



## CANADIAN AWARD FOR ENVIRONMENTAL INNOVATION

### FOR IMMEDIATE RELEASE

### Canadian Environmental Innovation Award Winner

OTTAWA, OCTOBER 19, 2009 — The Royal Canadian Geographical Society and 3M Canada have announced the first winner of the **Canadian Environmental Innovation Award**.

Inaugurated in 2009, the Award for Environmental Innovation recognizes individuals who are making innovative contributions to the protection, restoration and preservation of the Canadian environment.

The first annual recipient is **Sidney Ribaux**, co-founder of Équiterre, a Montréal-based organization that develops projects which empower citizens to make environmentally and socially responsible choices. Founded in 1993, its programs include ecological agriculture, fair trade and responsible consumption, sustainable transportation, energy efficiency and a LEED Green Building project.

“The number of nominations received for this new Environmental Innovation Award made the task of the jury very difficult,” says Bruce Amos, Jury Chair, “but Sidney Ribaux’s commitment to the environment is exceptional, as are the innovative programs that Équiterre has put in place to engage citizens in making equitable and ecological choices.”

The two other finalists for this year’s Award were Chief Gordon Planes of Sooke, B.C., and Dr. Patrick Hettiaratchi of the Department of Civil Engineering, University of Calgary. Planes was nominated for the T’Sou-ke Solar Project, the largest solar array in British Columbia. Hettiaratchi was nominated for his work on the development and implementation of a sustainable landfill biocell technology project in Calgary.

The 2009 Award winner, Sidney Ribaux, will receive his medal at The Royal Canadian Geographical Society’s College of Fellows Dinner on November 5, 2009, at the Fairmont Château Laurier in Ottawa.

The **Canadian Award for Environmental Innovation** was established by The Royal Canadian Geographical Society in partnership with 3M Canada and *Canadian Geographic* magazine.

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