

## Corporate Knights names Cascades CEO Alain Lemaire the Greenest Chief Executive in Canada

TORONTO, Canada, June 6, 2013 – Corporate Knights, the magazine for clean capitalism, presented its inaugural Greenest Chief Executive in Canada Award to Cascades CEO Alain Lemaire at its 12th annual Gala in Toronto. The new award, which will continue as an annual tradition, recognizes a major Canadian CEO who is doing the best job of earnings profits while preserving the planet.

“The jury recognized in Alain a man who has a number of environmental achievements to his credit,” said Toby Heaps, CEO of Corporate Knights. “Among these are his ongoing concern to prioritize recycled fibres over virgin wood fibres as raw material; his focus on strategic partnerships to offer Cascades’ expertise, namely in energy efficiency and in the management of waste materials; and his continued willingness to improve the company’s results with regard to water and energy consumption.” Lemaire who led Cascades for 10 years decided to step down as head of the company on May 9, though he will remain executive chairman of Cascades’ Board of Directors. Mario Plourde has assumed the role of President and CEO. “This recognition is an exceptional way to conclude my experience as head of the family business that we founded close to 50 years ago. I am also honoured to be the first recipient of this prestigious award,” said Lemaire. “I would like to congratulate the other nominees and thank the members of the jury, but also salute Corporate Knights’ initiative for having created this award. Corporate leaders are often recognized for their management style and economic achievements, but rarely for their environmental accomplishments.”

### **How the Canada’s Greenest Chief Executive was determined:**

Nominations were open during the month of March to the CEOs of companies that have a minimum of \$1 billion in annual revenue. Corporate Knights received 24 valid nominations, which were winnowed down to five finalists based on how they performed against four key criteria (greenness of product/service, greenness of operations, greenness of chief executive pay, green impact beyond the company) with consideration given to ensure regional and industry representation. The final five were then evaluated by a panel of Judges (leaders from five of Canada’s top environmental groups) who cast their votes (1st choice, 2nd choice, 3rd choice) to determine the overall winner.

### **In addition to Alain Lemaire, the following four CEOs were considered as part of the Final Five:**

Darren Entwistle, CEO, TELUS Corporation (low-impact mobility solutions and green building leadership)

J. Bruce Flatt, CEO, Brookfield Asset Management Inc. (40% of its revenues from green power and energy efficient buildings)

James K Irving, Chairman, J.D. Irving, Limited (sustainable forestry operations and reduced direct greenhouse gas (GHG) emissions in pulp and paper operations by 48 per cent from 2007-2011)

Galen G. Weston, Executive Chairman, Loblaw Cos Ltd (leading charge on sustainable seafood and for national food strategy)

### **The following five judges selected the 2013 Greenest Chief Executive in Canada:**

- Hadley Archer, VP Strategic Partnerships & Development, WWF-Canada
- Steven Guilbeault, Co-Founder, Equiterre
- Ed Whittingham, Executive Director, Pembina Institute

- John Lounds, President and CEO, Nature Conservancy of Canada
- Peter Robinson, Chief Executive Officer, David Suzuki Foundation

**Contact:** Toby A.A. Heaps, Chief Executive, Corporate Knights Inc., 416-274-1432, [toby@corporateknights.com](mailto:toby@corporateknights.com).

Founded in 2002, Corporate Knights Inc. is an independent Toronto-based media and financial products company focused on clean capitalism.