

finding SOLUTIONS



David Suzuki Foundation



fall 2010
www.davidsuzuki.org



Novel partnership with engineers aims at energy plan for Canada

CANADA'S NATIONAL ENERGY PROGRAM was implemented by the federal Liberal government in 1980 and dismantled by the Conservatives in 1984. Although the program reduced foreign ownership of the oil industry and our dependence on oil, it is most remembered for the divide it created between the oil-rich western provinces and the federal government.

The subject has been taboo in Canada since then. Unfortunately, that means Canada is now one of the only developed nations without a coordinated energy plan. We have no countrywide energy transmission system, and many communities are not connected to the continental energy grid. Some provinces have stronger ties to U.S. energy systems than to those of neighbouring provinces, and jurisdiction over energy matters is tangled up between the federal and provincial governments.

Canada is rich in resources, technology, and skilled citizens. But if we continue to rely too heavily on coal and oil to fuel our energy systems and our economy, we risk being left behind in the

emerging clean-energy economy. Our current use of fossil fuels pollutes the air, water, and land and contributes to climate change.

We need an energy plan that benefits all Canadians.

That's why we've joined the Canadian Academy of Engineering and the philanthropic Trottier Family Foundation to research the best renewable energy options for Canada. Over the next five years, the Trottier Energy Futures Project will engage Canadians, from energy experts to citizens, to analyze our current and potential energy sources, systems, and needs, and develop a sustainable energy plan.

A partnership between environmentalists and engineers will allow us to base solutions on the most objective scientific information available.

Every means of generating energy has some environmental impact. We can't build a no-impact energy system, but we can identify ways for Canada to reduce its emissions while providing the most benefits for Canadians with the fewest environmental, social, and economic costs.

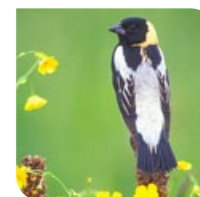
 Ian Hanington



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When his first child was born, John Ruffolo wondered what he could do for the planet as a business leader.

I learned the Foundation didn't traditionally form relationships with corporate Canada, and I felt this is where I can add value.

Volunteer helps Foundation reach Canadian business sector

John Ruffolo is a volunteer and donor who helps the Foundation reach Canada's business community and co-chaired our 20th anniversary gala. When he isn't advising the world's leading technology, media, and telecommunications companies through his job with Deloitte, he donates his time to fundraising. He lives in Toronto with his wife Carryn and their two children.

What inspired you to donate to the Foundation?

Five years ago, when my son was born, I started to think about the world after my lifetime. I started to question not only Canada's industrial policy, but our sustainability and environment. I imagined my son asking me in 20 years what I did for his future. Why did I allow our country to strip our natural resources to the detriment of future generations?

How have you helped the Foundation reach out to the business community?

I created a clean technology practice at Deloitte and wanted to launch it with great impact so our staff knew we were serious. We asked David Suzuki to be our keynote conference speaker. He spoke with such passion, the folks in my practice were completely blown away—some even came to tears. I completely underestimated the impact of not only David but also what launching this clean tech practice meant to our practitioners. I made my first donation to the Foundation the same day, and felt compelled to contribute more than just money—my time. I learned the Foundation

didn't traditionally form relationships with corporate Canada, and I felt this is where I can add value.

How do you help fundraise for the Foundation?

We started a dinner series. When David came to Toronto to film *The Nature of Things*, he came to our house for dinner with leading CEOs from corporate Canada. The dinners were intimate, and educated the CEOs about the latest sustainability issues and potential solutions, and informed the Foundation what's facing corporate Canada. We all had the same goals.

Corporate Canada was not only a source of fundraising, but they also provided pro bono advice, services, and technology solutions to the Foundation.

What is Canada's biggest environmental challenge?

People seem to be looking for someone else to fix our environmental problem. We need to educate this country that it is our problem and we can fix it together. Some of the things we do can no longer be sustained, but this does not mean we will go back to the Stone Ages.

What would you like to say to other Canadian business leaders?

Their goals to return shareholder value is not at odds with sustainability objectives; in fact, they can leverage them to achieve even greater shareholder value and change the future of the country and the planet at the same time!

Leave a legacy for future generations

Build the David Suzuki Foundation into your estate planning. Consider a gift in your will, or another type of legacy gift, to help ensure a healthy environment for future generations. Or, if you've already done so, let us know so we can thank you!

Please contact Lesley Anderson at
604.732.4228 • 1.800.453.1533 • lesley@davidsuzuki.org



"What do I need to do today to leave behind what I want to be remembered for tomorrow?"

DAVID SUZUKI



More work to be done despite strong salmon returns

In a surprise from nature, record numbers of sockeye salmon returned to the Fraser River system this fall. PHOTO: JEFFERY YOUNG

THE RUBY SHIMMER of thousands of sockeye salmon rushing up the Adams River provides the perfect setting for a classic British Columbia autumn. These fish have travelled more than 500 kilometres from the mouth of the Fraser River to their final destination in the B.C. Interior. This is one of the last high-return salmon runs in B.C. and is the biggest in recent memory with more than eight million fish expected to return to spawn.

It's incredible to see sockeye returning in greater numbers than last year, when they reached a record low. But what does it mean? Are fisheries now sustainable? Is the judicial inquiry investigating sockeye declines now unnecessary? Are habitat loss, disease from open-pen fish farms, and changing ocean conditions due to climate change no longer problems?

Big numbers in one river in one year don't mean salmon are in the clear. The strong sockeye return is just one group in more than 400 distinct runs of sockeye salmon, many of which are endangered. Several years of improving returns and protecting salmon diversity are the keys to determining whether Fraser sockeye are truly recovering. That's why we're working to protect salmon in a number of ways.

This fall, the Foundation is participating as an expert witness in the Cohen Commission, a federal inquiry into how sockeye salmon are being managed. For us, it's an opportunity to call on the federal government to move forward with the Wild Salmon Policy—a detailed strategy for protecting salmon that the Foundation helped create but that still hasn't been implemented.

We're also asking the federal government to address the key threats to salmon, including habitat destruction, overfishing, and fish farming. The Foundation is already working with various

stakeholders to find solutions to these problems, including scientists, industry, and members of the public who have salmon habitat in their communities. But we need the government to do its part too.

It's worth getting excited about a strong return of sockeye salmon. But these numbers should not be seen as a sudden recovery. We need to make 2010 the beginning of a strong resurgence of all Fraser sockeye by addressing the impacts that continue to threaten Pacific salmon.

 Jeffery Young

Aquatic biologist Jeffery Young is heartened that this year's return is strong, but he's still concerned about most salmon populations.

PHOTO: ERIKA RATHJE





Scott Snider won the grand prize with this shot of a reclaimed car. He wins a digital camera and the cover spot on the 2011 David Suzuki Foundation calendar (available through our holiday giving catalogue at www.davidsuzuki.org).

Winners announced for summer contests

This summer the David Suzuki Foundation held two exciting contests for environmentally conscious musicians and photographers across Canada: *Playlist for the Planet* and the *Nature in the City* photo contest.

After 600 songs were submitted for the *Playlist*, 11 finalists were chosen—one from each province and one from the territories—in the largest environmental song search in Canada. These artists will be featured on a *Playlist for the Planet* compilation album alongside established Canadian artists.

We asked for photographers with an eye for nature to send us their snaps of the wonders in their cities, and 1,199 did! Our panel of guest judges chose 12 winning images and one cover image for the 2011 David Suzuki Foundation 20th anniversary calendar.

Both the limited-edition *Playlist for the Planet* CD and the calendar are available in our 2010 holiday giving catalogue at www.davidsuzuki.org.

Foundation's Toronto office is re-launched

We are officially re-opening our Toronto office in November, and we couldn't be more excited. We moved to take advantage of our Cisco TelePresence system—an online video-conference tool that allows us to host meetings without the carbon emissions of air travel.

The Toronto office is the Foundation's headquarters for terrestrial issues like endangered species and threatened forests. The Toronto team is committed to conserving at-risk habitats and restoring nature in your communities. It's the first time that a location outside of Vancouver has had its own scientific research program.

Foundation's Quebec team seeks oil moratorium in Gulf of St. Lawrence

THE GOVERNMENTS of Quebec and Newfoundland want to allow the exploitation of oil and gas resources in the Gulf of St. Lawrence. After witnessing the oil spill in the Gulf of Mexico, many citizens are worried about the potential impacts of a spill in the Gulf of St. Lawrence if oil exploration continues.

Drilling for oil and gas is dangerous and polluting. Considering that the Gulf of St. Lawrence is approximately six times smaller than the Gulf of Mexico, a spill could have disastrous consequences for its rich biodiversity and surrounding communities.

To evaluate the potential impact, the Foundation, with the help of a scientific expert, conducted computer simulations of what an oil spill would be like in the Gulf of St. Lawrence. These simulations, available on our website, show that an average oil spill would affect all Atlantic provinces.

The team at our Quebec office is running a public engagement and advocacy campaign in both official languages, and asking for a moratorium on offshore oil drilling for the entire Gulf of St. Lawrence as soon as possible.

Ask the government for a moratorium at www.davidsuzuki.org.

 Catherine Orer

New project aims to keep oil drilling out of the Gulf of St. Lawrence.





Animals shouldn't need passports for protection

The grizzly trophy hunt threatens bears in B.C., though they are protected in neighbouring states and provinces. PHOTO: NATHAN DEBRUYN

BRITISH COLUMBIANS pride themselves on sharing their province with some of the most breathtaking wildlife in the world, but B.C. remains a laggard when it comes to protecting these natural wonders.

This fall we released a scientific study highlighting the inadequate patchwork of laws and policies that put more than 1,900 species at risk of extinction in B.C., including iconic species like the grizzly bear, snowy owl, and wolverine.

The report demonstrates that wildlife need considerably more protection if they are to survive in B.C.—especially the 96 per cent of species that migrate between B.C. and neighbouring jurisdictions. These transboundary species are protected in jurisdictions with tougher species protection, like Montana and Alberta, but could literally be staring down the barrel of a gun if they amble across the border into B.C.

Following the release of this report, a group of 35 distinguished scientists—Fellows of the Royal Society of Canada or Canada Research Chairs—wrote to B.C. Premier Gordon Campbell, asking him to create an endangered species law for B.C.

Download a copy of the report and find out more at www.lastplaceonearth.ca.

 Jode Roberts



The delicate hairstreak butterfly's numbers are decreasing, with no plan to protect them.

PHOTO: JENNIFER HERON BEHR

Survey finds toxic ingredients in cosmetics

LAST SPRING we invited Canadians to pull back the shower curtain and report to us about potentially harmful ingredients that may be lurking in their soaps, shampoos, and lotions. We asked them to check their personal care products for our list of “Dirty Dozen” ingredients that are linked to health and environmental concerns, including cancer, asthma, and severe allergies.

More than 6,200 people participated in our online survey, and what we found is disturbing: almost 80 per cent of the 12,500 products reportedly contained at least one of the Dirty Dozen ingredients and more than 1,000

products had no ingredient list at all.

The findings were presented in a recent report called *What's inside? That counts*, along with recommendations for strengthening Canada's cosmetic laws to better protect health and the environment.

The results aren't pretty but they do indicate an overwhelming appetite for change—98 per cent of survey participants agreed that our laws should be strengthened.


Learn more at www.davidsuzuki.org/whatsinside.

 Jode Roberts





Which labels can you trust?

 Lindsay Coulter, David Suzuki's Queen of Green

Have you noticed that certain products have special labels telling you they're certified fair trade, organic, or energy-efficient? I did some research and found the best labels to look for to reduce your environmental footprint.



Energy Star

These products use less energy, save money, and help protect the environment. More than 50 different product categories are eligible.

www.energystar.gov (USA)



EcoLogo™ Environmental Choice Program

EcoLogo is North America's oldest and most widely known environmental leadership standard. EcoLogo contains almost 7,000 certified environmentally preferable products.

www.ecologo.org



Fairtrade Certified™

Fairtrade-marked goods ensure that suppliers in developing countries are paid fairly for their goods and services. It can be found on coffee, chocolate, spices, sugar, flowers, and even soccer balls.

www.transfair.ca



Forest Stewardship Council

FSC is an international certification system guaranteeing that forest products — from paper tissue to lumber — come from responsibly managed forests and verified recycled sources.

www.fsccanada.org



Green Seal

They certify environmentally responsible products, from cleaners to paints, ensuring they perform as well as other brands. Ingredients are biodegradable with no phthalates, heavy metals, or optical brighteners.

www.green seal.org



Quality Assurance International

This independent, third-party certification of organic food has been the foundation of domestic and international organic food trade. Every step of the chain is considered — land on which the product is grown, producers, post-harvest facilities, and processing facilities.

www.qai-inc.com



U.S. Department of Agriculture

They designed a fixed set of standards for organic products: antibiotics, genetic engineering, and most synthetic pesticides and fertilizers are not allowed. Animals must eat 100 per cent organic feed with no growth hormones, with access to the outdoors (except for chickens).

www.usda.gov

funding solutions



Left to right: Andrew Ference, Ed Begley Jr. and Russell Peters; Tara Cullis and Sarika Cullis-Suzuki; Chantal Kreviazuk and David Suzuki.

PHOTOS: TOM SANDLER

Foundation celebrates its 20th anniversary in style

YOU'RE ONLY 20 ONCE, so we decided to have a party to celebrate.

The Live Your Legacy Gala was a smashing success, raising more than \$425,000 for the Foundation. Held on September 10 in Toronto during the Toronto International Film Festival, it helped bring greater awareness about the work of the Foundation to a whole new audience nationally and internationally.


From celebrities walking a “green carpet” to a feast of local, organic food to the carbon offsets purchased for the entire event, the gala set new standards for environmentally responsible celebrations.

Party-goers were kept laughing throughout the evening by comedian Russell Peters and Foundation Board member George Strombouloupoulos, who acted as co-hosts. Co-chairs for the event

were Stephen Bronfman and John Ruffolo.

The audience was brought to its feet during a moving reading of the Foundation's founding document, the *Declaration of Interdependence*, by diplomat Stephen Lewis, actor Ed Begley Jr., musician Melissa Auf der Maur, Olympian Adam van Koeverden, and fisheries researcher Sarika Cullis-Suzuki.

A surprise performance by Olivia Newton-John was made all the more special after she told the audience she was a long-time fan of Dr. Suzuki. Of course, no Foundation event is complete without a rousing speech by Dr. Suzuki, who called on everyone in the audience to “motivate the motivated to motivate”.

 Leanne Clare

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A publication of the David Suzuki Foundation, a registered Canadian charity working to protect the diversity of nature and our quality of life, now and for the future.

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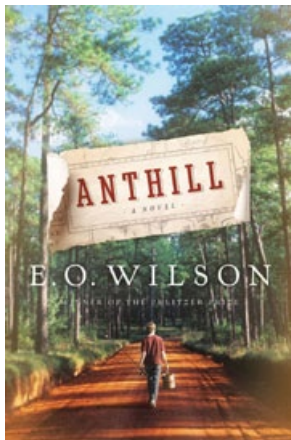


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Give Earth-friendly gifts from our holiday giving catalogue

store.davidsuzuki.org

recommended



Anthill

E.O. Wilson, W.W. Norton & Company

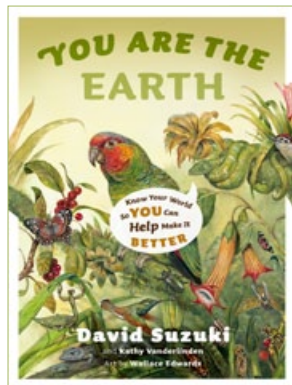
Pulitzer Prize-winning author E.O. Wilson makes his debut as a novelist with *Anthill*, the story of a modern-day Huck Finn and his love for the natural landscape that surrounds him. Set in the Nokobee wildlands, the story projects Dr. Wilson's love of biology and the environment onto Raff Cody, a passionate young conservationist. Part thriller, part parable, Dr. Wilson's turn to fiction proves to be captivating.



The World is Blue: How Our Fate and the Ocean's Are One

Sylvia Earle, National Geographic Society

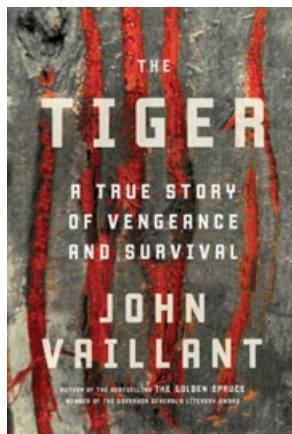
What we do—or fail to do—when it comes to our oceans could resonate for the next 10,000 years. So says marine scientist Sylvia Earle in her powerful new book about the modern overexploitation of our oceans. Though the portrayal of our oceans teetering on the brink of irreversible damage is concerning, Dr. Earle is quick to point out a reason for hope: We can turn back the tide if we use responsible, renewable strategies that safeguard the natural systems that sustain us.



You are the Earth

David Suzuki, Kathy Vanderlinden, with art by Wallace Edwards, David Suzuki Foundation / Greystone Books

This children's book by David Suzuki and Kathy Vanderlinden is packed with scientific facts, fun activities, stories about other kids who make a difference by being green, and tips for how you can make the world a better place. The beautiful illustrations by award-winning artist Wallace Edwards and the essential messages about planet Earth make this book one for all ages.



The Tiger: A True Story of Vengeance and Survival

John Vaillant, Alfred A. Knopf

With his first book, *The Golden Spruce*, and his latest, *The Tiger*, Vancouver author John Vaillant demonstrates that, in the hands of a great writer, truth is not only stranger than fiction but it can also be every bit as gripping and enchanting. From the book's opening pages about tracking a deadly tiger in Russia's remote eastern wilderness, Vaillant keeps the reader enthralled while illustrating the importance of wilderness conservation. *The Tiger* is truly a fascinating work of genius.

I couldn't have done it without you



David Suzuki thanks supporters at the 20th anniversary gala. PHOTO: TOM SANDLER

LATELY I'VE BEEN THINKING of all the wonderful people who have made the Foundation's work possible and allowed our message to reach so many people over the past 20 years.

I have had the privilege of a platform to inform and connect with Canadians over the past 40-odd years on the CBC—thanks to CBC executives who have defended me and allowed me to stay on the air.

But what really kept me on the air was the Canadian public. If they hadn't watched and listened in sufficient numbers, *The Nature of Things* would have been cancelled long ago.

So as my daughter Sarika says, "Lots of props to Canadians!"

Everyone knows that one person cannot single-handedly write books, and do radio and television programs and feature films. A lot of people along the way have put their hearts and souls into this work, yet I get a disproportionate amount of credit.

So I want to thank all the folks who have worked so hard to make me look good. If I am being feted for what I've done, it's because of all the support I've received.

As I approach my 75th birthday I can't help but reflect on my life and ask, "What have I learned? What do I want to pass on? What will my legacy be?"

My most important legacy is my five children. I'm proud of them. They are all decent human beings deeply committed to the environment. (They have to be—I had more than my share!)

But my next most important legacy is the David Suzuki Foundation. When we started it in 1990, I never imagined we'd still be here 20 years later. I thought all our work had to be done in 10 years! Instead, we need the Foundation even more because there is so much work left to do. We are only one small organization and I'm proud of what we've achieved in the past 20 years and, I hope, will continue to do.

Finally, I want to thank all our wonderful donors and volunteers. You are the heart and soul of the Foundation. You are family and part of a massive movement that offers us hope for a richer, more vibrant future.

Give Earth-friendly gifts from our Holiday Giving Catalogue

Visit our online store for fun gifts, like onesies, T-shirts, and calendars. Or give a symbolic gift like a "Critter Passport" for endangered animals, or a "Lump of Coal" for friends who've been naughty!



Visit our holiday giving store at
store.davidsuzuki.org

Do you prefer snail mail?



Donate in honour of your loved ones, and we'll send them personalized holiday cards from you. Just tell us what you want the cards to say, and we'll pop them in the mail.

Call us toll free at 1-800-453-1533 to arrange your cards.