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Letter of Recommendation: Buddy Boyd

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Dear Meredith Sumner,

I have known Buddy Boyd since 1984, when he moved to Gambier Island. Since then, Buddy has become a provincial leader, with growing international reputé, in the solid waste management. As you undoubtedly know, solid waste management is one of the great key environmental challenges posed to government and business, as recognized by BMO's *Environmental Policy* (April 2008).

As a professional biologist and former professor in Environmental Studies, who now owns and operates an environmental company, it is my opinion that the proposal made by Gibson's Recycling to BMO is a natural fit with BMO's stated sustainability objectives. The "Zero Waste" methodology developed in the United States and now growing in Europe, is an integrated market-driven strategy that maximizes the leadership role of business and free enterprise.

This proposal is really representative of a much larger opportunity for transitioning business into sustainability, as described in the, now quite famous article by Professor Diamond in fall's *New York Times*, which I attach. www.nytimes.com/2009/12/06/opinion/06diamond.html

This approach which has received the broad support of industry leaders such as Wall-Mart and London Drugs represents a new public face of business as responsible leaders in the sustainability movement. Zero Waste is than simple in-house recycling, it is a driver in that branch of the "New Economy" which focuses on the integrated recovery of processed non-renewable and renewable resources. This is a developing market that has propelled the growth of China's economy. It represents opportunities for our private enterprise to grow and catch up with other Pan-Pacific economies.

Buddy, often talks with pride of the training in business he got from BMO. As an academic, I am often struck by his strong social sense of responsibility and business "smarts." I believe that the proposal Buddy is making to BMO is only handicapped by not being quite as developed as it should. There is a potential in this to form a much broader partnership between the business community and responsible environmental concerns.

I therefore urge you to support this proposal and help move Canada into a position of leadership in global environmental waste management.

Yours

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