

“What we’ve found through these working groups is that there’s movement, the finding of common ground, and the creation of relationships which will also create the potential for negotiation as things move forward.” —Cathie Brown

Informed Consent

For Cathie Brown, engagement means more than just having an opinion.

BY MAX FAWCETT

For Cathie Brown, like most rural Ontarians, the Walkerton Tragedy still looms large. “We’ve really taken water for granted,” says Brown, the project manager of the Ausable Bayfield Maitland Valley Drinking Water Source Protection Region and a member of the Walkerton Clean Water Centre’s board of directors. “I think the events of Walkerton stopped us all in our tracks and caused us to really rethink what we had taken for granted.”

Brown, who also lectures on rural health issues at the University of Western Ontario’s Faculty of Health Sciences, believed that a different approach to the creation of a regulatory framework, one that involved citizens from the beginning, was needed. “If the people in the municipalities don’t understand the rationale and the goals it’s going to be very difficult to move forward,” she says. “It’s a more difficult process than it needs to be if people aren’t included right up front.”


That inclusion makes the conventional concept of public consultation—which tends to take the form of a few one-off meetings and a Seinfeldian airing of grievances—look like a joke. Brown believed that the public didn’t just need to be consulted, but engaged and educated, an approach that she describes as a “community development model.” Rather than simply asking for their opinions, she wanted to create a program that would help them formulate more educated and informed opinions; ones that would challenge the people making the decisions.


The result was a network that featured six local, multi-stakeholder, community-based working groups, a regional municipal sub-committee and a professional adult-education learning program to train its participants. Almost 100 people



joined the working groups, with more than 75 of those completing the 15-module training component by 2009. The educational benefits produced by this form of so-called “deep engagement” flowed both ways, too. “It sharpened our ability to understand what people were thinking, and the things that maybe we’d overlooked in terms of issues and perspectives that we were going to have to address,” Brown says. “It was very educational for us; it was educational for everybody.”

Larry Moore, CEO of the Walkerton Clean Water Centre, admires Brown’s ability to see the bigger picture when it comes to formulating good policy. “She doesn’t just take a

“Cathie’s work in developing source protection programs in western Ontario is a gold-star example of how to truly engage stakeholders.” 

two-dimensional view of what communication and outreach can be,” he says. “She sees it as a very complex, but at the same time manageable, enterprise to really engage the people of Ontario in drinking-water issues.” That engagement, Brown believes, has to take place at the source. “I know broadly people have been looking at electronic alternatives, but my experience is that face-to-face really does have a huge impact. It is such a rich process, and the results are so valuable, that I believe it’s worth the effort.” 

TRUST



Municipalities across Ontario trust the Ontario Clean Water Agency (OCWA) to operate their water and wastewater facilities – efficiently and effectively.

That's because we take our commitment to clean water, community health, and the environment, just as seriously as they do.

We interrupt this message to congratulate the people, businesses, innovations and projects nominated for Water's Next in celebration of Canada's water excellence.

NOMINEES

People

- Phillip Adsetts, Kinetico Canada
- Bill Berzins, Fossil Water
- Cathie Brown, Ausable Bayfield Maitland Valley Drinking Water Source Protection Region
- John Coburn, XPV Capital
- Robert Dell, The Water School
- Peter Huck, University of Waterloo
- Karen Kun, Waterlution
- Dalton McGuinty, Ontario Premier
- Tim Morris, Walter and Duncan Gordon Foundation
- Wayne Parker, University of Waterloo

Businesses

- Armstrong Manufacturing
- Bernardi Building Supply
- Building Water Solutions
- EcoWater Canada Ltd.
- EnviroTower Inc.
- ENBALA Power Networks Inc.

- Enermodal Engineering
- LPJ Plumbing Inc.
- Paradigm Environmental Technologies Inc.
- Purifics
- Regional Municipality of York
- SMART Watering Systems Inc.
- Unifay-Fedar Investments

Innovations

- Conduit Mapping and Scanning System
- First fixed network AMR system in Canada
- GE Power & Water and FilterBoxx Water & Environmental Corp. agreement
- GE Mobile Evaporator
- Bacterial Source Tracking Technology
- Water Opportunities and Water Conservation Act

- West Elgin Water Treatment Plant
- World's First Single Flush 3L Toilet
- Locating polybutylene water service main stop with the use of a closed-circuit television camera

Projects

- Alberta WaterPortal
- Cartier Water Treatment Plant
- Collaborative Study to Protect Lake Ontario Drinking Water
- City of Welland: ISO9001:2008 Drinking Water Distribution System
- Dawson Creek Water Re-Use Project
- Elm Drive Sustainable Stormwater Management Retrofit Project
- Lakeview Water Treatment Plant Expansion
- Living Lakes Network Canada
- Moncton Water Treatment Plant
- Sanford Water Treatment Facility

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EDITOR

Kerry Freek

ASSOCIATE PUBLISHER

Lee Scarlett

PUBLISHER

Todd Latham

ART DIRECTOR & DESIGN

Donna Endacott

ASSOCIATE EDITOR

Mira Shenker

WEBMASTER

Miles Andrew Baker

EDITORIAL INTERN

Brad Densmore

CIRCULATION MANAGER

Sharlene Clarke sharlene@watercanada.net

ADVERTISING

Lee Scarlett lee@watercanada.net
Todd Latham todd@watercanada.net
Chris Tully chris@watercanada.net



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ACTUAL MEDIA INC.

218 Adelaide Street W., 3rd Floor
Toronto, ON, Canada M5H 1W7
Phone: 416.444.5842 Fax: 416.444.1176
Toll Free: 1.877.663.6866

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Time for Some Good News

It's a hard time for water. Whether they're about crumbling infrastructure, inadequate monitoring, or climate change, the piles of reports released this year continue to indicate the water sector's—government, business and otherwise—failure to measure up. The statistics paint a depressing picture for our country's most important natural resource.

At Water Canada, we're looking at things a bit differently. Every day, we hear stories about our country's energized leaders, innovative technologies, quality research, and unique solutions for water challenges. It's refreshing news, and we wanted to share it with you.

The result is Water's Next, a collection of incredible achievements. In the following pages, you'll read about the people and ideas that are making a difference in Canada's waterscape and beyond—from Karen Kun's efforts to help shape the next generation of leaders, to the City of Dawson Creek's innovative reuse plans, to ENBALA's work in the water-energy nexus, to Hennessy & Hinchcliffe's three-litre toilet that actually works.

How did we choose these features? It was a long process. Back in July 2010, we invited you, our readers, to submit nominations under four categories:

Kerry Freek
Editor, Water Canada

PS. Don't forget to visit our website, watersnext.ca, to read profiles and learn about nominations for next year's edition.

** Like water itself, Canada's waterscape is interconnected and touches many different areas. As such, we made our best efforts to form category teams that represented multiple backgrounds and required committee members to declare any conflicts of interest regarding nominees.*

People, Projects, Business and Innovation. Nominations closed in October, and we were thrilled with the results.

The Water's Next selection committee (see page 4), a group of water experts from varied disciplines from across the country, carefully reviewed the nominations. Divided into teams*, the committee members tackled the categories and made some

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tough decisions. Five people, along with three each from the projects, innovation, and business categories, were chosen based on the teams' recommendations.

Water Canada extends heartfelt thanks to the selection committee members for lending their time and submitting thoughtful comments about each nomination. We'd also like to congratulate the successful nominees for their hard work and commitment to making safe, healthy water resources a priority.

We hope you enjoy the publication. You've got good news in your hands. 💧



selection committee



Zafar Adeel has experience in a variety of water and environmental issues, including monitoring and control of water pollution, and solutions to industrial environmental problems. He is also keenly involved in development of and liaison with

international networks of water experts. He serves as director at United Nations University Institute for Water, Environment and Health (UNU-INWEH). Currently, Adeel is serving as the chair of UN-Water, a group of 27 agencies focused on global water issues.



Rupert Allen is the water and wastewater sector analyst for Industry Canada where he works on issues of technological innovation and sector capability. He has worked for Canada's federal government for the past three years. Prior, he worked

for private sector companies in England, Italy, and Brazil. Rupert has a Master's degree from the University of Essex.



Peter Bozzo has worked in the water industry for 15 years. He is a Certified Water Treatment Specialist. Currently the president of the Canadian Water Quality Association, Peter is actively involved in the industry and has served on numerous

boards and panels. Peter is proud to be part of a successful family business in Toronto, Ontario (Nimbus Water Systems Inc). In 2005 he took over the active role as president and launched a national water dispensing business (Nimbus Water Vending Services Inc). In 2010 he hopes to continue the success and momentum with the birth of a new business, Go Bottleless Inc.



Adam Chamberlain is a partner with the law firm of Borden Ladner Gervais LLP and a member of the firm's Environmental and Energy practices.

Adam acts as Environmental Assessment and environmental approvals counsel on

large infrastructure projects in the water, wastewater, energy, and waste sectors and is active with environmental assessment processes for other types of projects as well. He is a Certified Specialist in Environmental Law.



After a long career in institutional equity sales with various Canadian banks, **Milla Craig** is now the principal of Millani Perspectives, offering sustainable investing industry analysis and consulting services to asset owners,

asset managers, and publicly listed corporations.



Harry Dahme is a senior partner at Gowlings' Toronto office and leader of the National Environmental Law Practice Group. He has practiced exclusively in the area of environmental law since 1984 and has a solid

reputation as one of the foremost environmental lawyers in Canada. Harry is certified by the Law Society as a Specialist in Environmental Law.



Since 2001, **Rick Findlay** has been a director of the Canadian Water Network, a national Network Centre of Excellence that matches, directs and manages Federal Government NCE funding for water research at Canadian universities and other public and private partner institutions.

He is now vice-chair. Rick retired in July 2008 after almost a decade as director of the Water Programme of Pollution Probe, a Canadian non-profit, non-government organization.



Nancy Goucher is the program coordinator for Forum for Leadership on Water (FLOW), a collaborative of water policy experts encouraging government action to protect Canada's freshwater resources. She has a Master of Environmental Studies degree

in Planning from the University of Waterloo. Nancy has published numerous articles on water management in Canada, including Seeking Water Justice: Strengthening Legal Protection of Canada's Drinking Water, a report she co-authored with Randy Christensen of Ecojustice.



Alan Harvie has practiced environmental law since 1989. He is chair of Macleod Dixon LLP's Environmental Law Practice Group. Alan has significant water law experience in Alberta, and has been involved with water law issues involving

power plants, irrigation infrastructure, real estate and tourism projects, industrial facilities, water and wastewater treatment plants, and water rights trading. He is a past-president of Trout Unlimited Canada (Bow River Chapter) and a member of various water-related public advisory committees.



David Henderson is the founder and managing director of XPV Capital Corporation, a leading investment firm that invests in high growth water companies. David identifies and invests in companies capitalizing on the opportunities created by the "new water economy." He is a

respected speaker and contributor in water technology and investing. David is an advisor to the Ontario Clean Water Initiative and Imagine H2O and was a recipient of Canada's Top 40 Under 40 Award in 2009.



Elizabeth Hendriks is the water governance and policy coordinator for the POLIS Project on Ecological Governance—University of Victoria (poliswaterproject.org) and is involved in the provincial government's *Water Act* modernization process. She is also part of the Living Water

Policy Project and manages the evolving national water policy library found at waterpolicy.ca.



Christopher Hilkene is the president of the Clean Water Foundation, a Canadian non-profit organization dedicated to engaging individuals in actions that preserve, protect and improve our water. Since 2007, Chris has been a member of the National Roundtable on the

Environment and the Economy and chairs its water program. He is a governor of Ryerson University, a director of the George and Helen Vari Foundation, Pollution Probe, and an advisory board member of Green Living Enterprises.

selection committee



Prior to joining Climate Change Infrastructure, a clean technology investment firm, **Faisal Mirza** worked as a consulting engineer for Earth Tech (now AECOM) where he designed, modelled and project-managed the

construction of water resource systems for clients across North America and West Africa. He lived in Nigeria for 13 months managing Earth Tech's offices providing his water expertise to the World Bank, various state water corporations and the Canadian International Development Agency (CIDA).



John Nicholson is a member of the editorial advisory board of Water Canada and is its past editor. John co-founded Environmental Business Consultants (EBC), a firm that specializes in helping environmental

companies grow and prosper through technical assistance, financing, and business development. He has worked in the environmental sector, including water and wastewater, since 1989. John has an B.Sc. (Eng.) and an M.Sc. in environmental engineering from the University of Guelph.



Bruce Pardy is a professor in the Faculty of Law at Queen's University. He has written extensively on environmental governance, ecosystem management, climate change, water policy and environmental liability,

and has taught environmental law in Canada, the United States and New Zealand. Before becoming an academic, Bruce was a litigation lawyer at Borden Ladner Gervais LLP in Toronto. He presently sits on the Ontario Environmental Review Tribunal as an adjudicator and mediator.



Lynn Patterson is director of corporate responsibility for RBC, and is responsible for the strategy and promotion of the RBC Blue Water Project, the company's wide-ranging, 10-year, global commitment

to water stewardship. She is the executive editor of RBC's annual Corporate Responsibility Report, and oversees the company's sustainability reporting.



Dianne Saxe is one of the world's top 25 environmental lawyers, according to Best of the Best, 2008. She's also listed as one of Canada's best environmental lawyers in numerous rating services, including

every edition of Lexpert's Guide to the 500 Leading Lawyers in Canada. One of Canada's first Certified Specialists in Environmental Law, she has received the Ontario Bar Association Distinguished Service Award and has 34 years of experience in all areas of environmental law and litigation.



Hans Schreier is a professor in the Faculty of Land & Food Systems at the University of British Columbia. His research focuses on watershed management, land-water interactions, soil and water pollution, and GIS. He has worked extensively in

watershed studies in the Himalayan and Andean regions, and in Brazil, Honduras, Vietnam, and Mongolia. In 2004 he received the Science in Action Award from the UN's International Year of Fresh Water, Science & Education Program, for outstanding work in making watershed management knowledge available in Canada and in developing countries.



An aquatic biologist with extensive work experience in water management issues in both British Columbia and Yukon, **Bob Truelson** is involved with Environmental Assessment work related to mining project reviews, conducting water quality

trend assessments on priority watersheds in Yukon, and represents Yukon on national water files related to water quality. He is the manager of water quality for the Government of Yukon.



Anthony M. Watanabe is the founding CEO of the Innovolve Group, a consultancy helping clients maximize their investments in sustainability. Working with multinationals such as P&G, Kraft, RBC and Bayer, or global initiatives such as the Asia Pacific Partnership

or the World Green Building Council, Innovolve seeks scale at the forefront of the sustainability movement. Anthony has championed Innovolve's emerging water practice, first with the inaugural Canadian Water Summit, and more recently with the report titled Water and the Future of the Canadian Economy. Anthony also volunteers his time to water initiatives such as the Canadian committee for ISO 14046 and the Water Footprint standard.



Cynthia Wesley-Esquimaux has taught Native Studies, Political Science, History, and Business, at Georgian College, Seneca and Laurentian University, and Aboriginal Studies and Social Work at the University of Toronto. She is an advisory member of the Mental

Health Commission of Canada, holder of the Nexen Chair in Aboriginal Leadership at the Banff Centre in Alberta, a returning member of the Lake Simcoe Science Advisory Committee, a Lady of the Lake, and an active and engaging media representative. Cynthia is a member of the Chippewa of Georgina Island First Nation in Lake Simcoe.



Kevin Wong is the executive director of the Canadian Water Quality Association. His responsibilities include the execution of the association's strategic plan, growth of its membership, and close interface with regulatory bodies. Previous to joining

the CWQA, Kevin worked with Cimatic Environmental Engineering and Jacques Whitford Environmental.