

# SWITCH

Screening at The Original Princess Cinema  
Event Report  
January 23rd, 2013

Community Renewable Energy Waterloo (CREW) collaborated with THEMUSEUM to screen Switch as the 15th edition of the CREW GREEN Movie Night. The film screening was held at The Original Princess Cinema in Waterloo, and was followed by a question and answer period facilitated by Dr. Paul Parker from the University of Waterloo. Following the discussion, door prizes were awarded and number of attendees retired to The Huether Hotel for further conversation as part of CREW's AFTERGLOW session.

## DISCUSSION FACILITATOR

**Dr. Paul Parker,**  
Professor, Department of Geography and Environmental Management,  
University of Waterloo

The film and subsequent discussion engaged the audience and inspired numerous rounds of applause. A key focus of the discussion was whether the film lived up to its title or not. Some highlights from the discussion were:

- Although the film did live up to its title, much more could have been done to communicate the importance that conservation can play in each of us reducing our personal energy demand and related carbon footprint.
- It was helpful to see how our personal, individual energy use compares to other parts of the world. However, urgency and the consequences of our incredible appetite was not stressed enough.
- The film is billed as being balanced and not an attack, and thus provides educational value without polarizing its audience.
- It was commented that while the narrator of Switch stated that the switch would occur at 2064, Fatih Birol, of the IEA, last year stated that by 2017 the carbon budget used to keep the global temperature rise below 2° C would be used up.
- A comment was made regarding the segment on the oil sands. It was noted that it examined in situ extraction, which is much more energy intensive than open pit. Furthermore, it did not touch on the carbon emissions of extracting and upgrading bitumen compared to conventional crude, nor did it discuss water use/contamination.
- While the messaging could have been stronger, if viewers listen to what is being said and see how big and wasteful our energy diet is, it is effective.