

2:30 p.m. Panel Discussion

Moderator: JONATHAN NEWMAN

Professor & Director, School of Environmental Sciences, University of Guelph

Previous Hammond Lectures

Copies of published volumes [Malthus and the Third Millennium (2000), Sustainable Development: Mandate or Mantra (2001), The Human Ecological Footprint (2002), and Health and the Planet (2004/5)] can be ordered for \$20 per volume (includes shipping and taxes) from the School Environmental Sciences, University of Guelph, Guelph, Ontario, N1G 2W1 or via

<http://www.uoguelph.ca/ses/events>

School of Environmental Sciences (SES)

The University of Guelph's School of Environmental Sciences is a campus-wide unit that serves all seven colleges. SES is involved in: (1) environmental education via the Bachelor of Science in Environmental Science (BSc(Env)) degree program; (2) environmental research via knowledge-based environmental policy and innovative interdisciplinary research; provided by the OAC and affiliates, (3) promoting environmental science both on and off campus via Artist in Residence, Café Scientifique, Climate Change Symposium, Environmental Science Student Symposium, Environment Bound Book Series, the Munk Debates, Pharmaceuticals in the Environment: Lesson Learned Day Long Event and The Hammond Lecture Series.

www.uoguelph.ca/ses/

Future Events

Climate Change and the Future of Plant Protection

May 25 - 27, 2010

Please check our website for new listings.

The School of Environmental Sciences

Proudly Presents

The Kenneth Hammond Lectures on
Environment, Energy and Resources
2009/10 Series

UNIVERSITY
of GUELPH

CHANGING LIVES
IMPROVING LIFE

Human Dimensions of the Environment

March 26 and 27, 2010

War Memorial Hall & Guelph City Hall Chambers



www.uoguelph.ca/ses/events



Plenary Lecture

Friday, March 26, 2010 • 7:00 p.m.
War Memorial Hall

DR. BLAIR FELTMATE

University of Waterloo
Faculty of Environment and Director,
Sustainability Practice

Bringing Industry Sectors On-Board to Sustainable Development: A Case Study of the Canadian Electricity Association

Abstract

For any professional association to embrace sustainable development, a series of key steps must be followed to win the support of the association's Board of Directors and individual member companies. These steps begin by defining sustainable development and profiling the related "SD" business case, followed by the creation of a sustainable development policy and operational metrics, and eventually the production of a sustainable development association report. This presentation provides a detailed, insider's perspective on how these steps were successfully executed within the Canadian Electricity Association, thus culminating in the CEA's Sustainable Electricity Program.

Biography

Dr. Feltmate is Professor, Faculty of Environment, and Director, Sustainability Practice, University of Waterloo. He is Chair of the Sustainable Electricity Program, Canadian Electricity Association, and he is a Board member of Canada's Expert Delegation on ISO 26000. Previously, Dr. Feltmate was Director of Sustainable Development, Ontario Power Generation, and prior to that he was Vice President of Sustainable Development, Bank of Montreal. Before joining the Bank of Montreal, Dr. Feltmate spent ten years developing the sustainable development programs for two dozen multi-national corporations. Dr. Feltmate has co-authored a textbook on environmental science, and he has published approximately 40 papers on environmental science and corporate sustainable development.

1:00 - 2:00 p.m.

DR. JOSÉ ETCHEVERRY

York University

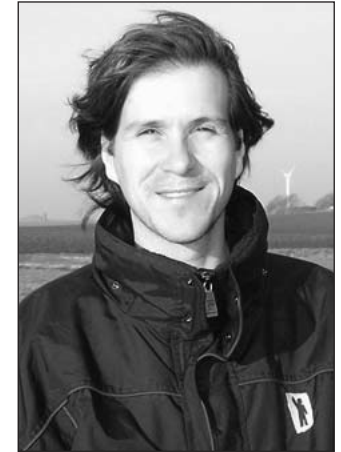
New North American Strategies to Address Climate Change

Abstract

The United Nations Framework Convention on Climate Change (UNFCCC) negotiations, held in Copenhagen during December of 2009, are described at best as a slow step forward and more often as a dismal failure. Either interpretation indicates that new strategies need to be considered if emission reductions concomitant with current scientific understanding of this problem are to be achieved in a reasonable amount of time. This presentation will explore new scientific findings and new mitigation strategies proposed for Canada, Mexico and the United States.

Biography

In June 2008 Dr. Etcheverry joined the Faculty of Environmental Studies at York University as an assistant professor. He received his PhD and MA from the University of Toronto. From June 2003 until December 2008 he worked as a research and policy analyst for the David Suzuki Foundation (DSF), where he published research on renewable energy and represented the Foundation in the Alternative Energy Task Force organized by BC Premier Gordon Campbell and in the Climate negotiations held in Montreal (2005) and Bonn (2006). He also represented Dr. Suzuki in the Advisory Committee of Hon. Dwight Duncan, then Ontario Minister of Energy. In 2006 he was appointed by Dr. Hermann Scheer as a chair of the World Council for Renewable Energy. In 2008 and 2009 he was elected president of the Canadian Renewable Energy Alliance. Prior to joining the DSF he worked for the climate change team of the Global Environment Facility in Washington DC and also was an intern for the Mexican Electricity Research Institute. His current research is on renewable energy technology transfer, training and education, climate change and energy policy. He is also a researcher and Canadian correspondent for the global Renewables Status Reports (2005–2010 editions), which are published by Worldwatch Institute on behalf of REN21, a global policy network. The 2005 global overview of renewable energy was released in China at the Beijing International Renewable Energy Conference (November 7–8 2005) and Dr. Etcheverry was part of the official Canadian Delegation to this event. Prior to joining York University he taught environmental policy at Simon Fraser University and the University of Toronto and continues to teach about climate change and sustainable energy policies. He is a Member of the Chairmen Committee of the World Council for Renewable Energy, the Steering Committee of the Canadian Renewable Energy Alliance, the Windfall Ecology Centre, the research-oriented NGO Resource Efficient Agriculture Production (REAP Canada), and the Renewable Energy Advisory Committee of Canada's Ecologo program.





11:30-12:00 p.m.
DR. ELIZABETH C. KURUCZ

University of Guelph

The Social Responsibility of Business is to Create Value

Abstract

The term 'corporate social responsibility' implicitly separates the social responsibility from the business responsibility of the corporation, which encourages antiquated notions of business versus society, and treats the natural environment as an economic externality. Although the concept of 'CSR' is popular with practitioners and academics alike, it is problematic in that it supports the commonly held belief that an organization has responsibilities to society outside of its core business activities, and that fulfilling these responsibilities is, first, optional and second, a cost of doing business to be met only once the 'real business' of the firm is done. In this presentation I will challenge this polarizing perspective and will explore the embedded view of sustainability that has more recently emerged among forward thinking business leaders and organizations. The embedded view more fully frames the hierarchical nature of the relationship between the organization and its context in that business is seen to exist within society, and society within the broader natural environment. Leaders for sustainability who have embraced this perspective are able to strategically recognize the context within which they operate, thus contributing to their own competitive advantage while also positively impacting social and environmental issues.

Biography

Dr. Elizabeth Kurucz is Assistant Professor in Organizational Behaviour and Sustainable Commerce in the Department of Business at the University of Guelph. She previously held the position of Associate Director, Academic of the Erivan K. Haub Program in Business and Sustainability at the Schulich School of Business, York University. Dr. Kurucz's research in the field of Organizational Behaviour focuses on organizational change toward more sustainable business practices and the role of generative and strategic dialogue in enabling this transformation. In her current role at the University of Guelph she is responsible for embedding sustainability in the Department of Business curriculum and teaches in the B.Comm, MA Leadership, MBA and Ph.D. programs. Dr. Kurucz has conducted research in government, business and civil society organizations spanning a range of sectors, has published several book chapters and articles on sustainable business and corporate responsibility, and has presented at academic forums across North America and Europe. Elizabeth taught undergraduate and M.B.A. level Business and Sustainability courses at the Schulich School of Business from 2004-2007, courses which have been featured twice in Corporate Knights magazine as innovative in the field.

Symposium

Saturday, March 27, 2010 • 9:00 - 3:30 p.m.
Guelph City Hall Council Chambers

9:00 - 10:00 a.m.

MAYOR KAREN FARBRIDGE

City of Guelph

**Community Energy Planning:
The Guelph Experience**



Abstract

Guelph's 25-year Community Energy Plan aims to reduce energy use by 50 per cent per capita and reduce greenhouse gas emissions by 60% per capita, decoupling energy consumption from population growth and putting Guelph among the top energy performers in the world. The implementation of the CEP is currently underway, and involves comprehensive policy and organizational development in concert with a broad range of activities within the three pillars of the CEP – energy efficiency and conservation, renewable generation, and local distribution. Governments and jurisdictions across Canada and beyond are looking to Guelph as an example of integrated community energy planning.

Biography

Karen Farbridge was re-elected as Mayor of the City of Guelph in 2006. She was first elected to Council in 1994 and previously served as Mayor in 2000-2003. A resident of Guelph since 1979, Karen has an MSc and PhD in biology from the University of Guelph. In 2009, she attained the Chartered Director designation from the Directors College, a joint venture of McMaster University and the Conference Board of Canada. In addition to serving on all standing committees of Council, Karen is a member of a number of local boards, including Guelph Hydro Inc., Guelph Police Services, Wellington-Dufferin-Guelph Health Unit, and Guelph Junction Railway. Karen was previously an Associate Professor at the University of Guelph, and for ten years was the Director of the Ontario Public Interest Research Group. In 2005, Karen was the recipient of the prestigious Women of Distinction Award from the YMCA-YWCA of Guelph in the business and professions category.



10:00 - 11:00 a.m.
MARK MCNALLY

Green & Clean Energy Co. Ltd.

Energy & Environment from a community perspective

Abstract

What we are doing well and what can we do better as a community. Where do our present and future challenges lay with respect to environmental stewardship? What existing and emerging technologies can help restore balance to our environment?

Biography

Mark McNally has been an entrepreneur in the Electrical and Mechanical field for over 25 years and with building 3 successful companies, has accumulated a great deal of practical experience in the design and maintenance of Building Energy Systems.

In 2006, Mark co-founded Green & Clean Energy Co. Ltd headquartered in Guelph, Ontario with branch offices in Vancouver, BC to bring practical conservation, efficiency and renewable energy solutions under one roof.

11:00-11:30 a.m.
DR. RUMINA DHALLA

University of Guelph

Being Green: More than an Image

Abstract

While there are increasing pressures for businesses to become more sustainable, and a growing number of businesses are seeing the opportunities and benefits of becoming socially and environmentally responsible, many corporate sustainability activities are being met with scepticism and regarded as green washing and image building. This presentation explores strategies firms can use to build a sustainability identity and reputation.

Biography

Dr. Rumina Dhalla is Assistant Professor in Organizational Behaviour and Sustainable Commerce in the Department of Business in the College of Management and Economics at the University of Guelph and is part of the Sustainable Commerce @ Guelph area. Her main research interests are in organizational identity and reputation and their influence and implications for organizational strategies and corporate social and environmental responsibilities. She teaches both in the graduate and undergraduate programs at University of Guelph. She completed her PhD and MBA at Schulich School of Business, York University, Toronto and was the recipient of the Schulich School of Business National Research Program in Financial Services and Public Policy Award for Doctoral Dissertation. She is also the recipient of a major grant from Social Sciences and Humanities Research Council for Canada for a youth sustainability conference held at the University of Guelph. Her research and scholarly contributions have been published in Corporate Reputation Review and The International Journal of Diversity in Organisations, Communities and Nations and presented at a variety of conferences such as the Academy of Management Conferences, Administrative Sciences Association of Canada Conferences, and the European Group of Organizational Studies Colloquium. She has been a guest speaker at the symposium on Corporate Social Responsibility at University of Guelph, the Environment and Business Conference at the University of Waterloo and the Guelph Café Scientifique. She has accumulated over 20 years of industry experience, much of which has been in the Canadian banking industry.

