

# Media Release



*For Immediate Release*

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## **RCBC's 2010 MOBI Awards Salute Movie Industry, Enviro Camps for Kids, Vancouver Convention Centre and Others**

**May 19, 2010 – Vancouver, B.C.** – The Recycling Council of B.C. will present the prestigious 2010 MOBI Awards at the organization's 36th annual zero waste conference and gala in Whistler B.C. on May 26, 2010.

"I'd like to congratulate our winners," says the Council's Executive Director, Brock Macdonald. "This year's group truly represents the diversity of people and organizations that are working hard to make zero waste a reality across our province. We're thrilled to publicly recognize their outstanding efforts."

The 2010 MOBI Award winners are:

**Non-Profit – Friends Uniting for Nature (FUN) Camps**

This group is a charitable non-profit organization that designs and delivers innovative, hands-on environmental leadership programs for kids. The Society believes that connecting kids to nature, while also encouraging them to think critically about how they can exist sustainably within a city setting, is an integral part of education. They also believe that young people's contribution is fundamental to tackling our current environmental challenges, but that youth often lack the adequate and effective environmental education and leadership skills to tap into their energy and creativity effectively.

FUN Society's programs provide an opportunity for this to begin happening. Each participant plans an environmental action project to deliver in their home community or school and FUN Society helps the kids deliver their project by providing mentorship throughout the year and having bursaries available for some of the top projects.

### **Public Sector - Vancouver Convention Centre**

The new Vancouver Convention Centre is a unique and innovative facility with some of the most advanced environmental features available for new buildings including a comprehensive waste reduction program. It is the only convention centre in the world with a LEED Platinum certification.

You've probably already heard about the building's largest "living" roof in Canada and four year-round rooftop beehives, but the building also features seawater heating and cooling; daylight harvesting; use of local wood throughout the facility; an on-site water recycling system; and a marine habitat foundation.

And while such innovations play an important role in the facility's ability to meet its sustainable goals, the centre's operating practices have been and continue to be as critical in fulfilling its commitment. These include: organic recycling; operating a "scratch" kitchen utilizing fresh, local and seasonal ingredients; discreet programming of the HVAC system to match facility uses; the purchase of green power; enabling clients to have zero waste and carbon neutral events; measuring and reducing carbon emissions towards a carbon neutral goal; the use of only Green Seal and Ecologo cleaning products; and offering financial incentives for staff to trade parking privileges for greener modes of transport.

### **Youth Recognition - The H2O Canada Team Leaders - Kara, Katie, Michael and Matthew Warnock**

The four Warnock siblings have impacted the entire Surrey School District with their *Be The Change* program that brings a wide variety of environmental initiatives to students, teachers and families across their community. The Team has made an extra-ordinary contribution to raising awareness amongst their peers about environmental issues through social media, a district-wide sustainability convention, arts programming initiatives, direct action projects and exemplifying youth leadership.

### **Education – - Erma Stephenson Elementary School in Surrey**

This school demonstrates the amazing accomplishments that can be achieved when teachers, students and their families take a holistic approach towards the common goal of learning about environmental issues and then taking action to improve things at their school and in their community.

### **Private Sector - Urban Impact Recycling**

The company shows leadership by being committed to operating in an economically, socially and environmentally sustainable manner, recognizing equally the interests of investors, customers, employees, business partners, local communities, the environment and society at large. Urban Impact translates these principles into action through employment policies, Charitable Giving Program, and day-to-day business operations.

### **Innovation - Jan Kobyłka – IATSE Local 891**

Environmental champions work every day in BC's motion picture industry. But Jan Kobyłka, a Supervising Construction Coordinator with over 25 years of industry experience, has a keen eye for innovation. With a background in structural engineering and decades of experience working

on BC's biggest film and TV production projects, Jan has revolutionized the way sets are built, using design-for-environment principles in his materials choice and construction.

**Journalism/Media Excellence – The Clean Bin Project**

The Clean Bin Project was a year-long experiment to see if three roommates could live zero waste and make no non-essential purchases. The resulting documentary film and blog presents one of the most compelling first-person accounts of the challenges and issues we all face as we try to reduce waste and minimize unnecessary purchasing from our lives.

More than any TV news piece or article in a newspaper, more than any other single example of informative and educational reporting, Jenny Rustemeyer and Grant Baldwin's Clean Bin Project social media presence, blog and film demonstrate the power of new media and its ability to reach a completely different demographic of concerned citizens who are engaged, seeking community and ready to take action.

[The Recycling Council of British Columbia](#) is a multi-sectoral, non-profit organization promoting the principles of zero waste through information services, research and the exchange of ideas.

Founded in 1974, RCBC is Canada's longest-serving recycling council and has earned the reputation of being one of the most widely respected environmental organizations in the province today. RCBC has played a major role in the establishment of the many ground-breaking product stewardship programs in the province, which are emulated around the world.

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For further details about any of the winners or to contact them, please contact Mairi Welman at 604-683-6009 ext 305 or [mairi@rcbc.bc.ca](mailto:mairi@rcbc.bc.ca).