

# Media Release/ Communiqué



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## **Toronto hosts first regional Green Building conference in run-up to global conference in Melbourne in 2008**

Toronto, May 22, 2007 –

Ontario's status as an emerging global leader in sustainable construction and technology, will be recognized at the Sustainable Building and Construction Conference to be held in Toronto on May 31 and June 1. The event is the first of 13 conferences being held around the world in 2007 as a prelude to the Global Conference on Sustainable Building and Construction in Melbourne, Australia in September 2008.

The conference is co-hosted by Ryerson University, the International Initiative for a Sustainable Environment (iiSBE), Ottawa, the International Council for Research and Innovation in Building and Construction (CIB), Brussels, and the United Nations Environment Program's Division of Technology, Industry and Economics (UNEP DTIE), Paris.

The conference will showcase the innovations in green building that are transforming the marketplace in the GTA, Ontario, the Great Lakes Region as well as Australia, Japan, Europe, and the U.S. Over the last decade, more than 150 new developments and 15 communities in Ontario have applied nationally recognized standards of sustainability. There are now some 100 new local companies offering "eco-friendly" products and services to meet emerging market demand for sustainable products and services.

This increasing interest from large and small companies demonstrates that going green is not only the right thing to do, it is also good for the bottom line. Andrew Pride, VP Energy Management with MintoUrban Communities Inc. said "we consider ourselves to be innovators and leaders in energy efficiency and believe that buildings should not only be a healthy and enjoyable place to live, grow, work and play, but also help people save money."

Joe Pach, Director of Environment for TELUS, states that to "remain competitively placed, attractive to workers and in touch with consumer needs, adhering to sustainability principles should be part of every business' bottom line considerations."

The focus of the conference is on sustainable building and construction, and on meeting the sustainability challenge by working directly with the institutional, commercial and financial sector to transform the market. An impressive roster of 89 speakers and commentators will discuss how to bring the latest advancements in sustainable construction and technology practices from concept to reality. Hon. John Gerretsen, MPP, Minister of Municipal Affairs and Housing; Hon. Laurel Broten, MPP, Minister of the Environment; Bob Willard, author of *The Next Sustainability Wave: Building Boardroom Buy-In*; Mels Crouwel, Chief Government Architect from The Netherlands; and Nils Larsson, Executive Director of the International Initiative for a Sustainable Built Environment (iiSBE) will participate.

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“We are thrilled to bring together so many experts and stakeholders from all facets of the industry to learn about current research as well as its applications in the market place” says conference general chair Dr. Anastasios (Tas) Venetsanopoulos, Vice President of Research and Innovation at Ryerson University.

SB07 Toronto is part of a series of conferences that are taking place around the world over the coming year. This international connection provides participants with an unparalleled opportunity to link local actions with global trends and imperatives.

“We talk about the need to think globally and act locally, but SB07 helps us to go one step further so that local actions become global actions” notes the Hon. David Crombie, President of the Canadian Urban Institute, the conference producer.

Support for the conference was provided by our gold sponsors - Waterfront Toronto, Toronto Community Housing, Ryerson University and Loblaw Properties Ltd. Silver sponsors include Canada Mortgage and Housing Corporation, Parc Downsview Park Inc., and Toronto Hydro.

For more information on the conference visit [www.sb07toronto.org](http://www.sb07toronto.org)

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## SB07 Backgrounder

SB07 Toronto is a two-day event that will examine best practices and the latest advancements of a policy, technical and commercial nature in sustainable construction and technology.

SB07 Toronto will highlight how researchers, designers, developers and the finance sectors are working together to achieve market transformation for “green” building. The event offers a unique opportunity to learn first-hand about emerging technologies and pioneering research in sustainable development with direct market application.

The event is the first of 13 conferences being held in 2007 around the world as a prelude to the Global Conference on Sustainable Building and Construction in Melbourne, Australia in September, 2008. The conference is co-hosted by Ryerson University, the International Initiative for a Sustainable Environment (iiSBE), the International Council for Research and Innovation in Building and Construction (CIB) and the United Nations Environment Program’s Division of Technology, Industry and Economics (UNEP DTIE).

**Themes.** The conference will address three interlinked themes: buildings, systems and community services. These themes will be considered within four broad based perspectives:

*Stimulating technological innovation.* What assessment tools are available for buildings and urban communities? What are the technical issues in sustainable design and construction for varying North American climates? What technology advancements exist for design support and management? What is the role of commissioning practices?

*Capacity building.* What training and education are needed for sustainable design, construction and operation? How should the community be engaged in sustainable design processes? How can community assets and quality of life be enhanced?

*Standard setting and smart procurement.* How can time-challenged professionals and consumers be helped to make informed choices in the global market place? What is the status of eco-labelling? What regional technologies, products and services are available to achieve sustainable buildings?

*The quadruple bottom line.* What innovative methods are available to make the transition from traditional financing and decision-making practices to ones that factor in sustainability? How can social responsibility be fostered? How can greater financial and insurance sector support be generated?

**Speakers.** Conference organizers have lined up an impressive roster of 89 dynamic and knowledgeable speakers, moderators and commentators to inspire, inform and stimulate discussion. They include two ministers from the Ontario government: The Hon. John Gerretsen, MPP, Minister of Municipal Affairs and Housing will talk about “Reaching Higher: Why Ontario’s Building Code will Go the Distance”. The Hon. Laurel Broten, MPP, Minister of the Environment will focus on “Cleaning the Air and Reducing Emissions: the Role of the Built Environment”.

Other keynote speakers include: Bob Willard, author of *The Next Sustainability Wave: Building Boardroom Buy-In*; Mels Crouwel, Chief Government Architect from The Netherlands; and Nils Larsson, Executive Director of the International Initiative for a Sustainable Built Environment (iiSBE) based in Ottawa. An international panel

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dubbed the “Construction Green Dream Team” will talk about the role of the Green Building Council (which administers the widely recognized LEED – (Leadership in Environmental and Energy Design) rating systems) activities to move towards a Vision 2012 at the global, U.S., Canadian and Greater Toronto levels.

**Participants.** Who should attend SB07 Toronto? Individuals, companies or organizations interested in sustainable buildings, systems and services will find this conference of interest: public and private decision makers, technology specialists, industry experts, development practitioners, NGOs, leaders in environmental design, researchers, academics, students and others.

**SB07 Toronto Organizers.** The Canadian Urban Institute (CUI) is serving as the conference producer for SB07 Toronto which is hosted by the Green Building Alliance (GBA), a partnership between the Canadian Urban Institute, Sustainable Buildings Canada, the Canada Green Buildings Council (Toronto Chapter) and the Toronto and Region Conservation Authority, and Ryerson University. The Alliance builds awareness and capacity for sustainable development through initiatives like the Toronto Regional Green Building Festival and publication of a seminal book entitled *Canada Innovates: Sustainable Design*.

**Sponsors.** The importance of SB07 Toronto is underscored by the impressive line-up of sponsors and contributors:

*Gold:* Loblaw Companies Limited, Toronto Waterfront Revitalization Corporation, Ryerson University, Toronto Community Housing Corporation.

*Silver:* Toronto Hydro Corporation, Canada Mortgage and Housing Corporation, Parc Downsview Park Inc.

*Bronze:* EarthTech, Toronto Economic Development Corporation, Infrastructure Ontario and Ontario Realty Corporation

*Media:* ReNew Canada.

*Supporting:* Industry Canada, Natural Resources Canada, MintoUrban Communities Inc., Ontario Professional Planners Institute, The Kingdom of the Netherlands, and Bullfrog Power.

## Hosts of SB07 Toronto.

**Canadian Urban Institute.** The Canadian Urban Institute (CUI) is serving as the Conference Secretariat for SB07 Toronto and is a non-profit organization dedicated to providing solutions to important issues that have an impact on the quality of life in urban areas and communicating those solutions to a wide audience through a variety of media. The Canadian Urban Institute was established by the City of Toronto and the Municipality of Metropolitan Toronto in 1990.

**Green Building Alliance.** The Green Building Alliance (GBA) was formed in 2004 by the Canadian Urban Institute, Sustainable Buildings Canada, Canada Green Building Council (Toronto Regional Chapter) and the Toronto and Region Conservation, For the Living City to provide leadership and support for the development and advancement of sustainable building practices in the Toronto region, Canada and around the world.

**Ryerson University.** Ryerson University is Canada's leader in career-focused education, with more than 80 graduate and undergraduate programs in the Faculties of Arts, Business, Communication & Design, Community Services, and Engineering, Architecture and Science. Founded in 1948, Ryerson has graduate and undergraduate enrolments of 21,000 students. With more than 64,000 registrations annually, The G. Raymond Chang School of Continuing Education is Canada's leading provider of university-based adult education.

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**Conference Chair.** The General Chair of SB07 Toronto is Dr. Anastasios (Tas) Venetsanopoulos, Vice President, Research and Innovation, Ryerson University. Dr. Venetsanopoulos is Ryerson University's first Vice-President of Research and Innovation. In this role, he oversees Ryerson's domestic and international research and related activities, research ethics and the Offices of Research Services and International Affairs.

**International Institute for a Sustainable Building Environment.** iiSBE is an international non-profit organization that facilitates and promotes the adoption of policies, methods and tools to accelerate the movement towards a global sustainable built environment. iiSBE manages and provides technical support to the international Green Building Challenge (GBC) which involves over 15 countries in the development and testing of a rating tool for buildings. iiSBE with support from the International Council for Research and Innovation in Building and Construction (CIB) and the Division of Technology, Industry and Economics (DTIE) of the United Nations Environment Programme (UNEP) hold the World Sustainable Building (SB) Conference every three years.

For more information, visit [www.sb07toronto.org](http://www.sb07toronto.org)

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