

# finding SOLUTIONS



David  
Suzuki  
Foundation

winter 2014  
[www.davidsuzuki.org](http://www.davidsuzuki.org)



PHOTO: DUSTIN SILVEY/ASHLEIGH BENTON

The Blue Dot Tour kicked off in St. John's, Newfoundland and Labrador, on September 24.

## Blue Dot Tour is over. Now the movement begins!

By the time you read this, the Blue Dot Tour will have wrapped up. And what a tour it was. Capacity crowds filled venues from St. John's to Victoria and many stops in between. Musicians, thinkers and local leaders joined us along the way, including Neil Young, Kinnie Starr, Margaret Atwood, Tanya Tagaq, Metric and too many more to mention. Spoken word genius Shane Koyczan wowed everyone with his powerful new piece, "Shoulders".

The tour may be over, but the movement is just beginning. Thanks to your donations, we are doing as much as we can to protect the air we breathe, water we drink, soil that gives us nourishing foods and diverse natural systems that keep us alive and healthy, but we can't do it alone. The David Suzuki Foundation is a relatively small organization with limited funds. That's why we're working with passionate people in communities across Canada to spread the word.

As people begin to stand together in their own communities to call for environmental rights, municipal leaders will adopt

declarations that give citizens the right to live in a healthy environment. Already a number of municipal councils have adopted the declaration, including Richmond in B.C., Rosemont-La Petite-Patrie in Quebec and The Pas in Manitoba. Discussions are ongoing with many other municipal governments and stakeholders, giving us hope that the idea will quickly spread.

As municipalities and communities increasingly recognize these rights, provinces will begin incorporating and adopting environmental bills of rights, which are more binding. Once enough provinces are on board, federal leaders will pay attention. Our ultimate goal is to have the right to a healthy environment enshrined in the Constitution's Charter of Rights and Freedoms. It's an idea that has already been taken up by more than half the world's nations.

You can help protect the people and places you love with your donations and time. Join this movement at [bluedot.ca/join-us/](http://bluedot.ca/join-us/) and we'll give you the tools you need to start enacting positive change in your community.



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PHOTO: BARRY J. BRADY

Chef Ian Lai led a sustainable seafood cooking class in Vancouver on September 10.

## Sustainable seafood pledges top 10,000

More than 10,000 people across Canada have pledged to eat for healthy oceans. Seafood lovers are committing to choose only ocean-friendly seafood options. As a SeaChoice partner, the Foundation

promotes easy-to-follow pocket guides, online information and delicious recipes to encourage consumers to speak with their wallets. Cooking demonstrations and community kitchens we're hosting with our Seafood Ambassador chefs make preparing sustainable seafood easy and fun.

## Support for Great Bear Sea

As we go to press, the province of B.C. is making a major decision on the Great Bear Sea, an area that covers more than 100,000 square kilometres of Canada's Pacific coastal waters and is home to thousands of whales, millions of seabirds and billions of fish. Just before the decision, the David Suzuki Foundation and partner organizations delivered a petition with more than 15,000 signatures in support of marine plans for the area. Go to [www.GreatBearSea.org](http://www.GreatBearSea.org) to see what happened!

## You raised a stink; they listened

The ingredients that give some products their scent can be harmful to health. That's why the Foundation and its supporters have been asking companies to list ingredients for their products. And some are listening. The Clorox Company — which sells bleach, Pine Sol, Tilex and more — has voluntarily agreed to show product ingredients on its website. SC Johnson — maker of Pledge, Drano, Shout, Windex and more — has also agreed to start disclosing ingredients in its products starting in the spring. If enough people demand change, we can make it happen!

## Citizen scientists collect Fukushima info

Hundreds of concerned citizens signed up for the InFORM project to monitor low-level radioactivity arriving on Canada's West Coast from Japan's 2011 tsunami and Fukushima-Daiichi nuclear disaster. We helped recruit volunteers to collect monthly seawater samples and fill information gaps over three years from 14 locations between Victoria and Haida Gwaii. While radioactivity levels measured have been low, seawater monitoring is important because radioactive isotopes continue to be released from Fukushima.



PHOTO: ALVIN SINGH

David Suzuki, food justice expert Utcha Sawyers and author J.B. MacKinnon discussed organic farming at the Hunger for Change virtual classroom.

# Students coast to coast show hunger for change

"Organic farming is conventional farming. What we're doing now is absolutely unconventional."

This was one of many grains of wisdom David Suzuki offered an auditorium full of rapt secondary and post-secondary students (and several thousand more via WebEx technology) on October 6 at Toronto's Humber College. The question — can organic farming practices really replace conventional practices? — had been posed to a passionate panel of food experts: Suzuki, author J.B. MacKinnon and food justice expert Utcha Sawyers.

The Hungry for Change virtual classroom visit, which the Foundation produced in partnership with the National Film Board of Canada and Humber College, brought together 500 students at the college and roughly 6,000 virtually. To prepare for the discussion, students watched the NFB film *Island Green*, which explores organic farming on Prince Edward Island, and submitted questions for the panel. Ten students across the country were chosen to ask their questions in real time.

FoodShare Toronto's food justice manager, Utcha Sawyers, brought her knowledge of community agriculture and food justice in indigenous communities to the panel. J.B. MacKinnon, co-author of *The Hundred Mile Diet*, offered wisdom from his year of eating only food produced in a 100-mile radius around Vancouver, B.C.

"We think the supermarket is the place to go for variety. But eating locally is vastly more diverse," he told the audience, then went on to describe how his food repertoire had only expanded over his year of eating locally.

Other students posed questions about food security in First Nations communities, the perils of genetically modified crops and how students with limited funds can afford to buy organic food. The panel delved into each one with thought and energy.

Spoken word artist Tanya Davis began and concluded the panel with original pieces composed especially for the event.



# Thank you for giving us all butterflies

For centuries, hundreds of millions of monarch butterflies crossed the continent each fall — some 5,000 kilometres, from Canada to Mexico — in one of the longest insect migrations on Earth.

Last spring, we told you how monarch populations had plummeted to record lows, due to a combination of severe weather events related to climate change and the widespread use of herbicides that have led to the virtual eradication of milkweed — the only plant where the butterflies lay their eggs and the main food for their newly hatched caterpillars.

Now, thanks to you and other butterfly lovers, the magnificent monarchs are making a comeback! This fall, Canadians spotted them in numbers that haven't been seen in years. Masses of migrating monarchs have turned up on weather service radar in shapes that look like butterflies! They even showed up early in Mexico.

This is a reason to celebrate!

## HOW DID DAVID SUZUKI FOUNDATION SUPPORTERS HELP BRING THE MONARCHS BACK?

Last spring, our #GotMilkweed campaign distributed some 4,000 milkweed seedlings to Greater Toronto Area residents who eagerly planted them in backyards, schoolyards, public parks and community gardens as part of our Homegrown National Park Project.

We also encouraged people to help researchers better understand butterfly behaviour by becoming citizen scientists.



Thanks in part to milkweed planting, monarch butterfly numbers appear to be on the rise.

And hundreds of you from across the country bought e-cards featuring watercolour depictions of various stages in the monarch lifecycle to show your butterfly support.

## WANT TO KEEP THE BUTTERFLIES GOING?

You already helped feed and nourish the monarchs during the Canadian leg of this year's amazing, transcontinental migration. If we work together, they'll come back next year, and the next — and on into the future.

- Plant milkweed — source local varieties or collect seeds yourself.
- Ask your local garden centre to include milkweed and other pollinator-friendly plants in their spring inventory.
- Send a butterfly e-card by going to [davidssuzuki.org/donate/send-an-e-card/](https://davidssuzuki.org/donate/send-an-e-card/).

Congratulations. You made a big difference to a tiny creature.

# Howe Sound: The big tent approach



Howe Sound is home to many animals, including seals.

Howe Sound, a majestic fjord in Vancouver's backyard, is many things to many people: wilderness haven, home, place of employment and recreational playground. Visitors comment on the majestic ocean and mountain views from the Sea to Sky corridor. Locals note the remarkable return of whales and dolphins following years of industrial pollution and habitat destruction. Recreational enthusiasts hike, climb, kayak and dive here. And Metro Vancouver relies on nature's services provided through Howe Sound's green and blue belts.

It's hard to believe that this piece of paradise isn't being managed through a long-term plan, but it's not. With a slew of new

industrial projects in the works, the David Suzuki Foundation is bringing together diverse voices calling for a sensible marine and land-use plan that includes protected areas and guidance for regional development. It's a big tent approach that recognizes the diversity of interests hoping to leave a natural legacy of good management for the future.

With the support of the Squamish Nation, in whose traditional territory Howe Sound is situated, we have taken a lead role in convening communities for marine planning discussions. As momentum grows to recognize the benefits of natural capital and conservation, the Foundation has brought together provincial government officials, local residents, industry leaders

and municipalities to develop a regional planning vision. Our upcoming natural capital valuation will reveal the value of nature's services in Howe Sound. We're also working to understand what unites the Sound's diverse communities and the economic development they want to see.

Marine revival speaks to possibility and resilience. With bountiful herring, the first pink salmon fishery set to open next year following decades of closures, and humpback whales making repeat visits, Howe Sound is poised to become a model for long-term sustainable planning.

funding solutions

# DIVESTMENT MOVEMENT GROWS

GET UP! STAND UP! CLIMATE ACTION NOW!

PHOTO: CHRIS YAKIMOV

In September, hundreds of thousands took to the streets all over the world, in the largest climate change action in history — 2,646 marches in 162 countries, including Vancouver.

## Let your values guide your investments

Change is in the air... People are taking a stand for the Earth. And it's not just the "usual suspects."

In September, hundreds of thousands took to the streets all over the world, in the largest climate change action in history — 2,646 marches in 162 countries. Business leaders are calling for climate action and carbon pricing. Even the heirs of the Rockefeller Standard Oil fortune are cutting their ties with fossil-fuel investments, including the Alberta oil sands.

Diverse organizations — religious and healthcare groups, cities and universities, as well as individuals from all walks of life — are divesting their financial assets from fossil fuel companies.

### THE DAVID SUZUKI FOUNDATION ENDOWMENT FUND — FOSSIL FUEL-FREE!

At the Foundation, our investment decisions are guided by our mission. Our financial managers have built a better portfolio based on strict standards that match our organizational values. Other like-minded groups are taking note and asking for these fund choices, too.

Here's our strategy:

- We work with professionals to screen investments in publicly traded companies based on both social and environmental criteria. This requires in-depth research and frequent review because corporate practices change all the time.
- Certain types of businesses are excluded, such as weapons, tobacco and pornography. The remaining companies' social and environmental performances are assessed and only the highest-ranking corporations are included in our portfolio.
- Our explicit stand on climate change means we do not invest in companies involved in the extraction, processing or transportation of fossil fuels.

### LIVING YOUR VALUES

It takes some planning, but these investment decisions have not harmed the Foundation's financial returns. In pioneering a better way of managing our funds, we've learned that anyone with investments can take an ethical approach. Ask your financial adviser to explain your investments and make changes that reflect your commitment to the planet.

## What's an endowment fund?

Think of an endowment fund as a savings account that can't be touched! The principal is maintained in perpetuity. Investment returns create a source of income or may be reinvested to grow the principal.

### GOOD FOR YOU

Contributing to the David Suzuki Foundation's endowment fund is one way to create a long-term legacy that's good for the planet. Your donations work for the environment, in perpetuity. You can also set up a named fund to honour your family

or a loved one. We will stay in touch with you to let you know the impact of your gift. Depending on your preferences, you will also be honoured in our Annual Report.

### GOOD FOR DSF

Income from the endowment fund gives the David Suzuki Foundation the long-term stability that helps us tackle systemic environmental problems. It also allows us to respond quickly to unexpected environmental crises and has assured access to emergency funding when

needed. Last year, our endowment fund contributed more than \$650,000 to our programs.

### HOW TO DO IT

Canadians have contributed to the David Suzuki Foundation endowment fund through donations, bequests — even gifts of assets such as houses, insurance and stocks. If you want to set up a plan or learn how you can contribute to the Foundation's endowment fund, please email Andrea Seale at [aseale@davidsuzuki.org](mailto:aseale@davidsuzuki.org) or call 604-732-4228, extension 1276.





William B. Davis has been a supporter of the David Suzuki Foundation for nearly 10 years.

## Long-time supporter divests from fossil fuel industry

A Foundation supporter for nearly 10 years, and a 50-year film and stage veteran actor, teacher and director, William B. Davis is perhaps best-known as Cigarette Smoking Man on *The X-Files*. He also shares his talent with upcoming generations as founder of the William Davis Centre for Actors' Study. He recently made the decision to take a personal stand against climate change by divesting his stocks in a fossil fuel company.

### What's one important lesson you learned over your lifetime?

If I have learned one thing, it's that we have to rely on science, on the testing of hypotheses, and avoid anecdote and subjective response. Climate change is the greatest danger we face, greater than ISIS, greater than Ebola, greater than recession, greater than anything humankind has confronted in our brief history on the planet. We need dramatic action and we need it now.

### How have you seen the world change?

When I was young, we didn't know. Just as we didn't know that smoking was hazardous to health, we didn't know that putting carbon in the atmosphere was hazardous

to the health of the planet. We didn't know the population of the world would triple, putting unimaginable stresses on the resources we depend on. We worried about nuclear war and communism, all the while contributing to a much greater danger, the degradation of the climate.

### Why did you decide to donate to DSF?

DSF, among other organizations, is a leading proponent of action on climate change. In DSF's hands, money goes to saving the planet. In a fossil fuel company's hands, I feel the money is going to destroying the planet.

### Why did you choose to donate the shares rather than sell them?

Donating shares to charity is a smart way to take advantage of Canadian tax law. Capital gains tax is forgiven on donations of shares but, at the same time, a tax receipt is given for the full donation.

If I have learned one thing,  
it's that we have to rely  
on science.

## INTERESTED IN MAKING A GIFT OF STOCK?

**If you are interested in donating publicly traded stock to the David Suzuki Foundation, please fill out the form at [www.davidsuzuki.org/stocks](http://www.davidsuzuki.org/stocks).**

If you have questions, email [communitygiving@davidsuzuki.org](mailto:communitygiving@davidsuzuki.org)  
or call 1-800-453-1533, extension 1500.

When you donate stocks to the Foundation, we sell the shares immediately and use the funds to support our environmental work. You receive a tax receipt for their value at the close of day on the day they are donated.

# Clean tech is good for environment and economy

Canada's clean-tech industry is growing faster than every other major sector of the economy, directly employing 41,000 people and generating \$11.3-billion in revenues in 2012 — up six per cent from 38,800 in 2011. The average clean-tech company in Canada employs 58 people. That's just some of the good news shared at a Foundation event by keynote speaker Céline Bak, president of Ottawa-based consulting firm Analytica Advisors, and co-founder of the Canadian Clean Technology Coalition.

The event, The Cleantech Edge: Canada's Fastest Growing Industry in the Age of Climate Change, was hosted in mid-September by the David Suzuki Foundation and the Pacific Institute for Climate Solutions to explore opportunities in the sector. The stats are from Analytica's 2014 *Canadian Clean Technology Industry Report*.

Bak said the industry is already significant and appears set to "grow into an

industry comparable in size to other significant industries, like aerospace." At the current rate of growth, it's expected to be worth \$50 billion by 2022 with employment projected to grow to 75,000.

The clean-tech industry now comprises 700 companies in 10 sectors across Canada, including renewable energy, water treatment, green building, and development of environmentally friendly consumer products.

The industry invested \$1 billion in research and development in 2012 and \$5 billion overall from 2008 to 2012. Industry-wide R&D spending was greater than that of natural resource industries (oil and gas extraction, mining, agriculture, forestry and fishing), and only \$200 million less than the aerospace sector.

Clean technology offers tremendous environmental benefits by shifting from

emissions-intensive economic activities to generating wealth by solving environmental challenges. The leading scientific body on climate change, the Intergovernmental Panel on Climate Change, says the state and future of humanity depends on these types of choices, and that it is better to act now than to leave things to chance.

Through its climate work and Trottier Energy Futures Project, the David Suzuki Foundation is helping to find solutions to environmental challenges that will also create benefits for employment and the economy.



PHOTO: BARRY CALHOUN

Analytica Advisors president Céline Bak was keynote speaker at the Cleantech Edge event in September.

## green living



PHOTO: JODE ROBERTS

Getting along with your neighbours is important.

## How to talk to your neighbours

What I've learned about "greening" Canadians is that it's about relationships. And much of the time, those you wish would change can be neighbours. And that can mean neighbourly problems.

### HOW NEIGHBOURLY ARE YOU?

Before you approach neighbours about their scented dryer sheets or lawn pesticide use ask yourself these questions:

1. Are you coming from a place of judgment?
2. Are you prepared for the outcome? Are you prepared to change? (They might say something you don't want to hear.)
3. Is the issue important enough to risk the relationship and potentially create conflict?

### FIVE THINGS TO CONSIDER BEFORE YOUR NEXT NEIGHBOURLY ENCOUNTER:

1. Establish a relationship first.
2. Recognize their intention.
3. Deal with the person (not the behaviour).
4. Is there anything I can do?
5. Maybe it's not worth talking about.

For example, I have a dog named Kitty. She poops. And on occasion I've been preoccupied in the dog park and missed the big event. This often leads to someone yelling, "Hey! Your dog just \$#! over there! Pay attention!" Except for one time when someone calmly said, "Do you need a bag?"

To me, the "how can I help?" attitude made all the difference. Now I try to incorporate it into all my neighbourly encounters, because nobody needs to be \$#! on about \$#!.

Lindsay Coulter

DAVID SUZUKI'S  
**Queen of Green**

## finding SOLUTIONS

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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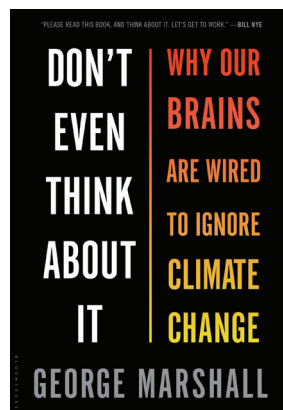
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# THIS CHANGES EVERY THING

## This Changes Everything

Naomi Klein / Knopf Canada

Naomi Klein's timely and accessible new book, *This Changes Everything: Capitalism vs. the Climate*, takes on unregulated capitalism as the major barrier to climate progress. After ignoring climate scientists' warnings for more than 20 years, Klein argues, we've shut down options for incremental changes to avert catastrophic global warming. While Klein doesn't delve into climate science itself, she paints a convincing picture of the immorality of inaction. The solution? Reign in corporate power and rebuild local economies.



## Don't Even Think About It

George Marshall / Bloomsbury

We know global warming is real and that human activity is the main contributor. So why don't we do anything? And why do so many people reject the scientific evidence? In this fascinating book, subtitled *Why Our Brains Are Wired to Ignore Climate Change*, British climate expert George Marshall explores human psychology to provide some answers and to offer ways we can come to a common understanding about this critical challenge.



greenmama  
Giving Your Child a Healthy Start and a Greener Future

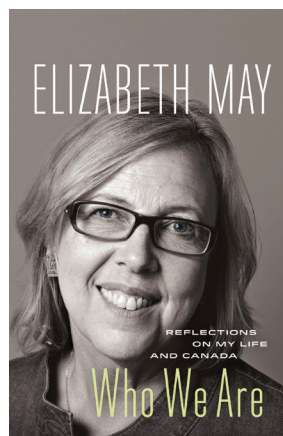


Manda Aufochs Gillespie

## Green Mama: Giving Your Child a Healthy Start and a Greener Future

Manda Aufochs Gillespie / Dundurn

Growing and nurturing a mind, body and soul sends many new parents on a quest for the "greenest" and healthiest choices for their family — as it should. Thank goodness for this book! Manda Aufochs Gillespie takes you beyond child-proofing and demystifies cloth diapering, lists non-toxic nursery must-haves and shares tips to encourage free play. A greener future for your little one is inevitable.



## Who We Are

Elizabeth May / Greystone Books

No matter where you place yourself on the political spectrum, you have to admit federal Green Party leader Elizabeth May is a fascinating person. The savvy lawyer and environmentalist became Canada's first elected Green Member of Parliament in 2011, where she has continued to be a powerful advocate for democratic traditions and the environment. This mix of memoir and manifesto offers insight into her life and her passionate beliefs about the future of Canada.





The Blue Dot Tour introduced me and my colleagues to so many people across Canada who care for our country, our families and friends, our fellow Canadians and the planet we all call home.

## It takes a community to build a movement

It's been a phenomenal fall for me. My youngest daughter, Sarika, gave birth to a baby boy, and the foundation I co-founded with my wife, Tara, gave birth to a movement. I had nothing to do with the former — although I couldn't be happier to have another grandchild. The Blue Dot Tour and the movement it is intended to start was exhilarating, especially as it may have been the last major cross-country tour I will take part in. I hope it will serve as a gift to my children and grandchildren.

After all, it is clear to anyone who looks closely at the world and our place in it that we need to make changes. With our exploding populations and technological might, we are altering the planet on a geological scale. We are polluting and destroying the very things we need to survive and be healthy: air, water, productive soil and diverse nature and natural services. But it doesn't have to be this way. Surely we have the intelligence, foresight, imagination and technology

to live within the limits imposed by our finite planet.

The Blue Dot Tour introduced me and my colleagues to so many people across Canada who care for our country, our families and friends, our fellow Canadians and the planet we all call home. It has inspired me, and I know it has inspired many others.

For me, the tour was a significant event during the most important part of my life. At my age, I've learned a lot and believe I have a responsibility to pass on the lessons I've learned to young people. I can now give my money, time and support to causes that matter to me. I hope other elders will join me.

And I hope all of you will join us in whatever way you can — through your donations, by volunteering your time or by working with others in your community to protect the people and places you love. This may be the most important work I have ever done. I hope you agree. We only have one planet. Let's take care of it.

*For information, visit [bluedot.ca](http://bluedot.ca).*

## JOIN US NOVEMBER 30, 2014, FOR A TELEPHONE CONVERSATION WITH DAVID SUZUKI

**Register for this free nation-wide conference call  
at [www.davidsuzuki.org/talkshow](http://www.davidsuzuki.org/talkshow)**

Following on the heels of his national tour, David Suzuki will speak with Canadians in a special telephone talk show.

The call format is similar to a call-in radio show: you can listen to the conversation, respond to instant polls and even have the chance to ask David your own question.