

## GreenLink 2010 to Inspire Action

Vancouver conference to convene decision-makers, business and capital to move forward sustainable development

Thursday September 09, 2010 -- Camille Jensen

An upcoming Vancouver conference is hoping to inspire “definitive action” by convening decision makers, business and capital interested in moving forward sustainable development.

GreenLink 2010 "Linking: Sustainable Communities, Investment Capital, Technology, and Government" takes place October 5-6, and features keynote speaker David Suzuki.

Choosing a city that aims to be the greenest in the world by 2020, the conference will host roundtable sessions on world-class sustainable development, ideas to create smarter communities and how to attract investment capital.

Cliff Ford, business developer for Pamela Groberman Media and Public Relations Inc., says a strength of the two-day event is its ability to offer delegates real examples of successful projects already underway, side by side with discussions from government, decision makers and capital firms.

“It’s pretty exciting stuff when you see people aren’t just talking about these projects, they are actually doing them,” says Ford, who adds it’s fulfilling to see “the world is turning a corner and becoming engaged with sustainability.”

BNIM Architects principal Bob Berkebile will be sharing his experience implementing the Greensburg Sustainable Comprehensive Plan — awarded the 2008 Sustainable Cities Award — after the city was devastated by a tornado in 2007.

Joe Van Belleghem, the original developer of Victoria’s Dockside Green residence, known as one of Canada’s most innovative projects and selected as one of the founding Climate Positive Developments by the Clinton Climate Initiative will be presenting, as well as Eddie Wang, president of Glorious Land Company, which is building sustainable cities in China.

Vancouver Mayor Gregor Robertson, B.C. minister for climate action John Yap and Canadian Senator Larry Campbell will be in attendance.

Chrysalix Energy Venture Capital, the CORIX Group and Partnerships British Columbia will form a roundtable discussing “Who’s Got the Money and Where are They Investing It?”

The conference has also partnered with Tree Media, directors of *The 11<sup>th</sup> Hour*, to present the first Canadian screening of *Urban Roots*, a documentary on the urban farming phenomenon in Detroit following the collapse of the U.S. auto industry.

“What we like about this story is amidst all of this turmoil in Detroit there is now urban farming in the inner city being taken on as a way of revitalizing the property within the context of the city and literally providing food for people in the inner city,” says Ford.

The event will also be giving back. Its gala fundraising dinner that will see Suzuki speak will donate all proceeds to the David Suzuki Foundation. In addition, the conference will be offsetting its energy through wind technology.

Organizers say the conference is planned to become an annual event.

To learn more about GreenLink 2010, click [here](https://www.rebootconference.com/greenlink2010/index.php) (<https://www.rebootconference.com/greenlink2010/index.php>).

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