



GREEN LIVING SHOW

APRIL 15-17

Direct Energy Centre, Exhibition Place, Toronto

- [HOME](#)
- [MAIN STAGE](#)
- [ATTRACTIONS](#)
- [BIOVINO](#)
- [BUSINESS FORUM](#)
- [ADMISSION](#)
- [MEDIA](#)
- [EXHIBITORS](#)
- [SPONSOR](#)
- [GREEN LIVING ONLINE](#)

2010 Main Stage Schedule

Green Living compiled a schedule of exciting speakers, celebrities, authors, activists and other events for our Main Stage at the 2010 Green Living Show.

[Friday](#) | [Saturday](#) | [Sunday](#)

Friday, April 23, 2010

7:30 am–noon

Green Living Business Forum 2010: Green Strategies for Economic Success

Business leaders and international experts come together to demonstrate green strategies for economic success.

[SEPARATE TICKET REQUIRED: \\$95 + GST »](#)

BUSINESS FORUM FEATURES

7:30 - 8:30 am Exclusive Networking Breakfast (Cafe Soleil)

8:45 am Welcome/Opening (Main Stage)

- **Laurie Simmonds**, President & CEO, Green Living Enterprises
- **The Honourable John Gerretsen**, Ontario Minister of the Environment
- **Colin Andersen**, CEO, Ontario Power Authority



Laurie Simmonds, President & CEO, Green Living Enterprises



The Honourable John Gerretsen, Ontario Minister of the Environment



Colin Andersen, CEO, Ontario Power Authority

9:00 am Keynote Speaker – Jeff Rubin

Jeff Rubin, leading economist and author of *Why Your World is About to Get a Whole Lot Smaller*, has been instrumental in bringing key issues to national attention. He's recognized internationally for his prescient calls on oil prices and their economic impacts.



10:00 am Executive Panel Discussion: The Strategic Approach to Sustainability

An interactive panel of corporate leaders demonstrate why



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green is essential to business success.

Featuring:

Mandy Shapansky, CFO & Chief of Staff, Xerox
Sue Graham Parker, Senior VP, Public, Corporate & Government Affairs, Scotiabank
Henry Sauvagnat, Vice-President, Sustainable Development, Cascades Inc.

They'll share insights on what's to come – the future vision of green for companies – that are sure to inspire and educate.

Moderator: Steve Maich, Editor of *Canadian Business*



Mandy Shapansky, CFO & Chief of Staff, Xerox

Sue Graham Parker, Senior VP, Public, Corporate & Government Affairs, Scotiabank

Henry Sauvagnat, Vice-President, Sustainable Development, Cascades

11:00 am – noon

Keynote Address – Van Jones

Van Jones, environmental advocate, best-selling author of *The Green Collar Economy*, and former Special Advisor for Green Jobs, Enterprise and Innovation to President Obama, offers an inspiring perspective on how innovation and entrepreneurship in the clean energy sector are the keys to solving economic and environmental challenges.



12:00 pm

Closing Remarks

Presented by:



[« back to top](#)



Main Stage Host Stacey Bernstein

Producer, director, writer and performer



12:30 pm – 1 pm

Ministry of Environment, Youth Day Forum

Special guests from Ontario's Ministry of the Environment will be speaking with students on how to "add it up" by taking action to protect the environment. Tyson Jerry and Cloe Whittaker from Driven to Sustain will also be sharing tips on sustainable living and talking about their world record-breaking journey across North America in "The Green Machine" — a van powered exclusively by waste vegetable oil.

Presented by:



1:00 pm – 2:30 pm



[Youth Program](#)

Tom Barlow, singer/songwriter, three-time Juno Award nominee

A social activist, Tom Barlow will share his musical messages on how you can do your part to help save the planet. He is also a former high school teacher who has been to the Arctic on several occasions, where he performed and studied climate change with leading scientists.



7:00 pm

[GREEN TORONTO AWARDS](#)

Join Mayor David Miller, Deputy Mayor Joe Pantalone and special celebrity guest, meteorologist from CityNews, Michael Kuss for an evening of awards and celebration. Special guest musical performance by Dala.

Please join Mayor David Miller, awards nominees and fellow guests for a post-show reception at the Café Soleil in the Galleria.



Mayor David Miller
[« back to top](#)



Joe Pantalone



Michael Kuss



Dala

Saturday, April 24, 2010



11:00 am – 11:45 am

Bryan Pearson, President and CEO, LoyaltyOne

Swiping for Sustainability – Inspiring Social Change for a Better Brand and Planet

A single shopper can have a major influence on sustainability, one swipe at time, thanks to the AIR MILES Reward Program. North America's largest coalition loyalty program realizes that inspiring consumer behavior socially, rather than simply influencing purchases, encourages systemic changes that help the earth. To this end, it launched AIR MILES My Planet, a program offering its members – more than two thirds of Canadian households – in excess of 100 opportunities to live green, from transit passes to cleaning products. This session will detail the eco-friendly mechanics of the program and its opportunities to energize change. From teaming with sponsors and reward suppliers to launching an online Learning Centre, AIR MILES My Planet is the complete program.

Presented by:



Noon – 12:45 pm

Know How with John Bell

Quick and easy tips on greening your home and saving money

The Home Depot presents John Bell, host of the successful television series World's Greenest Homes, who will engage you with a series of Know How sessions on eco-renovations and greening your home.



Joe Pantalone

1:00 pm – 2:00 pm

Toronto Mayoral Discussion

Hear the mayoral candidates' environmental platforms. **Joe Pantalone**, Deputy Mayor, City of Toronto, **George Smitherman**, **Rocco Rossi** and **Rob Ford**, Councillor Etobicoke North.

Moderator: **Roger Petersen**, CityNews Anchor/Reporter



George Smitherman



Rocco Rossi



Rob Ford



Roger Petersen



2:00 pm – 2:45 pm

Clara Hughes, Canadian Olympian

Lessons Learned

Clara Hughes is the only athlete in history to win multiple medals in both Winter and Summer Olympic Games. "Lessons Learned" is her story of how she found inspiration to race her last Olympic race as she did her first, with no limitations and absolute focus. Hughes was Canada's flag-bearer at the Vancouver Olympic Games and was recently awarded the Order of Canada. She is also the spokesperson for the Nature Conservancy of Canada (Quebec Chapter), advocating for the protection of the Sutton Mountain range in her region in Quebec. She is an avid hiker and is committed to protecting natural areas so that everyone has access to the beautiful outdoors.

Natur-a invites you to meet Clara immediately following the presentation at the Natur-a booth #1431.

Presented by:



Gideon Forman

3:00 pm – 3:45 pm

GREEN LIVING HEALTH FORUM

Eco toxins and our health

Special guest speakers include:

Dr. Victoria Lee, Board of Directors, Canadian Association of Physicians for the Environment

Gideon Forman, Executive Director, Canadian Association of Physicians for the Environment

Lisa Gue, Environmental Health Policy Analyst, David Suzuki Foundation

Moderator: **Adria Vasil**, Author of *Ecoholic*



Lisa Gue



Adria Vasil

What do household chemicals, air pollution and climate change do to your health? Get answers at this fascinating forum. Plus, learn about an exciting new blog, Docs Talk, where leading doctors tell you how to protect the earth...and your family!

Adria Vasil, will meet & greet fans at the *Now* magazine exhibit on Saturday between 1 pm - 2:30 pm



Colin Firth

5 pm – 6 pm — FREE

Entertainers for a Green Economy — Award Presentation
Colin Firth and Nicola Giuggioli are honoured for outstanding green business leadership

Don't miss the first Green Living/EMA (Environmental Media Association) International Entertainment Award, given to celebrities who make outstanding contributions to promoting a global green economy. This year Oscar-nominated actor **Colin Firth**, with wife Livia Firth and her business partner **Nicola Giuggioli**, are honoured for founding Britain's first ecological destination store Eco Age. Actress and environmental devotee **Amy Smart** will present the award.



Nicola Giuggioli

Hosted by *BT-BreakfastTelevision's Jennifer Valentyne*.

Plus – Eco Age's products and other Green Living approved green goods, are available with e-commerce partner Wellness2Day.com (W2D). W2D is donating a portion of its online sales revenue to various nonprofit environmental organizations, including EMA!



Amy Smart
[« back to top](#)



Jennifer Valentyne



Sunday, April 25, 2010



Gideon Forman

Noon – 12:45 pm

GREEN LIVING HEALTH FORUM

The dangers of toxic chemicals

Special guests speakers include:

Dr. Victoria Lee, Board of Directors, Canadian Association of Physicians for the Environment

Gideon Forman, Executive Director, Canadian Association of Physicians for the Environment

Dr. Rick Smith and Bruce Lourie, Co-Author of "Slow death by rubber duck".

Moderator: **Adria Vasil**, Author of *Ecoholic*



Dr. Rick Smith and Bruce Lourie

Should I be worried about lawn pesticides? Can nuclear power give me cancer? Are coal plants making my family sick? What's up with those toxic chemicals in everyday consumer items? Ask experts your questions about how the environment impacts your health.



Adria Vasil



1:00 pm – 1:45 pm

Frank Ferrigine

The untold good bug, bad bug garden story

Frank Ferrigine is the Weather Specialist on *Breakfast Television (BT)* and gardening expert on *BT, CityLine* and *CityNews*, demonstrates ways to keep out bad bugs, and attract good bugs to your garden.



2:00 pm – 2:45 pm

Know How with John Bell

Quick and easy tips on greening your home and saving money

The Home Depot presents John Bell, host of the successful television series *World's Greenest Homes*, who will engage attendees with a series of *Know How* sessions on ecorenovations and greening your home.



[« back to top](#)

[BACK TO ATTRACTIONS](#)

