



Vermillion

For immediate release

Job-killing environmentalists and corporate evil-doers rejoice!
Vermillion is displacing counterproductive clichés with the Innovators in Sustainability project.

CALGARY, NOVEMBER 27, 2013 – Vermillion is launching the Calgary stream of the Innovators in Sustainability project with an event about how DIRTT Environmental Solutions is building a stronger Calgary for today and tomorrow. This also marks the beginning of Vermillion’s Clarity Campaign to improve public literacy about the goals of sustainability, and showcase useful techniques that elevate people, planet *and* prosperity in a range of sectors.

“It’s a problem for businesses and investors when the public doesn’t reward real and measureable progress,” says Ron Thiele, Chair of the Vermillion Calgary Steering Committee. “The Innovators of Sustainability project is critical for helping the public better understand sustainability, bypassing the jobs versus environment trap and generating more consensus-based solutions.”

Featuring Mogens Smed, the well-known Calgary entrepreneur who founded DIRTT a few years ago, this event will begin Wednesday, November 27 at 4:30pm local time. Vermillion is organizing this event with community allies like The City of Calgary Office of Sustainability and the Empowering Minds youth leadership initiative.

“We’re embarking on this event and documentary project to enable our Teen Ambassador Program graduates to see *firsthand* how business innovators are re-shaping industry practices for the good of people, planet and prosperity,” said Cassidy Robertson, Youth Coordinator of Empowering Minds. “We like how this project is designed to inform business managers, young people and the general public—all of whom who can then carry more constructive insights back to their business and social networks.”

The event is an introduction to the Innovators in Sustainability project’s construction industry stream and will showcase progress and key opportunities for improvement in the sector. As part of the multi-phase project, other events in the coming months will explore real progress in additional sectors. Industry forums and multi-stakeholder roundtables will follow, culminating in industry-focused reports on how to advance sustainability by elevating people, planet *and* prosperity.

Vermillion Calgary is building stronger communities for today and tomorrow. We do this through constructive non-partisan initiatives, promoting a more sustainable economy and public literacy about the issues. Our flagship programs encourage business leadership, youth mentorship and skills training. Empowering Minds training penetrates the core of many social issues for young people, giving students the confidence to lead and better preparing them to combat today’s most difficult issues. Launched in 2006, its programs have provided over 4,000 teens with world-class leadership experiences.

For more information about this Innovators in Sustainability event featuring DIRTT, and to register, please visit <http://bit.ly/1ekIFbW>.

About Mogens Smed

Considered the leading voice of modular interior construction in North America, Mogens Smed has expanded the notion with his company DIRTT. The acronym stands for Doing It Right This Time and is doing so by using a proprietary 3D software platform as its backbone. The company, started in 2005 and has since grown by 20 percent each year. DIRTT has thousands of unique projects around the world ranging from commercial offices to healthcare environments to schools. Smed was named Environmental Champion by Interiors & Sources magazine in 2004 and the Clean Tech Entrepreneur of the Year at the 2013 Ernst & Young EOY for the Prairies.

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Related Links:

<http://innovatorsinsustainability.org>
<http://empoweringminds.org>
<http://vermillioncalgary.org>
<http://bit.ly/1ekIFbW>