



[View all jobs](#) | [Post a job](#)

Here are some of the jobs posted this month:

Intermediate/Senior Environmental Scientist
Weyburn, SK
Deadline: October 23, 2011

Manager of Solid Waste Services
Lac La Biche, AB
Deadline: November 03, 2011

Intermediate Project Engineers/Scientists
Fort St John, BC
Deadline: November 06, 2011

Note from the Registrar

Welcome to the October edition of the EP News! This month, our focus is on **Sustainability** and the ever-important role of the Environmental Professional in managing and monitoring our natural environment.



Sustainability: Environmental Professionals and the natural environment

Please continue reading for exciting information on:

- ECO Canada **Board Member** and **GLOBE Foundation** CEO, Dr. John D. Wiebe, who was recently recognized by the **Clean 50** program as one of the top contributors to corporate sustainability;
- TBL, or Triple Bottom Line, tools used by some Canadian organizations to ensure thorough sustainability assessments;
- Our discussion with Laura Franceschini, B.Sc., B.A., EPT that includes her views on sustainability in Canada and abroad, her advice on beginning a career in sustainability, and also what she sees as the role of EP Certification in Environmental Sustainability;
- Upcoming EP Regional Chapter events across the country.

If you have any questions regarding the content of this newsletter, please do not hesitate to contact us at ep@eco.ca or by telephone at 403.233.7484.

Enjoy this edition of the EP News! Sincerely,

Elizabeth Bowman
Associate Registrar, ECO Canada

Profile of the Month: Environmental Sustainability in

In This Issue

[Profile of the Month](#)

[Board Member recognized for Sustainability Contributions](#)

[What kind of a Newsletter Reader are you?](#)

[Triple Bottom Line Tools](#)

[Regional Chapter News](#)

[Draft GHG Regulations for Québec](#)

[Featured Events](#)

Industry Fast Fact

Skills gaps are emerging in areas of the evolving **green economy**:

Wind & solar energy

Battery technology & power electronics

Sustainability management & energy efficiency

Environmental finance & emissions trading

[More >>](#)



Dr. John D. Wiebe: raising the profile of corporate sustainability and clean capitalism.

ECO Canada Board Member Recognized for Contributions to Sustainability

ECO Canada **board member** and **GLOBE Foundation** CEO, Dr. John D. Wiebe, was recently recognized as one of *Canada's top contributors to corporate sustainability* and clean capitalism in the 2012 Clean 50 program.

Canada and the Role of the EP



Laura Franceschini, EPT

As a Sustainability Coordinator with **Stantec Consulting**, Laura Franceschini, B.Sc., B.A., EPT, has made immense contributions to enhancing Stantec's sustainability profile and reputation. She initially launched Stantec's corporate sustainability program in 2006 and since then has developed, implemented, and coordinated a variety of initiatives to make

operational policies, procedures, and practices more environmentally and socially responsible, resulting in several awards for the organization.

An **Environmental Professional in Training (EPT)** and instructor both for MacEwan University and the Northern Alberta Institute of Technology, Franceschini teaches an introductory course on corporate social responsibility, and co-instructs a course on Green Events.

Prior to joining Stantec, Franceschini worked for various organizations in the non-profit, higher education, and government sectors. With a diverse and interdisciplinary academic background, Franceschini was pulled into the corporate sector by her belief that businesses have incredible potential to drive sustainability forward in society. In this month's newsletter, she offers her insight on **environmental sustainability in Canada** and the role of **certified EPs**.

What is the role of environmental professionals in Canadian Environmental Sustainability?

Environmental professionals play an integral role in environmental sustainability in Canada. We are the ones monitoring, managing, and remediating the environment.

How would you describe the role of EP certification in Environmental Sustainability?

I hold several professional certifications. I am an Environmental Professional in Training (EPT), a Leadership in Energy and Environmental Design (LEED®) accredited professional, and a Leadership in Environment and Development (LEAD) Fellow. I decided to pursue the EP certification because it was important to me to connect with the wider **network of environmental professionals** in Canada and I found this to be the most relevant certification available.

The global sustainability challenge is great, and overcoming it will require us to work together across organizations, industries, and borders. It is thus perhaps more important in this field than in any other to build up a strong cross-disciplinary network of allies. One of the **strengths of the EP certification** is that it is broad enough to be applicable to anyone who touches the environmental industry, but the specializations enable people to identify their particular **field of interest** within the wider industry, allowing us to build up a large, comprehensive network of environmental professionals in Canada.

[Continued below >>](#)

Learn more about the program and this year's honourees at clean50.ca.



Top Blog Post

[A Not-So-Secret Key to Green Buildings](#)

ECO in the News

[Going Green](#)
Worksite NEWS



A look at how the economy and the environment could be helped by rethinking the way our communities are designed, and how people travel and commute.

Workshop:

October 23-25, 2011
Calgary, AB

[REGISTER NOW >>](#)

Promoting EP

(EP) Learn about the actions taken in Sept. 2011 to **increase the marketplace demand** for the EP designation.

Sign up for a National Post subscription and receive two **Free Movie Passes!**

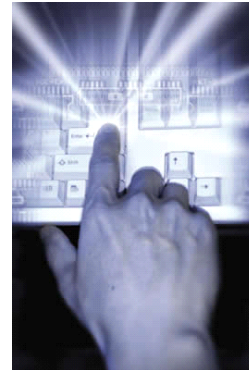
NATIONAL POST

Reader Poll

We want the newsletter to be the best it can be. [Tell us what you like.](#)

Q. What *kind* of a newsletter reader are you?

- I like to read full articles within newsletters
- I scan and click links that interest me
- I only read bullet points and number lists
- I look at the table of contents for news and items that interest me



Thanks for helping us improve your newsletter!

Profile of the Month (continued)

How would you describe Canada's position on Environmental Sustainability?

In the 80s, Canada was known as a global leader in environmental sustainability. Since then, however, we have been very slow to adapt and unfortunately, many of our environmental policies and regulations are now woefully out of date. In a 2010 report which compared the environmental record of 25 OECD (Organization for Economic Cooperation and Development) industrialized countries, Canada ranked second last, demonstrating that we are now very much a global laggard in this area.

This is very unfortunate, as Canadians have traditionally been strong advocates for the environment and opinion polls consistently show that our population wants to see more action to protect our environment. One contributing issue is that many Canadians are unaware that our comparative environmental performance is quite poor, in part due to the large size of our country which shields us from many of the negative effects of environmental pollution. We are fortunate that we have an incredible amount of natural resources in Canada, but we need to start becoming much better stewards of our land.

If you ask me this question in another decade, I hope I will be able to say that Canada is a leader in environmental sustainability. Before we can get there, we have a lot of work to do and we need strong commitment from all parties. We have an incredible opportunity before us to embrace the values of our people and once again become a global environmental leader.



What are your views on the standards of sustainability in Canada and internationally?

Recent years have shown a rapid increase in the number of sustainability standards available both in Canada and internationally. Third-party standards such as FSC and EcoLogo are useful for consumers as they help to verify the environmental claims of products and services. However, as the number of such standards has continued to grow, the resulting potpourri of standards has become more overwhelming and confusing for the average consumer and it can be difficult even for experienced consumers to understand the sometimes subtle differences between standards.

What important professional bodies or resources do you look to for information or resources on Canadian Environmental Sustainability?

There are many good [resources for information](#) on environmental sustainability in Canada. ECO Canada is of course an excellent resource. Some other good resources are environmental non-profit organizations and environmental research centres in Canada's top universities.

If you could offer one piece of advice to someone looking to begin a career in this field what would it be?

If you are interested in working in the corporate sustainability field, it is imperative to have a good understanding of both [environmental](#) and [business topics](#). In the past few years,

many of Canada's top-tier universities have started incorporating **courses and program options** which enable students to combine studies in environment and business. This would be the ideal academic background for work in this field.

Sustainability Strong: Emergence of Triple Bottom Line Tools

The chatter about triple bottom line (TBL) is ubiquitous and here to stay. You may have first heard about TBL back in 1994, coined by British consultant John Elkington to describe the sustainability concept where **social and environmental factors are evaluated and measured along with economic factors, to ensure project viability or organizational success**. Jump forward to today, and we see the spawning of sustainability decision-support tools that make applying the TBL sustainability principles not only feasible, but a preferred and more economical way of approaching environmental projects.

WorleyParsons' **ECONomics**, Golder Associates' **GOLDset**, or SNC-Lavalin Environment's **Sustainability3** are examples of TBL tools helping Canadian organizations manifest the idea of a "balanced scorecard" and expand the corporate balance sheet to evaluate the three pillars of **people, profit and planet**. Many argue that companies who adopt this sustainable framework become more successful, as it promotes efficiency, competitiveness and innovation - all drivers of profitability over time.

Organizations involved in mining, petroleum and public-sector goods manufacturing have been receptive to adopting sustainability principles on projects. SNC-Lavalin Environment's Robert Ferrari, Vice-President, International, says the Sustainability3 tool is often applied during a project's feasibility study stage and "helps clients consider areas that they usually wouldn't have, such as ethical supply chain, institutional strengthening, population in-migration, women's and youth's benefit, inflation control and small and medium-sized enterprise (SME) development, among others."



If you ever wonder how IT contributes to the sustainability movement - TBL software is it! The TBL tools used for environmental and engineering projects are robust, customizable and include modules to address project nuance, ensuring a thorough sustainability assessment.

Ferrari confirms tools like Sustainability3 address environmental projects ranging from site remediation to carbon capture and sequestration, and from waste management to agriculture and rural development. While tool versatility is important, Ferrari mentions TBL tools also ask "core questions that are industry independent, just like how the World Bank doesn't modify their standards according to the industry."

After a few hours of training and some practice, TBL tools are easy to navigate. Ferrari says a major benefit of using TBL tools is that they "bring together a multidisciplinary team, often composed of a project manager, client representative, environment specialist and socio-economic specialist. By doing so, the added values of the social and environmental components of a project are taken into consideration at the same time as the financial consideration of Net Present Value and Return on Investment."

An article published in the **Economist in 2009** claims that only when companies measure their social and environmental impacts will we have socially and environmentally responsible organizations. With available, easy-to-use and customizable TBL tools, it appears we are moving towards a win-win-win situation on the sustainability front.

Regional Chapter News - October

Join us in **Toronto on November 1, 2011** for the next **EP Event**. **Come for the whole day or just the Networking Luncheon**. EPs attend the lunch for free!

The EP - Ontario Chapter is hosting an event on November 5, 2011 for newcomers to Canada, students/recent graduates, and experienced professionals looking to transition into the field. A professional panel will present on topics such as networking strategies and skills-based volunteering. For more information please go to www.eco.ca/ontario.

A reminder that **the Quebec Chapter** is co-hosting the 5th "Colloque Air et changements climatiques" on November 17th, 2011. The Chapter will join forces with Réseau Environnement to promote awareness regarding new GHG reporting obligations, particularly within the province of Quebec.

Thank you to those that attended the Cambridge and Edmonton EP Events. Visit www.eco.ca/networking for a re-cap and photos of the event. We look forward to seeing you in Toronto on November 1, 2011 for the next EP Event.

Click on your province below for contact information and to learn about the most recent [chapter activities](#).

[British Columbia](#) | [Alberta](#) | [Saskatchewan](#) | [Manitoba](#) | [Ontario](#)
| [Quebec](#) | [Atlantic](#)

Thank you to the 2011 Edmonton EP Event Sponsors



Alpine Sponsor



Summit Sponsor



KEYERA

Landmark Sponsor

Canada: A Québec-Regulated Carbon Market Around the Corner!

31 August 2011
Article by Cindy Vaillancourt

Beginning in 2013, air releases of greenhouse gases (GHG) could be expensive for large industries in Québec. Indeed, on July 7, 2011, the Québec government released a draft regulation respecting a cap-and-trade system for greenhouse gas emission allowances (Draft GHG Regulation), which proposes a system requiring large emitters of greenhouse gases to register and cover each of their GHG emissions through emission allowances including those purchased from the Québec government and from other covered emitters or participants in the system (the "cap-and-trade system"). As of 2013, the proposed system targets major emitters from specific sectors including mining extraction, electric power generation and manufacturing, and expands to refineries and fuel importers as of 2015.

To learn more about the draft regulations [click here](#).

Industry News

[Whistler, BC announces carbon neutrality two years ahead of goal](#)

[Truckers earn carbon credits by saving fuel](#)

[Sustainability improving bottom line for smaller companies](#)

[Recyclebank Lands Major Investment from Waste Management](#)

[The Companies that Will Make a Business Out of Geoengineering](#)

[Feds invest \\$506 million in chemical safety](#)

[Response to 2011 Report of the Commissioner of the Environment and Sustainable Development](#)

[Harper Government Takes Action for Consumer Product Safety](#)

Featured Events

<p>ECO Canada subscribers save \$200!</p> <p>Promo code: SAVE200</p>	<p>INTERNATIONAL SITES & SPILLS EXPO</p> <p>Clean Up Your World.</p>	<p>NOVEMBER 3-4, 2011</p> <p>INTERNATIONAL CENTRE, TORONTO</p>
--	---	--

[Power of Water Conference & Tradeshow](#)
October 23-25, 2011 - Niagara-on-the-Lake, ON

[Integrated Community Energy Solutions: Building Tomorrow's Communities](#)
October 23-25, 2011 - Calgary, AB

An opportunity to discuss emerging issues and forge new partnerships with representatives from all sectors of the QUEST (Quality Urban Energy Systems of Tomorrow) community in Canada.

SmartGrid 2011 Conference
October 24-26, 2011 - Toronto, ON

Canadian Business as a Global Citizen: Social & Environmental Performance on the World Stage
October 26, 2011 - Toronto, ON

MBA Sustainability Leadership Bootcamp
October 26-30, 2011 - Calgary, AB

Global Clean Energy Congress
November 1, 2011 - Calgary, AB

Environmental Professional (EP) Event - Toronto
November 1, 2011 - Toronto, ON

International Sites and Spills Expo
November 3-4, 2011 - International Centre -Toronto, ON

The International Sites and Spills Expo is the newest industry event dedicated to all elements of the HazMat and Site Remediation industries including a full conference program and trade show. The International Sites and Spills Expo will bring together engaging speakers, expert panelists and key suppliers of products, services, technologies and equipment to hundreds of daily practitioners in the fields of spill response, fire fighting, HazMat management, environmental protection, development, restoration, contaminated site cleanup and soil/groundwater remediation.

PNWIS 2011: Cross-border Air and Waste Solutions
Nov 8-11, 2011 - Fraser Valley, BC

PNWIS is the Pacific Northwest International Section of the Air and Waste Management association. This year's conference is being hosted by the BC/Yukon Chapter of the AWMA.

Canadian Waste & Recycling Expo
Nov 9, 2011 - Montréal, QC

8th Annual Canadian Renewable Fuels Summit
November 28 - 30, 2011 - Calgary, AB

[Forward email](#)



This email was sent to certification@eco.ca by certification@eco.ca | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

CECAB | #200 308 11th Ave. SE | Calgary | Alberta | T2G 0Y2 | Canada

⚠ THIS IS A TEST EMAIL ONLY.

This email was sent by the author for the sole purpose of testing a draft message. If you believe you have received the message in error, please contact the author by replying to this message. Constant Contact takes reports of abuse very seriously. If you wish to report abuse, please forward this message to abuse@constantcontact.com.