

Socially and Environmentally Responsible Aggregate (SERA) Forms Expert Technical Panel

Toronto, September 28, 2011 –Socially and Environmentally Responsible Aggregate (SERA) is today announcing the formation of its expert technical panel. After three months of doing outreach with key stakeholders SERA has assembled a group of experts representing municipal, industry, community and environmental interests to produce a final voluntary standard that establishes credible, practical and measurable requirements for socially and environmentally responsible aggregate extraction in Ontario. Discussions are also underway with Southern Ontario First Nations, municipalities and members of industry on their involvement in this initiative.

Technical support for the standards development initiative will be provided by BRE-Global and the Rainforest Alliance, both international leaders in third-party environmental certification. Dr Jacqueline Glass, a leading European expert in responsible sourcing in the construction industry, will also provide ongoing advice to the SDP.

“This announcement, which comes on the heels of Canada Green Building Council President and CEO, Thomas Mueller joining the SERA Founding Board, reflects the interest in SERA that we have seen provincially and across the country,” says Michael Fenn, Chair, SERA Founding Board. “We are thrilled with the strength and diversity of this group. Each representative brings a unique perspective and we are happy they have agreed to work with us on the challenge of developing high but achievable standards for socially and environmentally responsible aggregate extraction in Ontario.”

The expert technical panel will be chaired by Dr. Brenda McCabe, Chair, Civil Engineering at the University of Toronto. Dr. McCabe brings the group an unbiased wealth of construction sector knowledge.

“I am very pleased to be chairing this important group for SERA,” says Dr. Brenda McCabe, Chair, SERA Technical Advisory Group. “Voluntary certification initiatives such as SERA have proven an effective model for encouraging and rewarding the adoption of best social and environmental practices amongst other resource sectors.”

Representatives on the group include:

- Township of Zorra
- Mark Dorfman (land use and environmental policy planner)
- Friends of Rural Communities and the Environment (FORCE)
- Gravel Watch Ontario
- Environmental Defence
- The Miller Group
- CONDRAIN Group
- Dufferin Aggregates
- Ontario Ministry of Natural Resources (invited as observer)

More information about the groups and individuals participating on SERA’s Technical Advisory Group can be found at www.seracanada.ca.



Socially and Environmentally
Responsible Aggregate

About SERA (www.seracanada.ca)

Socially and Environmentally Responsible Aggregate (SERA) is a not-for-profit organization that will create, administer and promote widespread support for certification of responsibly sourced construction materials. Its initial focus is on establishing a voluntary certification system to promote responsibly sourced aggregate materials in Ontario, offering operators an innovative way to demonstrate their efforts to recognize the social and environmental expectations of local communities.

For further information:

Nicholas Schulz, Director of Communications

Tel: 647-883-2719

Email: nschulz@sera.ca

Web: www.seracanada.ca