

finding SOLUTIONS



David
Suzuki
Foundation

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www.davidsuzuki.org



PHOTO: BRENDON PURDY

Getting out in nature is good for people of all ages.

Nature is calling: Join the 30x30 Challenge

After a long winter, change is in the air, with birds chirping, flowers blooming and trees budding. Yes, that's nature calling. This spring, the David Suzuki Foundation is encouraging Canadians to heed the call and add a dose of nature to their daily routine.

During May, we're asking Canadians to pledge to spend 30 minutes in nature every day for 30 consecutive days during the 30x30 Nature Challenge.

Over the past three years, the 30x30 Challenge has inspired tens of thousands of Canadians and hundreds of workplaces and schools to cultivate the "nature habit". They took to the great outdoors, doubling their time spent outside.

Why should we listen when nature calls? Most of us spend many hours a day in front of screens and mere minutes outside. It's time for us all to get outdoors, for the good of our health and well-being.

Over the past decade, researchers have realized what most of us know intuitively: nature is good for us! It is well-documented that being regularly immersed in a natural setting, like a park, field or forest, can lower blood pressure, anxiety and stress levels, and

boost immunity. "Green time" has also been shown to reduce feelings of anger and depression, while increasing energy, creativity and even generosity.

The first question many people ask is how to fit the 30x30 Challenge into their busy lives. That's why we've stocked our website with dozens of examples of fun, simple activities that get people outside — from coffee breaks and lunches in local parks to moving your exercise routine outside and taking after-dinner strolls with friends. Check out 30x30.davidsuzuki.org to find daily tips for home, work and school.

And after three years of getting Canadians outside, we've found that the 30x30 Challenge is making a difference. Through surveys conducted each year, participants have reported that they generally sleep better and feel calmer and less stressed. Impressive results for half an hour a day!

We hope you'll join us in taking the 30x30 Nature Challenge, so we can reap nature's benefits together. Remember to sign up for the Challenge before May 1. See you outside!



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donor profile

Long-time supporter led Hamilton to an environmental rights victory



Grant Linney (holding sign) rallied supporters to have the right to a healthy environment recognized in Hamilton, Ontario.

Retired outdoor and environmental educator Grant Linney has been a Foundation supporter since 1991 — almost since the organization was founded in 1990! He recently led his hometown of Hamilton to become the first Ontario municipality — and the 23rd in Canada — to sign a declaration recognizing its citizens' right to clean air, safe water, healthy food and diverse ecosystems.

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

It's important to stand up for what you believe in — something I first learned in Grade 6 when I challenged unfair school chess tournament rules and got them changed!

How have you seen the world change?

In 1945, the world population was 2.3 billion. Now, it's over seven billion — an exponential increase exacerbated by tremendous increases in our technological powers and consumerism. We're

overshooting the carrying capacity of our planet, resulting in a multitude of environmental problems.

Why did you decide to donate to the David Suzuki Foundation?

At the Toronto Blue Dot Tour event, Stephen Lewis said, "When I grow up, I want to be like David Suzuki." I feel the same. I have long admired David's environmental advocacy and efforts to make science accessible. I was in a *Nature of Things* episode in the early '90s, "Down to Earth", about the connection between children and nature. Budget constraints threatened the outdoor education centre where I worked. "But Grant Linney won't give up," David narrated. Those words have stuck with me ever since. I've supported the Foundation since its inception because it's based on sound science and it plays a much-needed role.

What inspired you to get involved in the Blue Dot movement?

I saw the Blue Dot video featuring David R. Boyd and immediately thought the strategy — an amendment to our Charter of Rights and Freedoms starting at the grassroots and building up from there — was brilliant.

I have long admired David's environmental advocacy and efforts to make science accessible.

What is your hope for the future?

We can catalyze a second industrial revolution that moves us from fossil fuels to renewable energy, but only if we act now, and on a massive scale. It drives me crazy when I hear adults say to young people, "It's up to your generation to get us out of this mess." This is unconscionable downloading. We're all part of the problem and we must all be part of the solution.

Monthly donors: Did you know that when you give by credit card, up to six per cent is lost to processing fees?



You can boost your impact without any extra cost by switching to direct debit monthly donations. We don't pay processing fees for gifts processed through bank accounts.

Switching is simple: just mark a cheque as void and send it back to us along with the enclosed form. We'll take care of the rest.

If you already give by direct debit, thank you for keeping our administrative costs low!

Blue Dot movement gains momentum

Sometimes, the right idea comes at the right time. When we launched the Blue Dot Tour last September, we wanted to breathe life into the idea that every Canadian deserves the right to a healthy environment. We hoped a vision of connectedness, caring and action would inspire Canadians to protect the people and places they love.

Here's where the Blue Dot movement stood in March:

- **Municipal declarations:** Thirty communities have passed municipal declarations in support of the right to a healthy environment — from Victoria to Montreal to Yellowknife.
- **Community organizing:** Organizing is underway in more than 100 communities, where people are gathering to discuss strategy, and canvassing to build support for meetings with city councillors and mayors.
- **People taking action:** More than 69,000 people have joined the Blue Dot movement, and more than 14,500 have volunteered to take action in their communities (with 350 receiving community organizer training). In support of this work, 1,000 people have signed up as monthly donors.
- **Organizational supporters:** Nearly 20 diverse organizations, representing interests from health to law to the arts, have signed on to support the movement. During the tour, nearly 150



PHOTO: TED MCGRATH VIA FLICKR

Good transportation infrastructure is important to a sustainable future.

Effective transportation is the key to sustainable cities

Transportation networks are the circulatory systems of our cities. Just as birds, whales, humans and armadillos need blood to reach the various parts of their bodies to be healthy, the efficient movement of people and goods through a city is critical for a strong economy and a good quality of life.



PHOTO: SOPHIKA KOSTYNIUK

Halifax Blue Dot organizers plan their strategy.

values-aligned community groups and organizations shared the Blue Dot stage, including First Nations in every region.

- **Sharing the story:** The Blue Dot videos, “Today Is the Day We Decide” (with David Suzuki) and “Shoulders” (by poet Shane Koyczan) have together been viewed at least 450,000 times, and continue to keep this story alive.

We're now focused on supporting the local Blue Dot efforts taking shape across the country. There are more municipal declarations ahead and, in a few locations, we're starting work on provincial-level support for environmental rights.

We continue to be inspired by the passion and dedication of Blue Dot organizers coast to coast to coast. And we have a steady eye on our goal: the day when Canada's laws protect every Canadian's right to fresh air, clean water and healthy food.

Protecting our right to a healthy environment — today, and for our children's children — is clearly an idea whose time has come.

Unlike the circulatory system, however, several options exist for moving people around.

Bikes, buses, trains and automobiles provide commuters with a range of alternatives for getting to work or school. By designing cities that encourage the use of public transportation, we can ensure that people and the environment stay healthy.

A single city bus can take 40 vehicles off the road and keep 168 tonnes of pollutants out of the air each year. A family with the option to own one car instead of two can reduce its annual emissions by 10 per cent. And 43 per cent of people who live within 10 minutes of safe walking or cycling routes achieve their daily exercise targets, compared with 27 per cent of people in areas that aren't as pedestrian-friendly. Because viable public transit options also reduce the need to pave over green spaces to build new roads, communities that invest in mobility are working for the betterment of their residents' bodies and minds.

Voters in Metro Vancouver are participating in a mail-in plebiscite about funding dramatic transit and transportation improvements throughout the region. This vote represents an unprecedented opportunity for citizens to make a lasting difference to the future of their communities and the health of their families, friends and neighbours. As Canadians continue to move into cities in incredible numbers, investments in good transportation are paramount to building a more sustainable future for people and the environment.



Natural wealth from ecosystem health

The watersheds of Howe Sound near Vancouver provide an estimated \$800 million to \$4.7 billion in natural services to the region each year, according to a new David Suzuki Foundation report. *Sound Investment: Measuring the Return on Howe Sound's Ecosystem Assets* shows an astounding

trove of unrecognized — and undervalued — natural wealth in the region, including water supply, climate stabilization and tourism and recreation. The study coincides with recovery efforts that began in 1988, which have led to a remarkable marine rebirth after years of pollution from mining, pulp and paper and other industries.

Citizen scientists log Fukushima results

Citizen scientists in 14 communities along B.C.'s coast are big contributors to important data on radiation levels associated with the Fukushima nuclear disaster. They're contributing to Fukushima InFORM, a collaborative radiation-monitoring network the Foundation has also joined as a non-profit partner. As of November 2014, results show the absence of detectable 134-Cs, a fingerprint isotope indicator of Fukushima contamination. Helping fill in this data lets communities feel reassured that the waters near their homes have not been contaminated with Fukushima radioactive elements.

Suzuki hits the books

As well as being a scientist, tireless environmental advocate and host of one of Canada's longest-running and most successful TV programs, *The Nature of Things*, David Suzuki is a prolific writer, with more than 50 books — many of them for children — and numerous articles to his credit. His publisher, Greystone Books, has created a david Suzukibooks.com website to share information about his books, as well as articles, excerpts and event listings. You can also sign up for Greystone's newsletter to keep up to date on all the great books the company publishes.

Training the trainers

A green ripple is spreading across Canada. In 2012, Melanie Smith won a 2012 *Canadian Living* magazine-sponsored green lifestyle "makeover" by Queen of Green Lindsay Coulter. Inspired, Melanie volunteered to help others go green as one of Lindsay's first four Queen of Green coaches. Since then, 50 more coaches from cities and towns across Canada have been trained to help people reduce household waste, choose sustainable foods, minimize toxic exposure and build community. This year, 50 more new coaches are coming on board, many of them mentored by "veteran" coaches.



PHOTO: ADAM BHINDER, VIVID DREAMS PHOTOGRAPHY

Harpreet Johal (to David Suzuki's right) is one of two public engagement specialists working with diverse communities for the Foundation.

Reflecting Canada's diversity

In 2010, the Foundation's Climate and Clean Energy team hired two new campaigners: Harpreet Johal and Winnie Hwo.

Harpreet was fresh from college, with a bachelor of science in environmental studies from UBC and a master's degree in public policy and governance from the University of Toronto. Winnie is the mother of a teenager and a veteran journalist with degrees in history from Simon Fraser and journalism from Ryerson. Harpreet was born in Canada while Winnie is an immigrant from Hong Kong. Harpreet is tall; Winnie is not!

Despite the differences, Harpreet and Winnie have at least one thing in common: their passion and commitment to encourage their communities to work toward solutions to environmental challenges, especially climate change. They have become known as the dynamic duo of the David Suzuki Foundation.

Now, Harpreet and Winnie have expanded their work at the Foundation from climate solutions to public engagement.

With the help of the Vancouver Foundation's Connect and Engage funding, they have been able to document the projects they have built and barriers they have broken — and most importantly, the relationships they have consolidated.

It's all in a 46-page report by research consultant Eugenia Wang, which showcases the Foundation's efforts to build a diverse climate team. According to Foundation science and policy manager Ian Bruce, new Canadians often come from places where climate impacts are frequent and obvious. Many came here for pure air, clean water, safe food and a healthy environment.

The report highlights the opportunities as well as the obstacles.

The most important elements of successful public engagement are respect and willingness to listen to people in diverse communities. The logic is simple: when you show respect, you will be respected. When you listen, you will be listened to.



PHOTO: KEN WHYTOK

Clean energy from sources like wind and solar is good for the environment and the economy.

Just as diversity is important to healthy ecosystems, it is also the cornerstone of a healthy economy. Too often in Canada we hear about our “resource-based economy.” The implication is that, while other countries can stimulate their economies through innovation and manufacturing, Canada’s role is to remove materials from the ground and ship them elsewhere. This strategy not only limits our ability to develop and grow economically, it leaves us vulnerable to the whims of an increasingly volatile market.

Canadians have recently seen first-hand what can happen when volatile resource

leave our provincial and federal governments in a tight spot.

Alberta’s economy is expected to shrink by 0.3 per cent in 2015 in the wake of falling oil prices, and the Conference Board of Canada has revised its estimate of national economic annual growth to 1.9 per cent, down from 2.4 per cent in November. Unemployment in Alberta is also expected to rise from 4.7 per cent to 6.8 per cent by the end of the year.

Luckily, we have better options. Rather than investing heavily in resource extraction, Canada should seize this opportunity

The time to invest in clean energy is now

markets fluctuate. When other oil-producing countries decide to increase production, the price of gasoline can fall dramatically. This may seem like a good thing to bargain-hunting commuters at the local pumps, but it can

to accelerate the growth of our clean energy economy. With its Trottier Energy Futures Project, the Foundation is working with engineers to examine Canada’s clean energy potential. And Analytica Advisors reports suggest an explosion is underway in the revenue and employment potential of Canada’s clean tech industry, with more than 700 clean technology companies now operating in Canada, generating over \$11 billion per year. The sector grew by nine per cent between 2011 and 2012, providing employment for 41,000 people. During the same period the mining and oil and gas industries grew by just 0.3 per cent.

Clearly, it’s time to invest in a greener future. As extraction projects across the country are forced to shut down in the face of plummeting oil prices, the workers they lay off (and the Canadian economy in general) can find security and growth in the green economy.

Ontario supports pollinator health

Ontario is proposing North America’s first regulatory restrictions on neonicotinoid pesticides. Scientific studies have linked these pesticides to high death rates in honeybees, as well as harmful effects on birds, butterflies, bumblebees and earthworms, among other species. On November 25, 2014, the Ontario Ministry of Agriculture, Food and Rural Affairs invited public comments for a 60-day period on a pollinator health proposal that includes regulations to reduce the use of neonic-treated corn and soybean seeds by 80 per cent.

Thanks in part to a message platform on the David Suzuki Foundation website, close to 50,000 comments were submitted, with about 97 per cent favouring government action to restrict the use and sale of neonics.

“We know there is sound science and strong public support behind protecting pollinators with tough, timely action on neonics, but to see this level of participation and near-consensus in public comments is extraordinary,” said Foundation senior researcher and analyst Lisa Gue.

The strong public response is consistent with earlier polling results. A poll conducted by Oracle Research in December 2014 for Friends of the Earth Canada, the Canadian Association of Physicians for the Environment and the Ontario Beekeepers’

Association found nearly eight of 10 Ontarians believe the proposal for new regulations is on the right track.

Last June, the international Task Force on Systemic Pesticides completed a comprehensive meta-analysis of hundreds of scientific studies examining the ecological effects of neonics. It concluded neonics threaten not just honeybees but also native bee populations and a large number of species that contribute to pollination, soil health and biological pest control. Last year, the European Commission placed a moratorium on certain uses of neonics to protect the environment. Ontario’s proposed regulations would take effect July 1, 2015.

A second round of public consultation is now taking place with the publication of draft regulations.



PHOTO: JODE ROBERTS

Neonicotinoid pesticides threaten bees and other pollinators.

green living



How to create a butterfly garden

All gardens are not created equal. Just ask a butterfly.

Creation and restoration of butterfly habitat offsets those destroyed by development, roadside mowing or wetland drainage. (Gardening pesticide-free helps, too.)

Whether you have a small plot in the city or a few acres, you can transform your yard into a butterfly garden!

WHAT YOU'LL NEED TO ATTRACT BUTTERFLIES

Choose native flowers and shrubs. Butterflies need nectar plants for food and host plants to lay their eggs.

- Tiger swallowtails choose nectar plants like lilacs or bee balm; nearby willow, alder, or apple trees can host larva.
- Painted ladies choose nectar plants like aster, cosmos or zinnia; host plants include thistle, mallow or hollyhock.
- Monarchs choose nectar plants like milkweed, lilac, goldenrod, black-eyed Susans and cosmos; host plants include the milkweed family.

To attract butterflies like the red admiral, tiger swallowtail and mourning cloak, you can also set up a nectar feeder using a solution of one part sugar to 18 parts water.



PHOTO: CAROL PASTERNAK

DID YOU KNOW?

Sunny days are best for butterfly watching.

- Some butterflies live only a week, but the flight season for a species may be more than a month — and the migrating monarch “super generation” may live for several months.
- In B.C., butterfly season runs from March through October.
- Females are slightly larger than males — because she carries the eggs!
- Butterflies and hummingbirds share many nectar flowers, so efforts to lure one may have the bonus of attracting both.

Most butterflies only live a week. Make those few precious days count: plant a butterfly garden!

🌿 Lindsay Coulter, David Suzuki's Queen of Green

funding solutions

A new way to support the Foundation: Donate Aeroplan Miles!

This year, the David Suzuki Foundation joined a small, esteemed group of charities as a partner in Aeroplan's Beyond Miles program.

Donated Aeroplan Miles aren't just for travel. They can also cover hotel costs, car rentals and IT products. And they offset administrative costs for some of our most important national work, so that a greater portion of your donation dollars goes directly to programs.

All travel done via Aeroplan Miles through the Beyond Miles program is also tracked and offset with a third-party vendor.

Together with Aeroplan's matches in March, we've already raised over 2.4 million miles!

HOW DOES IT WORK?

There are two ways to donate your Aeroplan Miles:

- Go to aeroplan.com/donate. Under “Beyond Miles Partners”, click on “David Suzuki Foundation”. Click on “Donate Now” and enter your login credentials. All donations made through the Aeroplan website are anonymous.



Thanks to Aeroplan Miles, Blue Dot organizers travelled to Vancouver for training.

- To automatically donate two per cent of your miles as you accumulate them, select the "Opt-in Now!" button on the David Suzuki Foundation page and enter your Aeroplan login credentials. Once you've logged in, click on the “Reward Preferences” tab and select David Suzuki Foundation as your partner of choice.

WHY FLY?

We do our utmost to work sustainably at DSF, including relying on teleconferencing for meetings and choosing alternative modes of transportation. But sometimes air travel is necessary. Your donated Aeroplan Miles could help protect pristine wilderness or build youth leadership in remote First Nations communities.

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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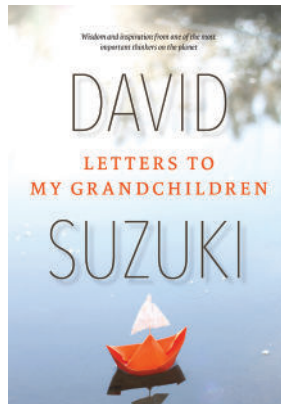
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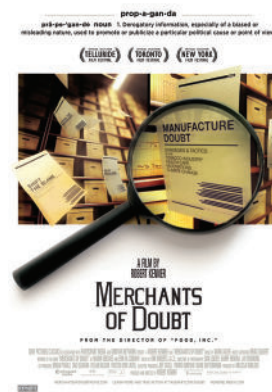
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Letters to My Grandchildren

David Suzuki / Greystone - DSF

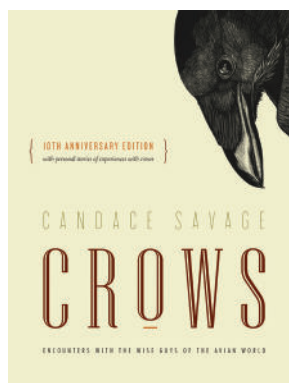
As David Suzuki writes in this issue, as an elder, he can look back on many lessons he's learned from his successes and mistakes. "Every elder owes it to society to pass those lessons on," he says. In this book, he does just that, penning letters to his grandchildren that hold lessons for all of us, no matter what age. From fishing and feminism to First Nations and fashion, he covers a lot of ground. These heartfelt letters offer a lifetime of wisdom, inspiring us all to live with courage, conviction and passion as we learn from the past and look to the future.



Manufacturers of Doubt

Robert Kenner / Mongrel Media

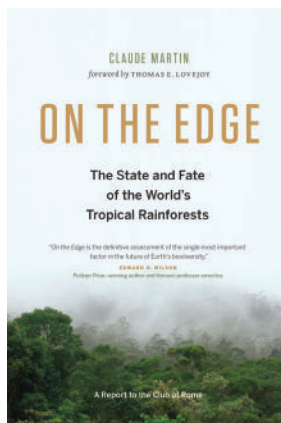
Based on the book by Naomi Oreskes and Erik Conway, this film delves into the machinations of people who have made it their life's work to sow doubt and confusion regarding the science around human-caused climate change, the dangers of tobacco, destruction of the ozone layer and more. Maybe one of the best demonstrations of the effectiveness of the book and film is that some of the pundits and scientists named in the film have been trying, with little success, to block it. It's an insightful look at campaigns to stall progress for the sake of profit.



Crows

Candace Savage / Greystone - DSF

Candace's Savage's fascinating look at ravens and crows has been updated with new paintings, photos and drawings, as well as stories and poems about encounters with these intelligent and remarkable birds. Drawing on science, myth and personal experience, Savage examines the intellectual, social and emotional lives of crows and ravens in a way that will make you look at these birds in a new light.



On the Edge

Claude Martin / Greystone - DSF

Whether or not we live in or near a tropical rainforest, we all rely on the fresh water, clean air and climate regulation they provide. They are also some of the world's most biodiverse ecosystems. But human activity, including agricultural practices, is destroying the great tropical forests. In this book, a report to global think tank the Club of Rome, ecologist and WWF International director Claude Martin, with contributions from a range of forestry and environmental experts, looks at what has happened to the world's tropical rainforests, good and bad, since the 1970s.

A life well-lived is a wealthy life

University tenure was one of the most valued privileges I received from society. It was a guarantee that, as long as I performed my academic and research duties to the best of my ability, I could speak my mind without worrying about being muzzled or fired — although I know some people on the board of governors wanted to do that. Despite tenure, I still had to be careful. During the 1980s when logging issues were coming to a head in B.C., I told my boss at CBC's *The Nature of Things* that I was planning to risk arrest by supporting logging road blockades. I was warned that this could get me yanked off CBC and cause cancellation of the venerable series. I decided that keeping *The Nature of Things* was my highest priority. I guess we all have to choose paths as we come to forks along life's road.

Now I'm an elder. Money, fame and power no longer interest me. I don't worry about offending someone, because I speak from my heart. This is enormously liberating. As an elder, I have lived an entire life, learning from my mistakes, failures and successes. Those hard-won lessons are priceless. Every elder owes it to society to pass those lessons on. After all, we don't want every generation to make the same damned mistakes we did!

My father was the most influential elder in my life. He was an ordinary man with faults, but he did the best he could. In 1994, he was 85 and dying. Fortunately, he wasn't in pain. He had his faculties, and knew he was dying but wasn't afraid of death. I moved in to care for him, and it was one of the happiest times I spent with



PHOTO: BRENDON PURDY

Every elder owes it to society
to pass those lessons on.

him. We talked and laughed and cried, and he kept saying, "David, I die a rich man." That was puzzling because my wife Tara and I had subsidized him and my mother since his retirement.

In our conversations, he never once referred to a closet full of fancy clothes, a big car or his house in London, Ontario. We talked about family, friends and neighbours and the things we did together. That was my father's wealth, and it taught me an important lesson. Looking back over a life of struggle, suffering and hard work, Dad's joy and pride did not come from accumulating stuff, but from the happiness of doing things with and for other people.

MONTHLY DONORS ALREADY KNOW: MONTHLY GIFTS ARE THE BEST WAY TO SUPPORT THE FOUNDATION.

Beyond funding programs, monthly donations save paper, postage and staff time, so more of your donation goes to finding solutions to Canada's pressing environmental issues. And they're convenient. Just choose the amount that works for you and continue for as long as you want.

You can cancel or change your gift at any time — guaranteed!

**To set up a monthly gift, use the enclosed donation form or call our
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If you're already a monthly donor, thank you!