

Media Advisory

Canada's Greenest Chief Executive to be announced at Gala

TORONTO, June 6, 2013 – This Thursday (June 6) Corporate Knights will present the inaugural Greenest Chief Executive in Canada Award, which recognizes a major Canadian CEO who is doing the best job of earning profits while preserving the planet.

How the Canada's Greenest Chief Executive was Determined:

Nominations were open during the Month of March to the CEOs of companies that have a minimum of \$1 billion in annual revenue. Corporate Knights received 24 valid nominations, which were winnowed down to five finalists based on how they performed against four key criteria (greenness of product/service, greenness of operations, greenness of chief executive pay, green impact beyond the company) with consideration given to ensure regional and industry representation, which then evaluated by a panel of Judges (leaders from five of Canada's top environmental groups) who cast their votes (1st choice, 2nd choice, 3rd choice) to determine the overall winner.

The five finalists for 2013 Greenest Chief Executive in Canada:

- Darren Entwistle, CEO, TELUS Corporation (low-impact mobility solutions and green building leadership)
- J. Bruce Flatt, CEO, Brookfield Asset Management Inc. (40% of its revenues from green power and energy efficient buildings)
- James K Irving, Chairman, J.D. Irving, Limited (sustainable forestry operations and reduced direct greenhouse gas (GHG) emissions in pulp and paper operations by 48 per cent from 2007-2011)
- Alain Lemaire, CEO, Cascades (98% of company's total income from green and responsible products and services with an integrated lifecycle approach, and number one in Canada for paper recycling by volume)
- Galen G. Weston, Executive Chairman, Loblaw Cos Ltd (leading charge on sustainable seafood and for national food strategy)

The five Judges for 2013 Greenest Chief Executive in Canada:

- Hadley Archer, VP Strategic Partnerships & Development, WWF-Canada
- Steven Guilbeault, Co-Founder, Equiterre
- John Lounds, President and CEO, Nature Conservancy of Canada
- Peter Robinson, Chief Executive Officer, David Suzuki Foundation
- Ed Whittingham, Executive Director, Pembina Institute

What: Corporate Knights Greenest Chief Executive in Canada Award

Who: To be announced

When: 8.30pm – 9:00pm, Thursday, June 6

Where: Royal Ontario Museum, Currelly Court, (Main Floor)

For further information contact:

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