 10, 2010 | 4.45pm

Walmart Canada challenged companies to take part in a Sustainability Commitment Signing, asking businesses and organizations to commit to implementing a new sustainable initiative in their business over the next year.

Companies who signed the commitment were:

- * 3M Canada
- * BISSELL Inc
- * Canadian Tire
- * Coca-Cola Canada
- * Greenomics Corporation
- * Hallmark Canada
- * Hewlett-Packard Canada
- * HJ Heinz
- * Home Depot Canada
- * Kraft Canada
- * Kruger Products Ltd
- * Maple Leaf Foods
- * McDonalds Canada
- * Nature's Grilling Products
- * Nature's Path Foods
- * Naya Water
- * PepsiCo Foods Canada
- * Projecting Change Film Festival
- * Richelieu
- * SC Johnson and Son Ltd
- * Spin Master Inc
- * Staples Canada Inc
- * Unilever Canada Inc
- * Walmart Canada



Sustainability Commitment Signing with representatives from (left to right): Bissell Inc, Coca-Cola Canada, Home Depot, PepsiCo Foods Canada, SC Johnson and Son, Walmart Canada, Maple Leaf Foods, Kraft Canada, Hewlett-Packard Canada, Canadian Tire and 3M Canada.

Delegate List

The following is a list of the delegates that attended the Walmart Green Business Summit on February 10, 2010 in Vancouver, BC.

Click on the blue links to find the delegate on LinkedIn. Click the green links to reach their organization's website. Case studies provided by some delegates can be found on ShareGreen.ca.

[Penny Wise](#), [3M Canada](#)
[Amy Harder](#), [ACE Canada](#)
[Charbonneau Yves](#), [Agropur Division Natrel](#)
[Robert Rudy](#), [AHF](#)
[Patrick Sanglan](#), [Air Liquide](#)
[Pierre Gauthier](#), [Air Liquide](#)
[Michael Rubenstein](#), [Alcan Packaging](#) [Case study](#)
[Gabrielle Chevalier](#), [Alliance Sales & Distribution](#)
[Stuart Slugh](#), [Applica Canada Corp.](#)
[Douglas Udall](#), [Arch Chemicals, Inc](#)
[Wade Beebe](#), [Arch Chemicals, Inc](#)
[Doug Smith](#), [Arla Foods Inc.](#)
[Patrick Adiba](#), [Atos Origin](#)
[Kevin McLaughlin](#), [AutoShare](#)
[Gary Schubak](#), [Ballard Power Systems](#)
[David Procter](#), [BC Hydro](#)
[Don Wright](#), [BC Institute of Technology](#)
[Christopher Bennett](#), [Best Buy Canada](#)
[Grant McTarggart](#), [Best Buy Canada](#)
[Don Streuber](#), [Bison Transport](#) [Case study](#)
[Mark Bissell](#), [BISSELL Inc](#) [Case study](#)
[Dave Sherman](#), [Blu Skye Sustainability Consulting](#)
[Rebecca Harris](#), [Blu Skye Sustainability Consulting](#)
[Tom Miller](#), [Blu Skye Sustainability Consulting](#)
[Martin Burger](#), [Blue Energy Canada](#)
[Michaella Miller](#), [Blue Energy Canada](#)
[Greg Protti](#), [BlueCurl](#)
[Ron Lusterio](#), [Bright Energy Group](#) [Case study](#)
[Ken Shaver](#), [Brookside Foods](#) [Case study](#)
[Phil Pugh](#), [Brown Shoe Company](#)
[Christine Carter](#), [BullFrog Power](#) [Case study](#)
[Jo Coombe](#), [Bullfrog Power](#)
[Lucy De Oliveira](#), [Bullfrog Power](#)

Theresa Howland, Bullfrog Power
Tom Heintzman, Bullfrog Power
Peter Busby, Busby Perkins + Will Architects
Rod Maas, Busby Perkins + Will Architects
Hugh Thompson, Cambridge Towel Corporation
Philip Donne, Campbell Company of Canada [Case study](#)
Colin Cruji, Canada Bread Company
Thomas Mueller, Canada Green Building Council
Michael Nixon, Canadian Chamber of Commerce
Allen Langdon, Canadian Council of Grocery Distributors
Nick Jennery, Canadian Council of Grocery Distributors
Olivier Kolmel, Canadian Environmental Network
John Tak, Canadian Hydrogen and Fuel Cell Association
Paul Benjamin, Canadian Mass Media CMMI Inc.
Normand Pellerin, Canadian National
Claude Mongeau, Canadian National
Mengo McCall, Canadian Springs [Case study](#)
Tyler Elm, Canadian Tire Corporation
Ian Macfarlane, Canon Canada Inc. [Case study](#)
David Cruickshank, Carbon Foresight
Rod Sturtridge, Carlton Cards Ltd.
Chris Carter, Carter Group at ScotiaMcLeod
Suzane Blanchet, Cascades Tissue Group
Adine Mees, CCSR [Case study](#)
Myrna Khan, CCSR [Case study](#)
Wesley Gee, CCSR [Case study](#)
Mike Andrade, Celestica
Marc Stoiber, Change
Sadhu Johnston, City of Vancouver
Darren Bowen, Clorox Company of Canada
Douglas Ohoi, Clover Leaf Seafoods
Nikolaos Koumettis, Coca-Cola Canada [Case study](#)
Sandra Banks, Coca-Cola Canada [Case study](#)
Scott Lindsay, Coca-Cola Canada [Case study](#)
Scott Jeffery, Colgate-Palmolive Canada
Tom Shurrie, ConAgra Foods Canada
Dave Bedwell, COSCO Container Lines/Canada
Jeffery Wagstaff, Coty Canada
Paul Zadorsky, Crayola Canada
Greg Orloff, CSA Group
Aryne Sheppard, David Suzuki Foundation [Case Study](#)
David Suzuki, David Suzuki Foundation [Case Study](#)

Peter Robinson, [David Suzuki Foundation Case Study](#)
Randi Kruse, [David Suzuki Foundation Case Study](#)
Andy Hunt, [Day & Ross Case study](#)
Michael Mendel, [Decolin/Banyo](#)
Bob Richardson, [Devon Group](#)
David Gray, [DIG360 Consulting Ltd.](#)
Mark Betteridge, [Discovery Parks](#)
John Williams, [Domtar Inc Case study](#)
Marc Pettigrew, [Dorel Distribution Canada](#)
Frank Viti, [Ducks Unlimited Canada](#)
Patrick Desson, [E.D. Smith Foods Ltd](#)
Jody Sadofsky, [E1 Entertainment](#)
Jared Binstock, [e3 Solutions Inc](#)
Kevin Coyne, [e3 Solutions Inc](#)
Alexandra Shelley, [Earth Cycle Planning Inc](#)
Shannon Boase, [Earth Cycle Planning Inc](#)
Steve Clark, [Easton Bell Sport Case study](#)
Jenny Rustemeyer, [Eco-Industrial Solutions](#)
Paul Gallivan, [Elmer's Products Canada](#)
Ed MacLellan, [Energizer Canada](#)
Luke Ferdinands, [Energy Advantage](#)
Michael Heise, [Energy Services Providers Alliance](#)
Paul Beauchemin, [Envirochem Services Inc](#)
Meg Fricke, [Ernst & Young LLP](#)
Mike Mannella, [Ernst & Young LLP](#)
Michelle Newbigin, [Ethical Matters Consulting](#)
Bill Sinclair, [Evergreen](#)
Geoff Cape, [Evergreen](#)
Tim Fleiszer, [Evergreen Sports Programming](#)
Denise Taschereau, [Fairware Promotional Products](#)
Lesley McKeever, [Food & Consumer Products of Canada](#)
Nancy Croitoru, [Food & Consumer Products of Canada](#)
Isabelle Des Chênes, [Forest Products Association of Canada Case study](#)
Jason Moorehead, [Fruit of the Loom](#)
Gregg Chason, [Funai Corporation](#)
Jean Gaudreault, [Garant GP](#)
Dave Homer, [General Mills Canada Case study](#)
Adam Huss, [Globe Electric Company Inc.](#)
Dave Walker, [Globe Electric Company Inc.](#)
John Wiebe, [GLOBE Foundation](#)
Nancy Wright, [GLOBE Foundation](#)
Chris Linvingstone, [GLOBE Foundation](#)

Paul Shorthouse, GLOBE Foundation
Craig Strong, Good Capital
Matthew Carter, Great Northern Way Campus
Laurie Simmonds, Green Living Enterprises
Erich Schwartz, Greenomics
Rick Place, Groupe SEB USA
Art Smith, GS1 Canada Case study
Peter Luik, H. J. Heinz Company Case study
Homer Kay, Hallmark Canada
Craig Miles, Hasbro
Cynthia Milgroom, Henkel of America, Inc. Case study
Robert Anson, Henkel of America, Inc. Case study
Matthew Lindsay, Hershey Canada Inc.
Lloyd Bryant, Hewlett-Packard (Canada) Co. Case study
Frances Edmond, Hewlett-Packard (Canada) Co. Case study
Kim Robertson, Hewlett-Packard (Canada) Co. Case study
Gino Di Gioacchino, Home Depot Canada Case study
Ian Cleghorn, Home Depot Canada Case study
Manjula Wijerama, Horizon Group USA
Michael Aucoin, Irving Consumer Products
Nancy McHarg, James Hoggan and Associates
David Simmons, Jarden Consumer Solutions
Klaus Teufel, Jenou Neuman & Fils Inc.
Susan Kim-Kirkland, JWT Canada
Tony Pigott, JWT Canada
Simon Bureau, Kao Brands Canada Inc
Kimberlee Marsh, Kellogg Canada Inc.
Carla Anger, Kimberly-Clark Canada Case study
Henry Glowacki, Kimberly-Clark Canada Case study
Ramona Oss, Korhani of Canada
Dino Bianco, Kraft Canada Inc. Case study
Mario Gosselin, Kruger Products Limited
Benny Lieberman, Lamour Hosiery
Lorne Lieberman, Lamour Hosiery
Martin Lieberman, Lamour Hosiery
Michael Sheehan, Lavo Inc.
Larry Sedran, LEGO Canada Inc.
Chantal Isabelle, Levi Strauss & Co. Canada
Colleen Kohlsaar, Levi Strauss & Co. Canada
Stephen Tsui, Levi Strauss & Co. Canada
Jane Lister, Liu Institute for Global Issues, University of British Columbia

Robert Chant, Loblaw Companies Ltd
Francisca Quinn, Loop Initiatives
Javier San Juan, L'ORÉAL Canada Inc.
Lorraine Smith, Lorraine Smith
Scott Johnston, Lowe's Companies Canada
Tricia Stevens, LUSH Cosmetics
Lee Kindberg, Maersk Inc
Anne Tennier, Maple Leaf Foods Case study
Rena Crumplen, Mars Canada
Ray Jeffery, Maurice Sporting Goods
Fred Schaeffer, McCain Foods (Canada) Case study
Len Jillard, McDonalds Canada
Donald Robb, Mead Johnson Nutrition
Michael Hardy, Merch Media Inc.
Brad Neumann, Methanex Corporation
David Labistour, Mountain Equipment Co-op Case study
Esther Speck, Mountain Equipment Co-op Case study
Mike Lowery, Nature's Grilling Products
Jyoti Stephens, Nature's Path Foods
Daniel Cotte, Naya Water Case study
Karen Kuwahara, Nestlé Purina PetCare Case study
Gail Cosman, Nestle Waters Case study
Patti Turnbull, New Day Energy
Gino Tersigni, Newell Rubbermaid Office
Matt Ryan, Nintendo of Canada Ltd.
Ken Johnston, Novex Delivery Solutions
David Watson, OOCL (Canada) Inc
John Anderson, Oppenheimer Group
Nicole Burke, Oppenheimer Group
Jim Downham, PAC (Packaging Association of Canada)
Stefan Caulfield, Pamplin College of Business – Virginia Tech
Cary Van Zanten, Pan American Nursery Products
Chafic Zakaria, Paris Geneve Inc Case study
Stacy Reichert, PepsiCo Beverages Canada Case study
Marc Guay, PepsiCo Foods Canada Case study
Andy Marsh, Plug Power Inc
John Beliveau, Premium Brands/Grimm's
Brady Dahmer, Projecting Change Film Festival
David Helliwell, Pulse Energy
Vanessa Whittell, Quality Craft
Brian Fry, RackForce Networks Inc.

Daniel Parker, Rayovac
Kristin Sutek, Rayovac
Brock Macdonald, Recycling Council of British Columbia
Brent McCallum, Redl Sports Dist.
Tim Reeve, Reeve Consulting
Arnold Sam, Renewable Future Energy Resources
Minder Matharu, Renewable Future Energy Resources
Sarj Sethi, Renewable Future Energy Resources
Joel Solomon, Renewal Partners
Diane J. Brisebois, Retail Council of Canada
Max Logan, Retail Council of Canada
Michael Penner, Richelieu Hosiery Int'l
Mary Krupa, Robert Bateman Get to Know Program Case study
John Rody, Rody and Company Marketing
James Milligan, Rogers Retail
Elizabeth Evans, Ryerson University
John Panighel, Ryerson University
Justin Peacock, Ryerson University
Lena Rubenstein, Ryerson University
Colin Armstrong, Sacré-Davey Group
Charles Tremewen, Salt Spring Coffee Company
Mickey McLeod, Salt Spring Coffee Company
Claude Pinard, Saputo Case study
Dino Dello Sbarba, Saputo Case study
Rob Wilson, SAS Institute Canada
John Peoples, SC Johnson and Son Case study
Dave Clark, Schering-Plough Consumer Health Care
Alex Beltran, Schneider Electric Case study
James Reich, Schneider Electric Case study
Nicolas Saint-Germain, Schneider Electric Case study
Jeff Spencer, Scotts Miracle-Gro
James Hargreaves, Shoppers Drug Mart
Norman Peck, Shoppers Drug Mart
Lee Gavel, Simon Fraser University Case study
Steve Curtis, Simple Marketing Inc.
Dave Lemmon, Smucker Foods of Canada
Kevin Franklin, Soft Air USA
Oliver Bock, Solutions 2 GO Inc
Shelia Godin, Sony Pictures Home Entertainment
Carlo Espejo, Spin Master
D. Simon Jackson, Spirit Bear Youth Coalition
Leigh Pearson, Staples Canada Inc

Gemma Zecchini, Stewardship Ontario
Jennifer Davis, Stratos
Matt Loose, Stratos
Jason Bengert, Stuart Olson Construction
Paul Polson, Stuart Olson Construction
Susan Archibald, Suda Solutions Ltd.
Ian Morton, Summerhill
Bruce Moffat, Sun Life Financial
David Lynn, Sun-Rype Products Ltd.
Dan Gabbard, Supply Chain Management
Sue McMillan, Sustainable Forestry Initiative Case study
John Ferris, Swiss Herbal Remedies Ltd
Dave Waldron, Synapse Strategies
David Russell, Tecochem Inc.
Andrew Wilczynski, TELUS
Scott McDougall, TerraChoice Environmental Marketing
Guy Lanoue, Tetra Pak Canada Case study
Jaan Koel, Tetra Pak Canada Case study
Alex Carr, The Climate Registry
Michael Gerbis, The Delphi Group
Charles Anteby, The Moret Group
Chad Park, The Natural Step Canada
Tara Wilkinson, The Strategy House
Daniel Des Cotes, Timex Group Canada Inc
Brock Seyler, Topson Downs of California
Bernie McIntyre, Toronto and Region Conservation Authority
Michael Pavelick, Toys R Us Canada
Gregar Saxby, Tradex Foods Inc
Michael Banville, Transx Group of Companies
Eric Waltz, TSI
Joan Ballweg, Uniek Inc.
Christopher Luxon, Unilever Canada
Geoff Atkins, University of British Columbia
Pierre Ouillet, University of British Columbia
Nicolas Dorget, UPS Canada
Dennis Favaro, Valvoline Canada
Lee Davis, Vancity
John Nightingale, Vancouver Aquarium Marine Science Centre
Celesa Horvath, Ventus Development Services Inc.
Brad Webb, VF Canada Inc
Brian Williams, VF Canada Inc
Colin Grant, Visible Strategies Software Inc

Gordon Chow, VTech Technologies Canada Ltd.
Frank Brown, Wahl Canada
Kent Rennie, Wakefield Canada / Castrol
Andrew Pelletier, Walmart Canada
Andrew Telfer, Walmart Canada Case study
Andy Ellis, Walmart Canada Case study
Barb D'Agostino, Walmart Canada Case study
Carmen Cannella, Walmart Canada Case study
Chris Fowler, Walmart Canada Case study
Chris Gregory, Walmart Canada Case study
Chris Leou, Walmart Canada Case study
Christian Shelepkuk, Walmart Canada Case study
Christine Bome, Walmart Canada Case study
David Cheesewright, Walmart Canada Case study
Dean Correia, Walmart Canada Case study
Don Sherman, Walmart Canada Case study
Duncan MacNaughton, Walmart Canada Case study
Gale Blank, Walmart Canada Case study
Guy McGuffin, Walmart Canada Case study
Jaysen Steeves, Walmart Canada Case study
Jeff Lobb, Walmart Canada Case study
Jennifer Newton, Walmart Canada Case study
Jim Thompson, Walmart Canada Case study
John Lawrence, Walmart Canada Case study
Karin Campbell, Walmart Canada Case study
Ken Farrell, Walmart Canada Case study
Kevin Brant, Walmart Canada Case study
Leon Hall, Walmart Canada Case study
Lesley Smith, Walmart Canada Case study
Michael Buna, Walmart Canada Case study
Neil Pasricha, Walmart Canada Case study
Olivier Joubert, Walmart Canada Case study
Roger Snowball, Walmart Canada Case study
Tracey Hyatt, Walmart Canada Case study
Virginia Garbutt, Walmart Canada Case study
Manuel Gomez Pena, Walmart Mexico Case study
Beth Keck, Walmart Stores Inc Case study
Matt Kistler, Walmart Stores Inc Case study
Jonathan Hope, Walt Disney Studios Home Entertainment Canada
Chris Lynch, Waste Management
Dean Kattler, Waste Management
Duane Woods, Waste Management

Ethan Bond, Waste Management
Jeff Harris, Waste Management
Paul Barbier, Waste Management
Brad Zarnett, Watters Environmental Group
Robert Safrata, West Coast Sightseeing
Rej Picard, Westbrook Floral Ltd
Mike Gallagher, Westport Innovations Inc. Case study
Robin Hobbs, WN Pharmaceuticals Ltd.
Willem Robyn, World Kitchen Canada
Aaron Lamstein, Worldwise, Inc
Gerald Butts, WWF-Canada Case study
Hadley Archer, WWF-Canada Case study
Vicki Saunders, Zazengo
Kelly Hagen, Zerofootprint

Presenter Biography

David Suzuki - Keynote Speaker



David Suzuki, Co-Founder of the David Suzuki Foundation, is an award-winning scientist, environmentalist and broadcaster. Suzuki's accolades include the UNESCO's Kalinga Prize for Science, the United Nations Environment Program Medal and the Global 500.

Suzuki is a geneticist who has penned 47 books. His radio credits include the creation of CBC Radio's Quirks and Quarks and the documentary series "It's a Matter of Survival" and "From Naked Ape to Superspecies." On television, he hosted "The Nature of Things" for 30 seasons and has developed series for PBS and the Discovery Channel.

Currently, Suzuki is a Professor Emeritus of the University of British Columbia at the Sustainable Development Research Institute.

Suzuki holds an Honours BA in Biology and a Ph.D. in Zoology, in addition to holding 24 honorary degrees from educational institutions in Canada, the United States and Australia. [Go back to page 3.](#)

David Cheesewright



David Cheesewright, whose career in the retail and manufacturing sectors spans more than two decades, took the helm at Walmart Canada in February, 2008. Prior to taking the position of Chief Executive Officer, Cheesewright served as Chief Operating Officer of ASDA, a Walmart company in the United Kingdom.

Cheesewright joined ASDA in 1999 and held leadership positions in operations, merchandising, logistics, strategy, and format development. Before joining with ASDA, Mr. Cheesewright held a range of key positions in sales, marketing, supply chain management and manufacturing at Mars Confectionary in the United Kingdom.

In 2004 and 2005, Cheesewright served as the Chief Operating Officer of Walmart Canada. Currently, he serves as a Director on the Walmart Mexico Board. [Go back to page 3.](#)

Matt Kistler, Senior Vice President, Sustainability, Walmart Stores, Inc.

As Senior Vice President of Sustainability, Matt leads Walmart's global environmental sustainability strategy. This position serves as the catalyst to integrate sustainability into Walmart's business unit strategy on a global basis, encouraging the company's 100,000 suppliers to innovate, collaborate and support Wal-Mart's key sustainability goals and to integrate sustainability into the brand and culture of Walmart Stores, Inc., engaging the more than 2.2 million Walmart Stores, Inc. associates globally.

Matt joined Walmart Stores, Inc. in November of 2003 as the Director of Private Brands for SAM'S CLUB. In 2004 he became a corporate officer as the Vice President of Product Development, Private Brands, Packaging and Quality Testing. In 2006, Matt was appointed Vice President of Product and Packaging Innovation for SAM'S CLUB. In 2007, he was promoted to Senior Vice President of Marketing, Research and Insights for SAM'S CLUB and in October of 2007 he was named Senior Vice President, Sustainability for Walmart Stores, Inc.

Prior to joining Walmart, Matt held management positions with General Foods, Oscar Mayer and Kraft Foods.

Matt has a B.A. in Marketing from Michigan State University, East Lansing, MI, and an M.B.A. from Kellogg School of Management, Northwestern University, Evanston, Illinois. [Go back to page 5.](#)

Mark Miller – Master of Ceremonies

Mark Miller is an award-winning documentary filmmaker for the Discovery Channel. His work takes him to every corner of the world for adventures that inspire, educate and occasionally terrify.

In total Miller has produced and directed more than 300 hours of prime time programming. He has received two Gemini nominations. 2010 will mark his 12th year as an on-air presenter with Discovery Channel's science magazine, Daily Planet.

Miller's programs all share a common theme that encourages viewers to think about their world and their role in their environment. His new documentary on the science of "Fear" for the CBC asks viewers to challenge "Group Think" by

seeking out facts on everything from raising our children to the effects of our daily purchases.

Before becoming a full time documentary producer, Miller worked as Parliament Hill/Foreign correspondent for CBC and CTV. From 1987-1998 he covered wars, politics and news in more than 100 countries around the world.

Gregor Robertson



In November 2008, the people of Vancouver chose Gregor Robertson as their new Mayor. He was elected on a platform of ending street homelessness in the City of Vancouver by 2015, and making Vancouver the greenest city in the world.

Mayor Robertson is committed to building a sustainable and thriving economy in Vancouver. By working to foster economic hubs in the burgeoning green economy, including digital media, clean technology, and renewable energy, Mayor Robertson is establishing Vancouver internationally as the Green Capital—a City where going green is good for business. Vancouver was recently named the greenest city in Canada by Corporate Knights, as well as predicted to have the fastest growing economy in 2010 by the Conference Board of Canada. [Go back to page 3.](#)

Hon. Gordon Campbell



In June 2001, Gordon Campbell was sworn in as British Columbia's 34th premier, with the largest majority in B.C. history. He was re-elected in May 2005 and again in May 2009, making him the first premier in 26 years – and only the fourth in B.C. history – to be elected to three consecutive terms.

British Columbia has become a North American leader in tackling the challenge of climate change, with a commitment to reducing the province's greenhouse gas emissions by at least 33 per cent below 2007 levels by 2020. The Province has developed initiatives to grow jobs and investment in the new green economy. British Columbia is home to a growing green-technology sector, with numerous research centers and corporations engaged in cutting-edge development of alternative energy, alternative fuels and energy-efficient products. [Go back to page 7.](#)

Panelist Biographies

David Labistour – Mountain Equipment Co-op (MEC)

As the leader of Canada's largest outdoor retailer, David Labistour brings both a passion for outdoor adventure and extensive business experience to the position.

Over the past 25 years he has worked in product development and retail management with companies such as Adidas, Aritzia in Canada and a Marks & Spencer affiliate in South Africa.

He is MEC's first CEO to have been appointed from within the 38 year old organization. In his former capacity as the senior manager of Buying and Design, David was instrumental in leading the renaissance of MEC-brand products and product sustainability initiatives. [Go back to page 4.](#)

Peter Luik – H.J. Heinz Co.

Peter Luik has been President & CEO of the H.J. Heinz Company of Canada since May 2005 and is a member of the Company's President's Council. Under Peter's leadership, Heinz Canada can boast of leadership share positions in 10 categories.

Peter joined H.J. Heinz in 1999 as General Manager of Marketing, then served as Vice President, Retail Marketing and then as Heinz Canada's COO.

Peter is an active Board Member of two industry associations – the Food & Consumer Products of Canada (FCPC) and Food Processors of Canada (FPC). [Go back to page 4.](#)

John Peoples – S.C. Johnson and Son Ltd.

John Peoples is the President and General Manager of S.C. Johnson and Son, Limited, where he is responsible for all of the company's operations in Canada.

He has served as his company's designee on several industry association boards including Canadian Chemical Specialty Products Association, as well as the Food and Consumer Products of Canada. He also serves on the Board of Advisors for Catalyst Canada. John is committed to serving others and has devoted significant energy and attention to several not-for-profit organizations. [Go back to page 4.](#)

Anne Tennier – Maple Leaf Foods

Anne Tennier joined Maple Leaf Foods in 2001 and is Vice President of Environmental Affairs.

She has more than 30 years of experience in the environmental and sustainability arena and has worked with some of Canada's largest companies such as McCain Foods, Canadian Pacific Railway and Boise Cascade Pulp and Paper.

Anne is an aficionado of fuel efficient transportation: she drives a motorcycle, a hybrid car and was a certified train conductor for several years – unfortunately she didn't have enough hours behind the throttle to qualify as a locomotive engineer. [Go back to page 4.](#)

Media Centre

FOR IMMEDIATE RELEASE

WALMART CANADA UNVEILS WEBSITE TO DRIVE BUSINESS SUSTAINABILITY

Showcase of environmental best practices of Canadian businesses & organizations first step to virtual centre of excellence

Vancouver, B.C., February 10, 2010 - Walmart Canada announced today the launch of ShareGreen.ca, a website to share sustainable business practices across the Canadian business community. The virtual site will give organizations of all sizes access to the successful green business practices of many of Canada's top corporations and organizations. Walmart Canada views the launch as the first step in building a virtual centre of excellence for sustainable business practices.

The announcement was made today at the Walmart Canada Green Business Summit in Vancouver, a high-profile event which brought together more than 300 of Canada's largest corporations, NGOs, academics and government leaders to share the business case for sustainability.

"We have a great opportunity to usher in a new era of collaboration and sharing when it comes to green business practices," said David Cheesewright, President and CEO of Walmart Canada. "While much work still needs to be done, there is already some strong sustainability work happening across Canadian organizations. Our hope is that the launch of ShareGreen will be a first step to help capture green practices and drive collaboration."

To inaugurate ShareGreen.ca, the company announced the posting today of close to 70 individual case studies submitted by leading Canadian corporations, educational institutions, and NGOs. Case studies include best practices from SC Johnson, Heinz, Maple Leaf Foods, Mountain Equipment Co-op, Simon Fraser University, World Wildlife Fund and the Sustainable Forestry Initiative.

Walmart Canada made a call for submissions last summer when it announced its Green Business Summit. Case studies focus on waste or energy reduction, sustainable products, water conservation or employee-green engagement, show

a clear strategy and a direct or indirect return on investment. ShareGreen.ca will be an active site, replenished with new green best practices on an ongoing basis. Walmart Canada will call for new submissions throughout the year.

Case studies from the following companies are available on ShareGreen.ca as of today:

SC Johnson	Sustainable Forestry Initiative
Heinz	Kimberly Clark
Maple Leaf Foods	Forest Products Association of Canada
Mountain Equipment Coop	Paris Geneve
Campbell's	Kraft Canada
Bissell	The Air Canada Centre
Frito Lay	Grouse Mountain Resorts Ltd.
Pepsi Bottling Group	Novex Delivery Solutions
GSI Canada	Robert Bateman Get to Know
Hewlett-Packard	Purina Maxx Scoop
Coca-Cola	HP
Bell Sports	Westport Innovations
Brookside Foods	Bullfrog Power and Arthur's Fresh
Home Depot	Bright Energy Group
Saputo	VersaCold
3M	World Wildlife Fund
McCain Foods	Nestle Water Canada
Schneider Electric	Stonyfield Farms
Canon Canada	Naya Water
Gibson's Recycling Depot	Busby Perkin + Will
Day Ross - Carbon Footprint	TetraPak
Simon Fraser University	De.Brand
General Mills Canada	Domtar
A Natural Step	
Alcan Packaging	

About Walmart Canada

Headquartered in Mississauga, Ontario, Walmart Canada operates 317 retail outlets nationwide and serves more than one million customers daily. The company's vision is to demonstrate environmental leadership by reducing the ecological impact of its operations through company-wide programs focused on waste, energy and products, as well as outreach programs that preserve and enhance local environments. Walmart's global goal is to generate zero waste, to be powered 100 percent by renewable energy and to sell products that sustain people and the environment.

For further information, please contact:

Susan Schutta, corporate affairs, Walmart Canada, 905-821-2111 x8012

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FOR IMMEDIATE RELEASE

WALMART CANADA TO OPEN SUSTAINABLE DISTRIBUTION CENTRE

Cutting-edge facility will be an estimated 60% more energy-efficient than company's traditional refrigerated centres and will test fuel cell technology

Vancouver, B.C., February 10, 2010 – Walmart Canada announced today that it will open its first sustainable refrigerated distribution centre in Balzac, Alberta, later this year. Expected to be one of the most energy-efficient distribution facilities of its kind in North America, the cutting-edge centre will be an estimated 60 per cent more energy-efficient than Walmart's traditional refrigerated distribution centres. The centre will include a pilot of fuel cell technology and many other sustainable features.

The announcement was made at the Walmart Canada Green Business Summit in Vancouver today, a high-profile event that brought together more than 300 of Canada's largest corporations, NGOs, academics and government leaders to share the business case for sustainability.

The company expects to open the sustainable distribution centre in the fall of 2010 and is investing \$115 million in its construction. The centre will create 1,400 jobs, including trade and construction jobs.

"We've set the ambitious goal of building the most sustainable distribution centre possible, while at the same time delivering a compelling return on investment," said Andy Ellis, Senior Vice-President of Supply Chain for Walmart Canada. "The centre will be a living lab that demonstrates sustainable operations, products and technologies, while showing that environmental sustainability can go hand-in-hand with business sustainability."

Some of the distribution centre's sustainability features include:

Hydrogen Fuel Cell Technology

In keeping with its long-term environmental goal, to be supplied 100 per cent by renewable energy, Walmart Canada will test the use of hydrogen fuel cells for the first time. Hydrogen fuel cells produce only heat and water as by-products and will replace traditional lead acid batteries in the centre's entire material-handling fleet. Fuel cells will increase productivity and reduce operational costs because they last longer, do not need to be

changed and can be refuelled in three minutes. Hydrogen will come from Quebec, where the element is produced using 98 per cent renewable energy sources, particularly hydroelectricity. Powering the material-handling fleet with fuel cells will reduce greenhouse gas emissions (GHG) by an estimated 530 tonnes.

Solid-State Lighting

In a first for a refrigerated distribution centre, the entire facility will be lit exclusively by low-energy solid-state (LED) lighting. LED lights operate at low temperatures, have long life spans and strike instantly, providing important operational and environmental benefits in a refrigerated building. Using LED lights is expected to half the energy bill for lighting and save an estimated 1,400,000 kilowatt hours annually or the equivalent of powering 121 average size Canadian households with power for a year.

Solar and Wind Energy

Walmart Canada plans to test solar and wind energy at the Balzac facility. Sixteen solar thermal panels, mounted on the side of the centre, will supply clean, renewable energy to heat hot water for the facility. A 225-kilowatt wind turbine on-site will produce enough energy to supply 55 average size Canadian homes with energy.

Energy-Efficiency

Operating a large refrigerated building requires a large amount of energy. Walmart Canada has carefully evaluated its purchasing decisions, improved building design and made technology choices to make the facility more energy-efficient. The company undertook a state-of-the-art infrared scan of an existing refrigerated distribution centre in Ontario, identifying areas that could be made more energy-efficient in the new centre. Key features of the Balzac facility include a leading-edge refrigeration system requiring significantly less power, high-efficiency doorways between temperature zones, upgraded seals throughout the building and a white roof membrane that deflects an estimated 85 per cent of sunlight to reduce heat gain and demand on the electrical grid.

Sustainable Construction

Environmental sustainability is an important part of the construction phase, now underway. Through innovative waste diversion strategies, Walmart Canada expects to divert as much as 50 per cent of its construction waste from landfill. The entire construction phase will also be powered by renewable energy through Bullfrog Power, a Canadian provider of low-impact renewable electricity.

"The Balzac distribution centre is not only about reducing our own environmental footprint and making strides to achieve our long-term sustainability goals, it's about leading change across an industry and the business world at-large," added Ellis. "Our hope is that in the future, facilities like this will no longer be demonstration facilities but the norm for the industry."

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About Walmart Canada

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For further information, please contact:

SUSAN SCHUTTA, CORPORATE AFFAIRS, WALMART CANADA, 905-821-2111 X8012

FACT SHEET

Balzac Distribution Centre

Facts

- Location: Balzac, Alberta, Canada
- Expected Opening Date: Fall 2010
- Size: 450,000 square feet
- Walmart Investment: \$115 million
- Developer: Stuart Olson
- Operator: Centric Retail Logistics will operate the centre once complete
- Construction is expected to create approximately 1,400 jobs including 800 trade and construction roles
- Centre will employ 600 people once complete

Sustainable Features

- Hydrogen fuel cells in entire material-handling fleet
- Use of solar and wind energies
- Use of low-energy solid-state (LED) lighting exclusively
- High-efficiency doorways between temperature zones to minimize heat

transfer

- Insulated and windowless docking doors
- Insulated docking plates with upgraded seals
- A white roof membrane to deflect sunlight by an estimated 85 per cent and reduce heat gain and demand on the electrical grid during the summer
- Increased insulation in the roof to reduce energy loss
- Solartubestm on the roof of the building over office spaces take advantage of natural light and reflect it into interior spaces, reducing the need for artificial light
- Leading-edge refrigeration system reduces energy needs and uses ammonia instead of more harmful refrigerants
- Waste heat from refrigeration system heats building during winter months
- Chemical-free water treatment process in refrigeration system
- Concrete floors using fly ash reduce the use of cement and replace chemical-intensive tiling throughout the centre. A by-product of coal burning at electric utility plants, the use of one tonne of fly ash saves the equivalent of one barrel of oil.
- Use of low-VOC (volatile organic compound) paint and materials
- Low-flow sinks, toilets and urinals in washrooms
- Native plant landscaping to replace traditional manicured lawns
- A sedimentation pond, adjacent to the centre, collects storm water and allows sediment, which can affect water quality, to settle before water is returned to local water systems

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FOR IMMEDIATE RELEASE

WALMART CANADA ANNOUNCES PLANS FOR SUSTAINABLE PRODUCT INDEX

Index to measure product sustainability

VANCOUVER, B.C., February 10, 2010 – Walmart Canada announced plans today to launch a Sustainable Product Index that will ultimately help customers across Canada evaluate the sustainability of the products they purchase, from raw materials to disposal. Announced by Walmart in the U.S. this past summer, Walmart Canada is the first Walmart operation outside of the U.S. to initiate the process for the product index.

The announcement was made at the Walmart Canada Green Business Summit in Vancouver today, a high-profile event which brought together more than 300 of Canada's largest corporations, NGOs, academics and government leaders to share the business case for sustainability.

"Customers want value and quality when buying products," said David Cheeswright, President and CEO of Walmart Canada. "They also want to know that products are being made in a responsible way. Once launched, the Sustainable Product Index will give customers transparency into the entire lifecycle of the products they buy, so they know they're safe, made-well and produced responsibly."

The company will introduce the Sustainable Product Index initiative in three long-range phases:

- Phase 1 - Supplier assessment
- Phase 2 - Creation of database
- Phase 3 - Development and launch of customer tool

Phase 1 - Supplier Assessment

Beginning in the summer of 2010, Walmart Canada will provide its top suppliers with a survey of 15 simple questions to evaluate their sustainability efforts. The questions are divided into four areas: energy and climate; material efficiency; natural resources, and; people and community. The survey will be an important first step in assessing the sustainability of suppliers and their products.

Phase 2 - Creation of Database

The second step will include the creation of a Sustainability Index Consortium and the database that will house information on the lifecycle of products. Wal-

Mart Stores, Inc., Walmart Canada's parent company, will initially fund and help create the Consortium, which will include universities, other retailers, suppliers and non-government organizations (NGOs).

The Consortium will take a research-driven approach to developing the database, that will drive the Index, and will look at the full lifecycle of products, from the use of raw materials to the way a product can be recycled or disposed of.

Phase 3 - Development and Launch of Customer Tool

The final step will include the development and launch of the Sustainable Product Index tool, which will help customers identify the sustainability of a product with a simple and convenient rating system. How that information will be delivered to customers is still to be determined, but it may take the form of a numeric score, colour code or some other type of label. The Sustainability Consortium will help determine the scoring process in the coming months and years.

Timing for phases two and three of the initiative will be determined later this year.

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About Walmart Canada

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For further information, please contact:

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FOR IMMEDIATE RELEASE

WALMART CANADA ANNOUNCES WIND AND SOLAR PROJECTS

Vancouver, B.C., February 10, 2010 – Walmart Canada announced plans today to conduct two significant wind and solar power projects. The company plans to install a rooftop solar system as well as a wind turbine at two separate Walmart Canada locations in Ontario. Construction of the two systems is expected to begin later this year, with a combined investment of approximately \$2 million and specific locations to be announced this spring.

The announcement was made at the Walmart Green Business Summit in Vancouver, a high-profile event which brought together more than 300 of Canada's largest corporations, NGOs, academics and government leaders to share the business case for sustainability.

Under the proposed projects, Walmart Canada will finance and own the solar energy and wind turbine systems. Power generated will be returned to the electrical grid under Ontario's feed-in tariff program for renewable energy. The company will use these pilot projects to assess the effectiveness and potential benefits of these systems to potentially power some of its stores in the future.

Walmart Canada is already one of Canada's largest purchasers of renewable energy through Bullfrog Power.

"We're looking at our business through the lens of sustainability," said Ken Farrell, Vice President of Store Development for Walmart Canada. "These wind and solar pilot projects will enable us to invest in the commercialization of renewable energy, in addition to our own purchasing of green power."

Once complete, the rooftop solar power-generating system is expected to generate 450,000 kilowatt hours of energy per year, enough to supply 39 average size Canadian households. The solar system will also reduce greenhouse gas emissions (GHG) by an estimated 80 tonnes per year.

Walmart Canada plans to install a 20-kilowatt wind turbine adjacent to one of its Ontario stores. The system is expected to generate as much as 50,000 kilowatt hours of electricity per year, enough power for four average size Canadian households. The wind turbine has been designed for low wind speed areas, where wind power has not been previously practical, and can operate in wind speeds as low as 10 kilometres per hour.

Construction dates are subject to receiving the appropriate permits and approvals in the respective municipalities chosen.

“By implementing energy-saving strategies and using innovative clean energy technologies, Walmart Canada is building stores now that are 30 per cent more efficient than previous ones,” added Farrell. “We’ve said we’re determined to build the greenest stores on the block and we’re taking further steps every day towards this goal.”

Walmart Canada is testing many energy-efficient operations and renewable energy technologies in its stores and distribution centres. The company is currently testing geothermal technology at its Burlington, Ontario environmental demonstration store.

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About Walmart Canada

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For further information, please contact:

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Green Business Summit

Participant Workbook

February 10, 2010

Name _____

Welcome to the Walmart Canada Green Business Summit!

This Summit is an opportunity for leaders of the Canadian business community, academics, government officials, and NGOs to learn from each other's successes and work together to lead Canada into a new era of sustainable business. At this exciting time in Vancouver, we have a unique opportunity to show how Canadian business is addressing the challenges of operating in a world with limits. I hope that after today we will all see new possibilities for our businesses and feel empowered to create wins for business that benefit the world.

Summit Objectives: Today we will hear from award-winning scientist and thought leader, Dr. David Suzuki, about the importance and urgency of action. Our panel of business leaders will share perspectives about why green business leadership is a growing business imperative and how it can create significant business value. Our interactive sessions will provide an opportunity for leaders to work together to develop and refine their ideas on how to take their efforts to the next level. We will rapidly prototype opportunities for collaboration and create an opening to take the ideas generated today and make them a reality. I hope that, looking back, we will mark this day as an inflection point in the creation of a more sustainable Canadian business community.

Sincerely,

David Cheesewright
President & CEO
Walmart Canada Corp.

Summit Agenda		
Time	Agenda Item and Presenters	Page
7:00 – 8:45 AM	Registration, Breakfast & Welcome <ul style="list-style-type: none"> - 8:00 Gregor Robertson, Mayor of Vancouver - 8:30 David Cheesewright, CEO of Walmart Canada 	
8:45 – 9:15	High Point Story (Interactive Exercise) <ul style="list-style-type: none"> - Participants engage in discussion at their tables 	4-5
9:15 – 10:00	Keynote Speech <ul style="list-style-type: none"> - Dr. David Suzuki, award-winning scientist, environmentalist and broadcaster. He will provide his perspective on the environmental challenges the world faces 	
10:00 – 10:15	Break	
10:15 – 11:30	Panel Discussion – Green Business Leadership <i>Leaders of Canadian companies share how they have driven sustainability initiatives that have benefitted their bottom line and explore the business imperative and future opportunity for green business leadership</i> <ul style="list-style-type: none"> - David Labistour, CEO, Mountain Equipment Co-op - Peter Luik, President & CEO, Heinz Canada - John Peoples, President & General Manager, SC Johnson Canada - Anne Tennier, VP Environmental Affairs, Maple Leaf Foods - David Cheesewright, CEO, Walmart Canada - Dave Sherman, Blu Skye Consulting (Moderator) 	
11:30 – 11:45	The Next Chapter of Walmart's Sustainability Journey <ul style="list-style-type: none"> - Matt Kistler, SVP of Sustainability, Walmart Stores Inc. 	
11:45 – 12:45 PM	Lunch and Media Conference	

Summit Agenda (continued)

Time	Agenda Item and Presenters	Page
12:45 – 1:00 PM	Participant Poll	
1:00 – 2:55	Working Session - Green Business Leadership <i>Individual visioning, paired interviews and table discussion on visions for green business leadership, high impact initiatives, and mindset shifts</i> - 1:00 – 2:30 Working time - 2:30 – 2:55 Report out	6-11
2:55 – 3:10	Break	
3:10 – 4:15	Working Session – Collaboration Opportunities - 3:10 – 3:50 Working time - 3:50 – 4:15 Report out	12-13
4:15 – 4:45	Gordon Campbell, Premier of British Columbia	
4:45 – 5:00	Sustainability Challenge Signing	
5:00 – 5:10	Closing Remarks - David Cheesewright	
5:30 – 7:30	Networking Reception at Aqua Riva (Opposite to the Pan Pacific)	

8:45 – 9:15 AM: High-Point Story (Interactive Exercise)

Part 1: Individual Reflection (5 min) - Reflect individually on the following questions; use the blank space below to make notes if necessary.

Scan your life from the perspective of leading positive change—times when you collaborated and connected with others to bring about innovation, transformation, and positive change. Obviously, for all of us, there have been ups and downs, so focus on one of the most memorable “high-point” moments in leading positive change—a time that stands out when you felt most engaged, alive, and effective and worked with others to build a better organization, community, or society.

Jot down the highlights of the story. (Key questions to consider: When and where did it happen? How did you contribute? What made this experience a high point for you? What were the challenges—and more importantly, how were they overcome? What were the results? What qualities or strengths enabled your success?)

Part 2: Paired Interviews (10 min) - Select a partner at your table. Using the questions above, one partner tells their high-point story. After five minutes the second partner tells their high-point story. Use the space below to capture highlights of your partner's story.

Highlights of your partner's story:

Part 3: Introductions (10 min) - Go around the table and introduce your partner (in one minute) by sharing one highlight from your interview.

1:00 – 2:55 PM: Working Session – Green Business Leadership

Part 1: Individual Reflection (20 min) - Read the questions below and write your answers in the spaces provided.

Tonight after our session you step into a time machine and are transported to the year 2020, 10 years from now. You see a world in which people throughout Canada, and the world, have mobilized around the issues and challenges highlighted by Dr. Suzuki, and all business leaders have embraced the business imperative and opportunities discussed by the Green Business Leadership Panelists.

Now, in 2020, it is clear that the global economy is well along in its transition from the information age to the sustainability age. There is widespread realization that old ways of managing energy, materials and food systems were both extremely wasteful and caused many harmful unintended problems. Energy, materials, agriculture, and products are all being totally reinvented to meet the needs of the growing global population without compromising the environment and communities.

Canadian business, with a boost from the Green Business Summit of 2010 has, and is, playing a leadership role in this transition. The companies leading this charge have had a huge positive impact on the world and their businesses have benefited in terms of costs, revenues, competitive advantage and brand. These business leaders are reaching beyond the boundaries of their companies and leading positive change through collaboration. Large and small companies, NGOs, government agencies and the academic community have worked together to overcome many of the challenges that seemed insurmountable in 2010. Your organization, inspired by ideas that you crystallized during the Green Business Summit, has been out in front.

You appreciate the amazing transformation and accomplishments that you see and are proud of your role in making the transformation a reality.

Vision:

It's now 2020 and things are very different from 2010. You look around and see many great innovations. For example, your business may have completely eliminated, or re-designed how toxic materials are managed in products and processes. It may be so energy efficient that you are able to get all your energy from renewable sources—and perhaps even return excess energy back to the grid. You may have achieved zero waste and created real closed-loop material flows.

Describe what you see in terms of your products or services, operations, supply chain, culture and other important areas. Taken as a whole, what's happening that is new? Better? What has changed?

Innovation:

One key to your organization's success in 2020 was your ability to innovate in areas such as technology, processes, organization, products and business model.

Please describe a high-impact innovation that created significant value for the environment and for your business that was launched in 2010 inspired by the Green Business Summit. When progress was reported one year after the summit, this particular initiative was voted the "greatest achievement" coming out of the summit.

What was the winning innovation? What is the benefit to business? To the environment? What was fundamentally different as a result?

Mindset Shift:

Since the innovations discussed above were integral to your core business activities, mindset shifts were a critical factor in their success. Stories are told inside your organization about the time in which the thinking inside the business shifted.

In the space below, write down and elaborate on the most important mindset shift that enabled the innovation and new vision for your organization. Describe what the old way of thinking was and what the new way of thinking is, (e.g. from creating value for shareholders to creating value for ALL stakeholders, from opaque value chains to transparent value chains, from linear to cyclic processes, etc.) why it was important and what the leadership of your organization did to cause, enable or accelerate the shift.

Old way of thinking (From)...

New way of thinking (To)...

Why was this shift important?

What caused the shift? What was the role of leadership?

Part 2: Paired Interviews (20 min) - Pair up with the person next to you. Take ten minutes for one of you to share your vision, your innovations, and your mindset shifts; then the second partner shares for ten minutes. Use the space provided below to capture highlights of your partner's answers.

Highlights of your partner's answers:

Part 3: Innovation Discussion (20 min) – Each small group manages its own discussion, data, time, and reports.

STEP 1: Choose a person at your table to play each role:

- **Facilitator:** Ensures that each person who wants to speak is heard and keeps the group on track to complete the task in the time allotted.
- **Time Keeper:** Keeps group aware of time left for the activity and monitors report-outs to signal time remaining for the reporter.
- **Recorder:** Captures the table's best innovation idea on the worksheet.
- **Reporter:** Uses worksheet to prepare and present a one-minute highlight of the table's best idea.

STEP 2: Allow each person to present their innovation idea from page 7. (5 min)

STEP 3: Discuss as a group and build on these ideas. (5 min)

STEP 4: Identify your group's favourite innovation idea. Describe how it benefits the environment and business, and how it was accomplished. The **Recorder** should capture these details on the **Innovation Worksheet** at your table. (10 min)

STEP 5: The **Reporter** will use the worksheet to prepare to report to the plenary. Use the space below to take notes from the group discussion.

Part 4: Mindset Shift Discussion (20 min) – Each small group manages its own discussion, data, time, and reports.

STEP 1: Allow each person to present their mindset shift from page 8. (10 min)

STEP 2: Building on the innovation discussion, explore as a group the most important mindset shift that would need to occur to enable your group's favourite innovation. The **Recorder** captures the table's output on the **Mindset Shift Worksheet**. (10 min)

STEP 3: The **Reporter** should be prepared to give a one-minute presentation to the plenary.

Use the space below to take notes from the group discussion.

Part 5: Report Out (15 min) – Share your greatest hits with us! Be prepared to provide a one-minute report out of your table's favourite innovation idea and mindset shift.

3:10 – 4:15 PM: Working Session – Collaboration Opportunities

Part 1: Individual Reflection (5 min) – Read the description and question below and write your answer in the space provided.

As Dr. Suzuki discussed, the challenge is upon us to get things right to confront these enormous ecological challenges. While innovation at the individual organizational level can overcome many of these barriers, sometimes it is useful and necessary to collaborate. In fact, nearly any initiative can benefit from the right thoughtful collaboration.

Example collaborative actions that can create sustainable value:

- Share practices and ideas to save costs, create more rapid learning and more scale
- Change or create standards (e.g. a product index that establishes industry-wide standards for manufacturers and retailers)
- Coordinate simultaneous investments or match supply with demand to develop and implement complex innovations (e.g. closed loop material flow, electric car infrastructure, smart grid, etc.)
- Eliminate market failures that hinder the adoption of sustainable business practices. (For example, in the dairy industry some farmers have implemented methane digesters to generate electricity, however wide spread adoption is hindered because, in some areas, utilities are not prepared to buy the electricity at a price that could be a win/win for the farmer and the utility.)

Consider the innovation idea you developed earlier (on page 7). Identify and jot down one high value collaboration idea that would facilitate the success of this initiative.

Part 2: Collaboration Discussion and Brainstorm (30 min) –

STEP 1: Allow each person to restate their innovation idea and explain how collaborating would facilitate its success. (10 min)

STEP 2: As a group, discuss and build upon these ideas and identify the collaboration you would like to expand on together. (5 min)

STEP 3: Develop the details of the collaboration idea including the objectives, the advantage of collaborating, how collaboration enables success or provides value, and who would be involved. The Recorder captures the group's work on the Collaboration Worksheet; those who are interested in participating add their names to the worksheet. (15 min)

STEP 4: The Reporter should be prepared to present a one-minute explanation of the collaboration idea to the plenary.

Use the space below to capture notes from the group discussion.

Part 3: Report Out (15 min) Be prepared to provide a one-minute report out on your group's best collaboration idea



Notes:



Traditional Media Coverage

Globe & Mail, February 8, 2010

[Click to download.](#)

Vancouver Sun, February 10, 2010

[Click to download.](#)

The Province, February 11, 2010

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Vancouver Sun, February 11, 2010

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National Post, March 27, 2010

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Online Media Coverage

Emerging Energy, February 16, 2010

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The Natural Step, February 19, 2010

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Environmental Leader, January 20, 2010

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Green Briefs, February 11, 2010

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Fairware, February 11, 2010

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BCIT, April 20, 2010

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EcoElectrons, February 10, 2010

[Click to download.](#)

Calgary Herald, February 11, 2010

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Triple Pundit, March 1, 2010

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Bright Energy Group, February 11, 2010

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Mouli Cohen, February 10, 2010

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BC Business, February 12, 2010

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Sustainable Life Media, March 5, 2010

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Tricore Braun, February 12, 2010

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National Post, February 9, 2010 (op-ed)

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Zimbio, February 10, 2010

[Click to download.](#)

Earthcycle blog, February 17, 2010

[Click to download.](#)

Greener Working, January 28, 2010

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