



Uptown Theatre, Barrie, ON
Event Report
26th January 2013

At the Uptown Theatre in Barrie, Living Green Environmental Action Barrie presented a free matinee screening of "Switch" in partnership with the City of Barrie. Overall, there was an excellent turnout although less arrived than anticipated due to other events occurring that day. Following the film, local energy experts participate in a lively roundtable discussion about the film and aspects which they would like to further explore.

DISCUSSION FACILITATOR		
Mike Fox , Executive Director, Living Green Environmental Action Barrie		
Discussion Panel Members		
Peter Brustyn	Erich Jacoby-Hawkins	Barry Thompson
Board member, Living Green Environmental Action Barrie	Board member, Living Green Environmental Action Barrie	Environmental and Energy Officer of the City of Barrie

Highlights from the discussion included:

- The viability of some fossil fuels, such as coal, was challenged. It was viewed as far 'dirtier' than other sources.
- The audience found that the coverage of 'fracking' could have been more in depth, as following the screening many raised questions and concerns about it.
- There was a general interest in what techniques could be used for greater energy conservation. The group had many questions about the personal role an individual in order to decrease electricity usage and prevent energy waste. They desired further information on the difference an individual consumer could make.
- Audience members also expressed a desire to see more affordable electric vehicles in the film. The example of the Tesla electric automobile provided in the film was viewed as too expensive an option to be considered by the everyday consumer.