



Caledon Countryside Alliance

Sustainable Caledon

Learn How to Managing your Ecological Footprint at Nov. 24 Workshop in Orangeville

(Caledon, Nov 16, 2007) The Caledon Countryside Alliance (CCA) and the Mono Mulmur Citizens' Coalition ((MC)2) are sponsoring a public workshop at the Orangeville Fairgrounds on November 24th from 3-5 pm with Dr. Ron Dembo, Founder and CEO of "ZeroFootprint". The workshop will help participants understand how everybody can lower greenhouse gas emissions and improve the quality of life in our area and the world.

Before embarking on an environmental career, Ron Dembo was the Founder, CEO and President of Algorithmics Inc. - the largest enterprise risk-management software company in the world. Ron is a chemical engineer with a Ph.D. in computer science and he was a Professor at Yale University for 10 years. Most important of all, Ron is a weekend resident of Mulmur Township.

ZeroFootprint is a Canadian not-for-profit organization based in Toronto. It combines financial engineering, environmental engineering and business intelligence to create products and services to help organizations and individuals reduce their ecological footprint by using their Calculator.

The ZeroFootprint Calculator (www.zerofootprint.net) allows individuals to calculate their own ecological footprint which is a first step to reducing impact on the environment and lowering greenhouse gas emissions.

ZeroFootprint also works with cities to help reduce carbon emissions. Toronto, Boulder, and Seattle have each committed to use the Calculator for their residents. Toronto is currently starting off using the Calculator with 40,000 City employees.

A special "Headwaters Region" Zerofootprint Calculator has been launched for Caledon and Dufferin residents and posted on the ZeroFootprint website at: www.zerofootprint.net/calculators/headwaters. The Headwaters residents' local impact will be measured and compared with other parts of the Province and the world. The preliminary data will be presented at the workshop followed by questions and answers about what we can individually do to lower our ecological footprint.

Ron Dembo will spend the first half of the workshop talking about the exciting work Zerofootprint does and ee will also work through the Calculator for the Headwaters Region. Karen Hutchinson of the CCA will describe the environmental successes in Caledon since the CCA introduced its Ecological Footprint Project in 2001. The workshop will conclude with Ron explaining carbon offsets including how they can be used in to reduce one's own footprint.

Carbon Offsets are used by companies like Air Canada, who has an arrangement with ZeroFootprint to let its customers offset carbon generated by their flights. Customers make payments to Zerofootprint and they direct it to a tree planting program in British Columbia. Air

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Canada chose ZeroFootprint for the following reasons: their excellent reputation; their third party validation; and offset money supports a Canadian project.

Anyone interested in receiving more information about the Headwaters version of the ZeroFootprint Calculator can visit the local sponsors' websites: www.monomulmur.com or www.caledoncountryside.org. To register for the workshop, email info@monomulmur.com or cca@caledoncountryside.org. Space is limited so please RSVP. Cost to attend the workshop is a donation of \$5.00 per person or \$10.00 per family.

For more information on the CCA, please contact the Caledon Countryside Alliance (CCA) at 905.584.6221 or check the CCA's website (www.caledoncountryside.org.)

For further information on this release please contact:

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