

Nicola D. Ross

I am a biologist, professional communicator and project manager with over 20 years of experience in the environment sector. I work domestically and internationally and have been involved in both the private and not-for-profit sectors. My skills include fundraising, project development and management, and communications.

Experience:

1998 – 2003: Caledon Countryside Alliance – Executive Director

The Caledon Countryside Alliance (CCA) is a not-for-profit, membership-based community group involved in protecting our local countryside. It encourages residents to believe that countryside is a permanent feature rather than vacant land waiting some higher form of development. The CCA garners local support for countryside protection, works with government to encourage policies that protect countryside, and studies and informs members of countryside issues.

My half-time involvement with the CCA involved fundraising, project development and management, membership liaison as well as organization and co-ordination of member activities. In 2001, the CCA received a major grant from the Ontario Trillium Foundation for a project entitled *Reducing Your Ecological Footprint*. This initiative involves an action-based program that encourages environmental responsibility amongst residents.

Funding has also been received from The Schad Foundation, the Shell Environment Fund, Canada Trust Friends of the Environment Foundation, EcoAction, the Climate Change Action Fund and private donors.

1994 –PRESENT: Woodrising Consulting Inc. - President

Woodrising Consulting Inc. provides advice and expertise related to climate change, and assists clients with grant writing, communications and strategic planning. The company works with corporations, governments and other agencies to measure their greenhouse gas emissions and develop emission reduction plans. It also evaluates various emission-reducing strategies and technologies using computer modelling and other analytical techniques and has developed several domestic and international projects for consideration as Joint Implementation or Clean Development Mechanism initiatives.

Woodrising's clients include: Husky Injection Molding Systems Ltd., the Enbridge group of companies, Environment Canada, Natural Resources Canada, the Australian government, the International Council for Local Environmental Initiatives, the Global Environment Facility, the Ontario Ministry of Environment, The Schad Foundation, the Forest Products Association of Canada, Ontario Ministry of Energy, Science & Technology, Ontario Ministry of Natural Resources, Maitland Valley Conservation Authority, Six Nations of The Grand, Canadian Cross Training Club, Theatre Orangeville and others.

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83 Scott Street, Belfountain, Ontario, Canada, L0N 1B0

Tel: 519.927.0548 Fax: 519.927.0549 Email: nross@woodrising.com

1992-1994: ARPEL Environmental Project - Manager

Under contract to Petro-Canada International Management, I co-managed the ARPEL Environmental Project with my counterpart in Uruguay. Funded by the Canadian International Development Agency, it involved managing a \$2-million program that transferred environmental expertise from Canada's environmental sector to ARPEL: an agency, headquartered in Uruguay, that represents 21 national petroleum companies in 18 Latin American and Caribbean countries. In conjunction with this project, I provided environmental advice to YPF and Eco-Petrol, the national petroleum companies in Bolivia and Colombia respectively. This highly complex project involved extensive travel throughout Latin America and the Caribbean, co-ordination with environmental consultants, organization of workshops in several Latin American countries and budgeting (managed by Paul Ragusa and Paul Chambers of CIDA).

1989-1994: EnviroLine - Editor and Publisher

In 1989, I created *EnviroLine*, an environmental/business newsletter. For *EnviroLine*, I wrote extensively about environmental policy and technical issues, and managed this small business. Before selling the publication in 1994, it had become the environmental news source for Western Canada's energy and forestry sectors.

1985-1989: Profit Matters Inc. - Partner

I was a partner in this business consulting firm. During this period I conducted feasibility studies, wrote business plans and developed marketing strategies for clients from the environment and other technical and non-technical sectors.

1980-1985: Chemex Labs Alberta Inc. - Environmental Sales Manager

After working as a chemical laboratory technologist, I moved into environmental sales and then sales management. In addition to developing written and oral sales communication skills, this position broadened my technical environmental knowledge particularly in the energy sector.

Education: B.Sc. in Biology
University of Guelph, Canada, 1981

Languages: English – excellent verbal and written skills
Spanish – working knowledge

Other Information:

Past Member, Caledon Environmental Advisory Committee
Past Director, Federation of Ontario Naturalists
Director, the SEEDS Foundation, Calgary
Winner, Silver Award at the 2002 National Magazine Awards
Winner, Alberta Society of Professional Biologists' Peggy Thompson Publication Award in 1999 and 2001
Member and Past Director, Alberta Society of Professional Biologists
Winner, 1990 Mayor's Environmental Award for Communications (Calgary)
Winner, 2004 Environmentalist of the Year, Caledon
Past Executive Director, the Caledon Countryside Alliance
Past President, Belfountain Tennis Club
Member and Trail Steward, Bruce Trail Association

Some relevant projects include:

As the climate change expert on a three-person team, I identified the lessons learned during the pilot phase of the US\$2-billion Global Environment Facility (GEF). I evaluated 10 projects managed by the United Nations Development Programme and the World Bank and wrote a chapter on private sector involvement in GEF projects after visiting Washington, D.C., New York, Zimbabwe and the Philippines (managed by Scott E. Smith).

With a grant from the Canadian Bureau for International Education and match funding from TransAlta Corporation, I worked in Chile, Mexico and Peru identifying climate change projects and investigating investment opportunities for Canadian firms. Dr. Dixon Thompson from the University of Calgary supervised the project.

Prepared a climate change strategic plan for the Central and Eastern Europe Branch of the Canadian International Development Agency (managed by Bill Singleton).

Developed the Caledon Countryside Alliance's *Step Up to Kyoto* campaign. This initiative encourages individual Canadians to reduce their personal greenhouse gas emissions by one tonne per year by pledging to take one of six actions.

Developed the Caledon Countryside Alliance's *Reduce Your Ecological Footprint* campaign. This initiative encourages residents to select actions from a list of 26 activities that will lower their impact on the environment. It includes a web-based component. Individuals can calculate their ecological footprint on the CCA's website and use the interactive program to make their pledge. Using social marketing concepts, participants are recognized for their actions. For non-internet users, a paper version of the pledge form is available.

While living in Mexico, prepared applications for grants and awards for Grupo Ecológico Sierra Gorda, a not-for-profit, community-based environmental organization. Grants were submitted to and supported by a variety of organizations including the Commission for Environmental Cooperation's North American Fund for Environmental Cooperation, Global Environment Facility, National Audubon Society, U.S. Fish & Wildlife.

While living in Mexico, worked for *Atencion*, an English language weekly newspaper. Wrote stories and assisted with layout of the publication using Pagemaker.

Organized an environmental conference entitled *Growth & Resource Sustainability*. I managed all aspects of the event including the program, venue, advertising, budgeting and fundraising. This two-day event netted over \$7,000.

Prepared grant applications for an organic farming educational program for the Maitland Valley Conservation Authority and for core funding for the Canadian Cross Training Club.

Evaluated and recommended the future direction for The SEEDS Foundation, a Canadian environmental education organization.

Developed the original project proposal, negotiated with the Canadian and Ecuador-based partners to secure funding from the Canadian International Development Agency for a Masters Degree Program in Environmental Engineering in Ecuador.

Under contract to the Alberta government, evaluated opportunities in Europe for Alberta's environment sector.

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Contributed articles to a number of publications including: *The Globe & Mail*, *Harrowsmith Country Life*, *Alternatives Journal*, *In the Hills*; *EnviroLine*; *Mexico City News*; *Environment Watch Latin America*; and *Atencion*. Publications listed below.

Wrote and had three books published: *Healing the Landscape – Celebrating Sudbury’s Reclamation Story*, Caledon and Dufferin County.

Helped develop a climate change baseline and inventory and an employee action plan for Husky Injection Molding Systems Ltd. in Bolton, Ontario.

Assisted with the development of a climate change action plan for the Enbridge Group of Companies annually since 1997. The 1997 and 1998 action plans were awarded the highest marks in Canada by an independent panel of reviewers.

Publications:

Awards:

2001, National Magazine Silver Award for:

Ross, N.D. (2001) *Reducing Caledon’s Ecological Footprint*. In the Hills Magazine, Vol. 8 #3.

Alberta Society of Professional Biologists’ 2001 Peggy Thompson Publications Award for an article of biological interest for a public audience for:

Ross, N.D. (2001), *Healing the Landscape: Celebrating Sudbury’s Reclamation Story*. The City of Greater Sudbury, Sudbury, Ontario.

Alberta Society of Professional Biologists’ 1999 Peggy Thompson Publications Award for an article of biological interest for a public audience for:

Ross, N.D. (1999), *Cunning Carnivores: The clever coyote inspires anger and respect*. In the Hills Magazine, Vol. 6 #4.

Winner, 1990 Mayor’s Environmental Award for Communications (Calgary) for:

EnviroLine, a newsletter that is western Canada’s most comprehensive source of environmental information for the energy and forestry sectors. (I created this newsletter in 1989 and sold it in 1994. It is still being published.)

Books:

Ross, N.D. (2003), *Dufferin County*, The Boston Mills Press (Fire Fly Books Inc.), Erin, Ontario.

Ross, N.D. (2001), *Healing the Landscape: Celebrating Sudbury’s Reclamation Story*. The City of Greater Sudbury, Sudbury, Ontario.

Ross, N.D. (1999), *Caledon*, The Boston Mills Press (Stoddart), Erin, Ontario.

Magazine/Newspaper Articles:

Ross, N.D. (2004) *Carbon Sinks Forest Rises*. Alternatives Journal, Summer 2004.

Ross, N.D. (2004) *Paved With Good Intentions*. In the Hills Magazine, Vol. 11, #1.

Ross, N.D. (2004) *Chile’s Street Kids Circus*. The Sustainable Times, Spring, 2004.

Ross, N.D. (2003) *How Green Are My Hills?*, In the Hills Magazine, Vol. 10, #3.

Ross, N.D. (2003) *New Urbanism Stalls Without Public Transit*, Alternatives Journal, Summer, 2003.

Ross, N.D. (2003) *Battling the Big Guys*, Seasons, Summer 2003.

Ross, N.D. (2003) *Cuban-style B&Bs*, The Globe and Mail, March 5, 2003.

Ross, N.D. (2003) *Water Worries*, In the Hills Magazine, Vol. 10 #2.

Ross, N.D. (2003) *A Smart Growth Future for Headwaters*, In the Hills Magazine, Vol. 10 #1.

- Ross, N.D. (2003) *Canadian Cross Training Club: Life Will Never be the Same*, In the Hills Magazine, Vol. 10, #1.
- Ross, N.D. (2002) *Sludge Happens*. In the Hills Magazine, Vol. 9 #4.
- Ross, N.D. (2002) *Weird Weather: Is it a sign the local climate is changing?* In the Hills Magazine, Vol. 9 #1.
- Ross, N.D. (2001) *Treading Softly*. Seasons, Winter, 2001.
- Ross, N.D. (2001) *Corporate Conscience: Robert Schad, CEO of Husky Injection Molding Systems*. In the Hills Magazine, Vol. 8 #4.
- Ross, N.D. (2001) *Tennis Tournaments for Could-be-Grandmothers*. Ontario Tennis, Summer, 2001.
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- Ross, N.D. (2001) *Is the OMB Pro-Development?* In the Hills Magazine, Vol. 8, #1.
- Ross, N.D. (2000), *Water Woes, the state of the resource*, In the Hills Magazine, Vol. 7 #3.
- Ross, N.D. (2001), *Trusts Me: Why don't more Canadians create land trusts to preserve the lands they love?*. Harrowsmith Country Life, February, 2001.
- Ross, N.D. (2000), *Avoid the gridlock, our insider warns*. (2000), The Globe and Mail, October 4, 2000.
- Ross, N.D. (2000), *The Politics of Country Water*. Harrowsmith Country Life, June, 2000.
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- Ross, N.D. (2000), *Cheltenham Badlands: Land trusts, easements give landowners the tools to conserve our natural heritage*. In the Hills Magazine, Vol. 7 #1.
- Ross, N.D. (1999), *Cunning Carnivores: The clever coyote inspires anger and respect*. In the Hills Magazine, Vol. 6 #4.
- Ross, N.D. (1999), *Growth & Prosperity: Do they go together like a horse & carriage, or is the concept just as antiquated?* In the Hills Magazine, Vol. 6 #3.
- Ross, N.D. (1999), *Trash Traffic*, In the Hills Magazine, Vol. 6 #2.
- Ross, N.D. (1999), *The Future of Farming*, In the Hills Magazine, Vol. 6 #1.
- Ross, N.D., (1998), *Another Gentle Nudge on Climate Change*, EnviroLine, Vol. 9 #10.
- Ross, N.D., (1998), *The Oak Ridges Moraine*, In the Hills Magazine, Vol. 5 #4.
- Ball, S. and N.D. Ross, (1998), *Borders of Paradise: Does urbanization threaten rural values?*, In the Hills Magazine, Vol. 5 #3.
- Ross, N.D., (1998), *Too Many Trucks?*, In the Hills Magazine, Vol. 5 #2.
- Ross, N.D., (1998), *The New Forest*, In the Hills Magazine, Vol. 5 #1.
- Bird D.N., Ross N.D. and Ruiz Corzo M.I., (1998), *Problems and solutions associated with an AIJ project - an example from a forest management project in central Mexico, in proceedings of Technologies for Activities Implemented Jointly (26th - 29th May 1997, Vancouver)*, Elsevier.
- Ross, N.D., (1997), *Global Climate Change & Joint Implementation* EnviroLine, Vol. 8 #13.
- Ross, N.D., (1997), *The Suzuki Foundation on Climate Change*, EnviroLine, Vol. 8 #10.
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- Ross, N.D., (1996), *Eco-murals: A New Mexican Tradition*, Atención San Miguel.
- Ross, N.D. (1996), *Ecological Success in the Sierra Gorda*, Atención San Miguel.
- Ross, N.D., (1996), *Tree Planting Just A Start for Queretaro Group*, The News, Mexico City, Vol. 66, #276.

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