

Vermillion aside: Thanks to our work with ISSP (below), our Innovators content has now been syndicated through to audiences in over 30 countries.



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For immediate release

Job-killing environmentalists and corporate evil-doers rejoice!
Vermillion is displacing counterproductive clichés with the Innovators in Sustainability project.

CALGARY, FEBRUARY 28, 2012 – Vermillion Institute is launching the Innovators in Sustainability research project with a webinar about how electric utility companies are implementing better measurement and management systems, improving outcomes for communities *and* investors. This also marks the beginning of Vermillion’s Clarity Campaign to improve public literacy about the goals of sustainability, and showcase useful techniques that elevate people, planet *and* prosperity in a range of sectors.

“It’s a problem for businesses and investors when the public doesn’t reward real and measureable progress,” says Scott Steil, Chair of Vermillion Institute. “The Innovators of Sustainability project is critical for helping the public better understand sustainability, bypassing the jobs versus environment trap and generating more consensus-based solutions.”

Featuring renowned expert Dr. Blair Feltmate, director of the Sustainability Practice in the Faculty of Environment at the University of Waterloo and a former director with Ontario Hydro, this initial webinar will take place Tuesday, February 28 at 11:00 PST. Vermillion Institute is teaming up with the International Society of Sustainability Professionals (ISSP) for the webinar to allow sustainability practitioners and the public to discuss issues and best practices.

“We’re offering this series of one-hour webinars to attract input from corporate leaders and practitioners in various sectors,” said Marsha Willard, Executive Director of ISSP. “They’re designed to generate sector-specific insights for our member-practitioners – who executives rely on to build solid business cases and solutions that deliver as promised.”

The webinar is an introduction to the Innovators in Sustainability project’s electric utilities stream and will showcase progress in creating a useful index and toolkit for the sector. As part of the multi-phase project, other webinars in the coming weeks and months will explore real progress in additional sectors. Industry forums and multi-stakeholder roundtables will follow, culminating in industry-focused reports on how to advance sustainability by elevating people, planet *and* prosperity.

Vermillion Institute is a non-partisan policy institute dedicated to advancing three-pillar sustainability through research, multi-stakeholder engagement, and modern communication design. It works to improve the conversation—to accelerate adoption of what works. The International Society of Sustainability Professionals is the world's leading professional association for sustainability professionals. Formed in 2007, ISSP boasts hundreds of members and thousands of information subscribers from every continent.

For more information about the Innovators in Sustainability electric utilities webinar, and to register, please visit <http://bit.ly/wAv8lw>.

About Dr. Feltmate

Dr. Feltmate is Senior Advisor (and Past Chair), Sustainable Electricity Program, Canadian Electricity Association; Technical Facilitator, Bruce Power-Saugeen Ojibway Nation Whitefish Studies; former Director of Sustainable Development, Ontario Power Generation. He is currently Associate Professor, and Director of Sustainability Practice, in the School of Environment, Enterprise and Development, Faculty of Environment, University of Waterloo.

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