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## Agenda

### Location:

Hilton Bonaventure  
900 Gauchetière ouest  
Montréal

### Date:

November 23, 2004

### 8:00 - 9:00

Registration

### 9:00 - 9:15

#### Host Address

Welcome from the City of Montréal - Helen Fotopulos, City Councillor, City of Montréal

### 9:15 - 10:15

Morning Sessions - Plenary

### Introduction to Green Roofs

Benefits, Research Needs & Market Development

**Steven Peck, Executive Director, Green Roofs for Healthy Cities**

For over a decade, **Steven Peck** has conducted public policy research on a variety of environment and economy issues with a focus on environmental technology transfer and public policy. In 1996, he established the Cardinal Group Inc., a consulting firm that provides services focused on processes, policies and programs that result in sustainable businesses and sustainable community development. Mr. Peck co-authored two reports for the Climate Change Secretariat's Technology Table and prepared Canada's Report on the Status of Sustainable Communities for the World Summit on Sustainable Development in Johannesburg.

In addition to his policy research, Mr. Peck is the founder and executive director of Green Roofs for Healthy Cities, established in 1999 after completion of the report Greenbacks from Green Roofs: Forging a New Industry in Canada. The group is organizing research and training to determine the public and private performance of green roof systems in order to support public investment in the development of a multi-million dollar market for green roofing products in North America. Working with NRC's Institute for Research in Construction, Environment

Canada and the City of Toronto, the consortium helped secure Team Funding for technical research and market development in Toronto.

### **Landscaping Green Roofs Design and Waterproofing Green Roofs**

Marie-Anne Boivin, Soprema

Since earning her masters degree in biology from Laval University, **Marie-Anne Boivin** has been working as an agronomist specializing in how plants adapt to a roof environment. At Soprema, Ms. Boivin has been responsible for the development and implementation of Soprema's Sopranature green roofing system across Canada. Since 2000, Ms. Boivin has been working as a private consultant to engineers, architects, and landscape architects in the conception and design of green roofs. In addition to this, Marie-Anne continues to develop the green roof and rooftop market on behalf of Soprema.

Marie-Anne will be speaking about the interaction of elements vital to the success of a green roof including climate and microclimate, sun exposure, building height and loading capacity, soil and water requirements, and maintenance.

#### **10:15 - 10:30**

Break

#### **10:30 - 12:00**

Case Studies

##### **1. 740 Belair**

**Presenter Claude Bourbeau, Beauchamp Boubeau Architectes**

##### **2. Québec City Library and Le Musée Wendake**

**Eric Pelletier, Croft Pelletier Architects**

##### **3. Living Wall Building**

**Véronique Jampierre, Vivre en ville**

#### **12:00 - 2:00**

##### **Lunch and Keynote Address**

Don Russell, Ford Motor Company

**Don Russell**, of Ford Motor Company's Environmental Quality Office, will provide insight on the recent renovation of Ford's historic Rouge Manufacturing Complex in Dearborn, Michigan. Mr. Russell is part of a team evaluating environmentally friendly alternatives to traditional site cleanup and building construction designs. He will describe how the world's largest living roof fits into a major stormwater management plan for the 600-acre manufacturing complex and discuss how Ford's phytoremediation research could lead to a less invasive clean-up option than

removing contaminated soil from the site.

A graduate of the University of Michigan, College of Engineering (1971), Mr. Russell has a Bachelor of Science Degree in Chemical Engineering. For the majority of his 30-year career at Ford he was employed as Technical Services Manager in the Worldwide Environmental Support group of the Environmental Quality Office.

Mr. Russell recently managed two innovative projects associated with the revitalization of the Rouge Manufacturing Complex in Dearborn, Michigan. The first project was the development and installation of a 10.4-acre green roof at the new Ford Dearborn Truck Plant. The second, a phytoremediation research study, in association with Michigan State University, to develop alternative remediation procedures for a contaminated coke oven site at the Rouge Complex. This project is ongoing.

Don is the Ford Motor Company representative for the Rouge River Gateway Partnership, the Automobile National Heritage Area - Rouge Corridor Association, and the Rouge Project Steering Committee.

## **2:00 - 4:00**

Afternoon Sessions - Focus Groups

### **1. Stormwater Management and Policy**

**Moderator: Karen Liu, National Research Council**

### **2. Urban Heat Island and Climate Change**

**Moderator: Jean-Pierre Finet, Energy Efficiency Fund;  
Norman King, Public Health, City of Montréal**

### **3. Urban Agricultural Opportunities**

**Moderator: Professor Vikram Bhatt, Université McGill**

### **4. Energy Efficiency, Policy and Incentives**

**Moderator: Gilles Latour, City of Montréal; Denis Tanguay,  
Executive Director, Quebec Association for Energy  
Efficiency**

## **4:00 - 4:30**

**Plenary Reporting and Group Discussion**

## **4:30 - 4:45**

**Closing Remarks**

## **4:45 - 6:30**

**Networking Reception**

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