

**For immediate release**

## ***Alternatives Journal* and Leading Canadian Scholars Produce *Canada's Map to Sustainability***

Kitchener, March 18, 2015 -- In its upcoming issue, *Alternatives Journal* ("AJ") has teamed up with leading scholars from across the country to chart Canada's path to a sustainable future.

"This is the most important issue that AJ has published in our 44-year existence," says Marcia Ruby, AJ's publisher and executive director of Alternatives Inc. "Canada is on the cusp of embracing and implementing sustainability, and this issue is our map to getting there."

*Canada's Map to Sustainability* will hit newsstands next week. This special issue is a collaboration between AJ and Sustainable Canada Dialogues/*Dialogues pour un Canada vert* ("SCD"), an initiative mobilizing over 60 scholars from 10 provinces working to advance sustainability education, research and dialogue in the face of global environmental change. More than 20 of these scholars have contributed articles to *Canada's Map to Sustainability*, including guest editor of the issue and SCD lead Catherine Potvin.

"In order to address Canada's sustainability deficit, we must adopt bold new policies, practices and definitions of sustainability," writes Potvin in her opening article. "The good news is that many Canadians are already thinking and acting along these lines."

Throughout the issue, the authors put forward viable, science-based sustainable solutions in each of their specialized fields, including agriculture, mining, urban planning, forestry, energy and public policy. Each piece explores the historical context of the topic, explains what is currently being done and provides policy suggestions for Canada's way forward.

In addition to providing a "map" to the future, *Canada's Map to Sustainability* is just the beginning of a much larger initiative for AJ and SCD, who are using this issue to encourage readers across Canada to join the dialogue. The SCD scholars have put together a position paper, *Acting on Climate Change: Solutions by Canadian Scholars*, which identifies 10 policy recommendations to help Canada transition toward a low-carbon economy. The position paper is available to the public on AJ's website ([ajmag.ca/issue411](http://ajmag.ca/issue411)) and readers are encouraged to share their thoughts on the paper, including potential barriers or examples of positive progress in the policy areas identified. Comments will be considered for a white paper on how Canada can greatly reduce its greenhouse gas emissions, which will be shared with politicians. In light of a federal election later this year, it is especially important to influence the dialogue on sustainability and climate change.

To keep the momentum going, AJ and SCD are taking their "map" across Canada. The issue will officially launch in Montreal on March 18 at the [Americana2015](#) conference and at [Toronto's Green Living Show](#) on March 27, and the group is lining up other events and public talks across the country over the coming months.

"Everyone can be involved by reading, becoming informed or taking it to the streets," writes Ruby. "This is open-source sustainability at its most intentional and powerful."

More information is available at [ajmag.ca/issue411](http://ajmag.ca/issue411).

### **About *Alternatives Journal***

*Alternatives Journal*, or **AJ**, is Canada's national environmental magazine, independently publishing intelligent and informed environmental journalism since 1971. **AJ** is published by Alternatives Inc, a not-for-profit organization and registered Canadian charity engaged in environmental education and community-building activities.

[www.alternativesjournal.ca](http://www.alternativesjournal.ca)

### **About Sustainable Canada Dialogues**

Sustainable Canada Dialogues (SCD) is an initiative of the UNESCO-McGill Chair Dialogues on Sustainability and is supported by the Trottier Institute of Science and Public Policy from McGill University.

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