

# The Innovators in Sustainability Project

## Meet Calgary's Innovators in Sustainability

Wednesday, Nov 27, 2013

Arrival 4:15 – 4:30pm

Facility Tours 4:30 – 6pm

Refreshments & Networking 6 – 6:30pm

Presentation & Panel 6:30 – 7:30pm

Post Event Mixer – tbd

**FEATURED INNOVATOR:**

DIRTT Environmental Solutions  
7303 – 30 St SE, Calgary

This event is free of charge.  
Seating is limited – RSVP required:  
[vermillioncalgary.org/events](http://vermillioncalgary.org/events)

*“So many industry forums are more like group therapy than useful dialog. I like how Vermillion is much more solution-focused.”*

– Nelson Switzer  
Director & Leader,  
Sustainable Business Solutions  
PricewaterhouseCoopers

**Co-hosts:**



Vermillion



Vermillion®

We are all connected. When companies improve safety rates, family leave policies, emissions, and relationships with suppliers, they reduce downtime, improve health and productivity—enriching their staff and investors, and strengthening customer bases for themselves and others. Shouldn't we learn from this and reward it?

This event will feature how DIRTT is re-shaping interior construction for the good of people, planet and prosperity. They deliver high-end low-impact custom prefab interiors at a lower cost than conventional

methods—thereby building a stronger, more resilient Calgary for today and tomorrow.

The Innovators in Sustainability project encourages business leadership, youth mentorship and skills training—thereby empowering Calgarians to be more impactful workers and consumers.

Thank you to our Co-hosts:  
Vermillion Calgary, Vermillion Canada.

**About the series:**

This is an event and documentary series about how business innovators are re-shaping industry practices for the good of people, planet and prosperity. These are stories about navigating internal conflicts and overcoming external barriers. From raising money to working with new materials – and from overcoming market obstacles to respecting (sometimes) outdated regulations – the innovators are building new models that change our communities and world for the better. This project also helps position young people for success with better workplace-relevant education about full-spectrum sustainability. *We provide all this recognition free of charge to deserving practitioners and companies.* Sponsors and supporters make it possible.

Here is what Nelson Switzer (Director & Leader, Sustainable Business Solutions PricewaterhouseCoopers) has to say: "So many industry forums are more like group therapy than useful dialog. I like how Vermillion is much more solution-focused."

Community events become case studies as well as high-impact broadcast and digital media

Many events like this don't get recorded so they leave a single community impression (not exactly resource efficient). But these are stories worth telling and we live in a wired world, so we will film many events, and post them online for ongoing community value. And we'll dramatize some content for better engagement. Digital media can be shared over and over in Calgary and beyond – *continuing to inform public and business audiences along the way.*

Here is what Martin Haigh, (Senior Energy Adviser of the Scenarios Team at Shell International) has to say: "Existing calls for action on the environment seem to struggle to find resonance with much of the public. At a recent London conference, I was particularly struck by Vermillion's presentation; I think they are engaging in some really valuable work to understand how to frame sustainability messages that work for wider audiences."

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