



Screening at Ryerson University  
 Event Report  
 19th February 2013

On the 19<sup>th</sup> of February the Graduate Student Association of the Environmental Applied Science and Management program at Ryerson University organized a screening of SWITCH in the Library building on campus. Despite the event taking place during winter reading week, over 160 people came to the screening, representing members of the industry, academia and public sector.

DISCUSSION FACILITATOR			
Harry French, CEO, Sustainability Services Ontario			
Discussion Panel Members			
Peter Love	Tom Rand	Jim MacDougall	Shawn-Patrick Stensil
President, Love Energy Consultants	Managing Partner, Cleantech Fund, MaRS Discovery District	Distinguished Research Fellow, Centre for Urban Energy	Energy and Climate Campaigner, Greenpeace

Highlights from the discussion included:

- On the surface the film is comprehensive in covering most of the dominant conventional and renewable technologies
- Questions were raised about the lack of depiction of innovations, such as algae biofuels and tidal energy, in the film. It was asked what potential these technologies had in Canada/Ontario. These technologies do have a place in Canada but their potentials are regionalized; tidal power is being explored in Bay of Fundy. Algae biofuels are generally not looked at in Canada because of a focus on other 2nd generation agricultural feedstocks such as plant waste, most likely to integrate the large agricultural sector into any burgeoning biofuel sector
- The film is practical in its assessment of the timeline for the 'switch' although some have asked whether the film makers to some extent were 'complacent' and too 'relaxed'; many argued that climate change and its global impacts requires a much more urgent response.
- Some argued that because energy discourse is so politically charged, the film makers were clever to leave subject of energy efficiency and conservation till the end, effectively bridging the gap between the large-scale macro-consumption of energy, and individual consumption of energy
- The film spends very little time on the cultural dimension of consumption; the individual needs to recognize the impact of consumption and the cultural definition of energy – the infrastructural and emission footprint of lifestyles, from cars, food, clothes, to technology etc.
- It was determined that the sole way to influence cultural shifts in energy consumption would be to price energy at a level that truly captures all its associated cost of production; the price should include costs of pollution to air, water, land, healthcare, species diversity loss etc.
- The culture of corporations and institutions are often reflective of senior leadership; conventional behavior is linked to ingrained and aging patterns; shifts in attitudes will come with a newer generation of more conscious and motivated employees and management.