



UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement Programa de las Naciones Unidas para el Medio Ambiente

Программа Организации Объединенных Наций по окружающей среде برنامج الأمم المتحدة للبيئة

联合国环境规划署



MEDIA ADVISORY

United Nations World Environment Day Celebrations Culminate in Toronto with Launch of Global and Canadian Reports on Forests and Biodiversity

Washington, D.C./Toronto, Ontario, 3 June 2011— The North American celebrations of World Environment Day (WED) will culminate in Toronto, Ontario at a press conference on Monday, 6 June with the launch of a United Nations report on forests and a report on Canada's biodiversity by the country's leading green economy think tank, as well as an award presentation ceremony honoring the winners of the United Nations Environment Programme's (UNEP) International Children's Painting Competition.

UNEP, the UN's leading authority on the environment, will launch a global report entitled *Forests in a Green Economy*, which provides an evidence-based roadmap that outlines why ecosystems must be managed properly if we are to successfully build a low-carbon, resource-efficient future.

Sustainable Prosperity will launch its report *Advancing the Economics of Biodiversity in Canada*, which looks at the economic value of the services that nature provides to us for free, such as nourishing the soil, cleaning the air and water, or maintaining a life-supporting climate.

The day's events will also include a student workshop led by astronauts Mae C. Jemison and Roberta Bondar. Jemison is the United States' first African-American female astronaut and spokesperson for Bayer's award-winning Making Science Make Sense® program. Bondar is Canada's first female astronaut and a medical doctor who holds a doctorate in neuroscience.

Media are invited to attend all events as outlined below, and interviews with any of the participants will be available upon request.

Programme

Monday, June 6

9:00 – 10:00 **Press Conference**

Venue: Evergreen Brick Works
BMO Atrium, 550 Bayview Avenue
Toronto, Ontario M4W 3X8

Press conference to announce:

- Key findings of United Nations Environment Programme (UNEP) global report on forests;
- Key findings of report on biodiversity in Canada by Sustainable Prosperity;
- North American and Toronto winners of 20th annual International Children's Painting Competition on the Environment (ICPC) whose paintings capture the theme *Life in the Forest*.
- Opening of the annual North American ICPC exhibition

Participants:

- Honorable Linda Jeffrey, Minister of Natural Resources, Province of Ontario
- Lawson Oates, Director, Toronto Environment Office
- Amy Fraenkel, Director, UNEP Regional Office for North America (RONA)
- Geoff Cape, Executive Director, Evergreen Brick Works
- Stewart Elgie, Chair, Sustainable Prosperity
- Roberta Bondar, Canada's first female astronaut
- Ernie Springolo, Division Head, Bayer MaterialScience Canada and Co-Chair, Bayer Canada's Sustainability Council

Moderator: Elisabeth Guilbaud-Cox, Head of Communications, UNEP RONA

10:30 – 11:00 **Tree planting** on the grounds of Evergreen Brick Works with:

- The Honorable Linda Jeffrey
- Lawson Oates
- Amy Fraenkel
- Dr. Roberta Bondar
- Geoff Cape
- Stewart Elgie

10:30– 14:30 **Student Interactive Workshop with Dr. Mae C. Jemison:**

Forests Matter to Youth, Too!

Venue: Evergreen Brick Works, Holcim Gallery

Interactive workshop led by Dr. Jemison and attended by North Kipling Junior Middle School students and the five ICPC winning student artists who will identify key regional environmental issues/concerns and offer potential solutions/recommendations for addressing them. Bayer scientist-volunteers and regional environmental NGO leaders will serve as expert-sources for the students. The session will end with brief student presentations to an audience of students, expert resources, representatives from the Toronto and Ontario governments, business and community leaders, and other dignitaries including Canada's own Dr. Roberta Bondar.

18:00-20:00

WED Reception hosted by Labatt Breweries

Venue: Labatt Breweries

Labatt Breweries of Canada

Labatt House, Queen's Quay Terminal

207 Queen's Quay West (Suite 2999)

Toronto, Ontario M5J 1A7

For more information, contact:

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Note to Editors:

About World Environment Day

World Environment Day (WED), commemorated each year on 5 June, was established by the United Nations General Assembly in 1972 at the Stockholm Conference on the Human Environment. WED is one of the principal vehicles through which the United Nations stimulates worldwide awareness of the environment and enhances political attention and action. With thousands of events in UNEP's six global regions: Africa, Asia and the Pacific, Europe, Latin America and the Caribbean, North America and West Asia, WED is considered one of the largest environmental events of its kind.

About the UNEP Regional Office of North America

UNEP is the leading authority on the environment within the United Nations system. The Regional Office for North America, based in Washington, D.C., serves Canada and the United States. Its mission is to build support in the region for UNEP's work, to promote effective responses to international environmental challenges and to foster cooperation on environmental issues between North America and the broader international community. To achieve this mission, the Regional Office's strategy is to promote collaboration between UNEP and all sectors of North American society, including U.S. and Canadian governmental institutions, the private sector, non-governmental organizations and other civil society groups. For more information, visit www.unep.org/rona.

About Bayer Inc.

Bayer Inc. (Bayer) is a Canadian subsidiary of Bayer AG, an international research-based group with core businesses in health care, crop science and innovative materials. Headquartered in Toronto, Ontario, Bayer Inc. operates the Bayer Group's HealthCare and MaterialScience businesses in Canada. Bayer CropScience Inc., headquartered in Calgary, Alberta operates as a separate legal entity in Canada. Together, the companies play a vital role in improving the quality of life for Canadians ? producing products that fight diseases, protecting crops and animals, and developing high-performance materials for applications in numerous areas of daily life. Canadian Bayer facilities include the Toronto headquarters and offices in Montréal and Calgary. Bayer Inc. has approximately 800 employees across Canada and had sales of \$827 million CDN in 2010. Globally, the Bayer Group had sales of over 35 billion Euro in 2010. Bayer Inc. invested approximately \$36 million CDN in research and development in 2010. Worldwide, the Bayer Group spent the equivalent of over 3.1 billion Euro in 2010 in R&D. For more information, go to www.bayer.ca.

About Evergreen

Evergreen is a not-for-profit organization that makes cities more livable. By deepening the connection between people and nature, and empowering Canadians to take a hands-on approach to their urban environments, Evergreen is improving the health of our cities—now and for the future. Since 1991, it has engaged people in creating and sustaining

healthy, dynamic outdoor spaces across Canada—in schools, communities and homes. Its entrepreneurial approach to social responsibility creates vibrant neighbourhoods, a healthy natural environment and a sustainable society for all.