

~IRIS Speaker Series~

IRIS, the Canada Green Building Council – Greater Toronto Chapter, and the YorkU Bookstore

Present

A Panel on Cradle to Cradle & Green Buildings

Featuring

Bob Charette

Life Cycle Costing for Green Building

Mr. Charette is an Associate Adjunct Professor in the Building Engineering Faculty of Concordia University in Montreal and is widely respected as a global leader in Life Cycle Costing Analysis.

Lisa Rocha

Economic Analysis of Greenroofs

Ms. Rocha is an analyst in the sustainable Technologies Evaluation Program of the Toronto and Region Conservation Authority. She has participated in a wide-range of research and communication projects, including an evaluation of the stormwater and biodiversity benefits of green roofs.

Frank-Martin Belz

Marketing of Green Buildings in Western Europe: Past, Present and Future

Dr. Belz is Chair of Brewery and Food Industry Management at the Technische Universität München, Germany. His recent text book: "Sustainability Marketing: A Global Perspective" (with colleague Ken Peattie) will be available for purchase at the panel. He is currently a visiting professor at York University (Schulich School of Business).

Networking reception (food and beverage) to follow at Michelangelo's, Atkinson College.

The reception is FREE to CGBC members. You must register by Nov. 16 at

<http://www.sellyouevents.com/eventpage.aspx?name=NovemberChapterMeeting>. Please note,

you can become a member of the Canada Green Building Council: Greater Toronto Chapter at

<http://www.greenbuildingontario.ca/register> and **CHAPTER MEMBERSHIP IS FREE!!** Anybody

can join this vibrant community of nearly 2500 chapter members with a passion for reshaping our built environment. Otherwise, the reception is \$15 at the door.

Thursday, November 19, 5:30pm
Accolade West 109



Institute for Research and Innovation in Sustainability