



THE
SCHOOL OF
PUBLIC POLICY
EXTRACTIVE RESOURCE
GOVERNANCE PROGRAM

EXPERT INSTRUCTION

ESG MANAGEMENT | EXECUTIVE CERTIFICATE 2022

FUNDAMENTALS OF ESG MANAGEMENT

MEET YOUR INSTRUCTORS...



Alan MacDonald

Alan is a Founding Director of ESG Management Solutions. His passion is supporting organizations to achieve responsible, sustainable development and operations through a coaching and advisory approach. Alan regularly provides advice to Corporate Boards and Government Departments on issues related to ESG, sustainability, and risk management. In 2019, Alan supported Seven Generations Energy of Calgary to develop and implement an ESG management system that helped 7G achieve the FIRST responsible gas producer certification in the world. Alan is a strong advocate for simplified life-cycle assessment as a tool for materiality and impact management. "Training in simple LCA and full-cost economics should begin at the earliest levels of grade school and progress every year to graduation."

Alan was Global Technical Director for Sustainability for an international EPCM (engineering, procurement, construction management) company for more than 5 years. He led sustainability in design on numerous projects including the Port Metro Vancouver Container Capacity Improvement Project in Tsawwassen, B.C.; the Joslyn North Oil Sands Mine in Alberta; a new Bauxite Refinery, Mine, Railroad and Port Development in St. Anne, Jamaica; and the Nanisivik Naval Facility on Baffin Island, Nunavut. He was the Lead for the LNG Canada front end engineering design (FEED) team for the development and completion of permits, environmental management plans, and social performance initiatives in 2014-15. LNG Canada in Kitimat, B.C. is the only major LNG project of more than 30 proposals on B.C.'s west coast to achieve both positive regulatory and investment approvals to date.

Alan has worked extensively with aboriginal organizations and companies in Canada, including the development of national-level aboriginal capacity building curriculum and materials. He is also the co-author of numerous social and environmental guidelines, including guidance documents for the CCME (Canadian Council of Ministers of the Environment), ARPEL (Regional Association of Oil, Gas and Biofuels Sector Companies in Latin America and the Caribbean); Environment Canada; Alberta Energy and Utilities Board, CAPP (Canadian Association of Petroleum Producers); Alberta Reclamation Research Technical Advisory Committee; Alberta Treaty Nations Environmental Secretariat, as well as government departments and mining, construction and energy companies in Canada and abroad.



Barclay Hunter

Barclay is the Founder and CEO of Global ICS. Global ICS provide online, classroom and field (mock exercise) emergency management (Incident Command System) training in Spanish, French and English. Barclay has nearly 30 years of experience in technology based program development and delivery in Health, Safety, Emergency/Risk Management and Regulatory Compliance – including web-based and SAAS applications, management systems, performance support solutions, online learning development and delivery platforms.

Barclay developed the first commercially available online safety training programs in Canada, and has been instrumental in providing proven business strategies, knowledge management solutions and project management to national and international organizations.

Barclay's company, Global ICS, has recently been responsible for TC Energy's online and classroom based emergency management (ICS) training for North America wide operations. Additionally, he has led the development of the City of Calgary Contractor Safety Management Program, as well as the Alberta Municipal Safety Association First Responder Wellness, ICS and Contractor Safety Management program.



Melissa Whellams

Based in Calgary, Melissa is a Principal at Avanzar with expertise in the extractive industries, particularly in developing countries. She has worked on numerous projects with international oil and gas and mining companies such as AngloGold Ashanti, Barrick Gold, IAM Gold, Inmet Mining, Rio Tinto, Shell, AngloAmerican, Agnico Eagle, Bankers Petroleum, Goldcorp, Eldorado Gold, Teck, Cameco, New Gold, Kinross, Newmont Mining, Pacific Rubiales, and Sherritt International.

She specializes in the areas of human rights and security, human rights impact assessment, sustainability and human rights training for employees, grievance mechanisms, stakeholder engagement, social risk assessment, multi-sector partnerships in community development, community based water monitoring, stakeholder mapping and analysis, social management systems and CSR performance measurement and reporting.

Melissa has assisted a number of extractive companies to develop Corporate Social Responsibility (CSR) policies, strategies and programs in Canada, Latin America, Africa, Asia, Australia and Eastern Europe.

Edme Brownlee



Dr. Brownlee's primary concern is supporting individuals, communities, and organizations in their efforts to maintain the best life conditions on our planet. She has decades of experience in Environmental, Gender, and Social assessment and consulting, and has unique expertise in governance as it relates to ESG and sustainability. As a native Quechuan Peruvian who became the co-founder and Vice President of the University of Huaraz, Dr. Brownlee also spent more than five years working in Alberta and teaching at Keyano College in Fort McMurray. She completed her doctorate in Environmental Design at the University of Calgary in 2020 following 10 months of experiential learning in a traditional Andean community. Her success was to more fully understand the Andean worldview of her ancestors and identify 9 sustainability metaphors for our time. Dr. Brownlee applies her findings to the improvement of ESG governance. She is an international expert with a unique worldview important to our time.

Edme has researched waste management practices, towards a sustainable environmental management system for Keyano College at Fort McMurray where she was instructor of chemistry, environmental law, land reclamation, soils, plant identification, and safety. She was a team member for the Social Impact Assessment and Training Plan of the Peru Rural Electrification Project (Dessau Soprin), local environmental specialist in the overall Due Diligence Assessment of the Peruvian Ministry of Education and Transport Proposals: "Construcción y Mejoramiento de Infraestructura Física en el Programa de Educación Rural" and "Programa Nacional de Saneamiento Rural," Fondo de Desarrollo Peru-Canada, (CIDA, World Bank).

Nick Kendrick



Nick has nearly 10 years of environmental and energy industry experience in Canada. A former senior control room operator at Syncrude's massive oil sand complex in Alberta, Nick holds a Master of Science degree from the University of Calgary with a concentration in Sustainable Energy Development. During his studies he grew a passion for sustainability reporting, sustainability management systems and especially ESG, inspiring him to become a founding member of ESG Management Solutions.

Nick has experience helping customers develop training and awareness packages, ESG policy and goals, reporting, and communications strategy and materials. He is a guest lecturer to the Haskayne School of Business. Nick has worked extensively with indigenous organizations in the energy transfer space and is an expert in the application and installation of energy efficiency, renewable energy and energy transition technology. He advises customers on sustainable energy transition options and design.



Wes Funk

Wes is the Founder and Principal of DXD Consulting Inc. DXD provides advisory services in sustainable development, including carbon advisory, ESG reporting and triple bottom line risk and decision analyses. His expertise is to optimize the economic, social, environmental and technical trade-offs associated with the lifecycle phase of a clients' operations to manage risk, effect quality decisions and position sustainable value creation.

Wes has over 25 years of experience delivering environmental management services to the private and public sectors globally including North and South America, Europe, Australia and Africa. Wes was the Global Director – EcoNomics™ and Sustainability at WorleyParsons and oversaw the global development and local integration of non-technical risk management and sustainability systems, tools and processes across the markets that the WorleyParsons Group serviced world-wide. In 2015, Wes merged the global WorleyParsons EcoNomics™ and Sustainability service line across 5 regions with core decision and risk analysis functions at location level to form Advisian's first global service line.

Wes' knowledge lies in the identification, quantification, management and financial treatment of environmental, social and economic risks and benefits associated with hydrocarbon, infrastructure and mining projects. More recently, Wes has advised private sector clients on carbon risk; carbon reporting; and field and large facility closure strategies that include the development of decision analyses, enterprise wide risk assessments and innovative, results-based closure mechanisms.



Leslie Woods

Leslie Woods has invested her career focused on the social aspects of ESG. Her experience includes Human Resources consulting, creating learning & development programs, providing training & facilitation for organizations of all sizes, developing KPI's to drive individual and corporate performance and designing and documenting ISO standards to improve organizational outcomes. She has a passion for working with organizations who are driven to differentiate themselves in a perceived sea of sameness through various people strategies including ESG.

Leslie has held leadership roles within small business and provided consulting and training to large corporations. She understands the overwhelming challenges that organizations are experiencing in our rapidly shifting world and is excited to collaborate with a team of leading ESG experts to provide guidance, clarity and support.

Evelyn Nyairo



Evelyn Nyairo is a successful entrepreneur who has used her social, environmental, and business governance skills to build and grow successful international businesses. Evelyn brings decades of ESG experience to her coaching practice – helping her clients develop opportunity and embed sustainability. Evelyn and her most recent business start-up are featured on the 2021-22 season of Dragon's Den. Her concept of working with women-led micro businesses in Africa to sustainably harvest and manufacture a truly sensational skin product line brings all the elements of ESG into real practice. Evelyn practices ESG every day. ESG Management Solutions are so honoured to have her as part of our Advisory team.

Evelyn is passionate about working with clients to implement management practices and structures that promote social, environmental and sustainability performance. Her experience and focus on the North American, European, and Sub-Saharan Africa markets has allowed her to support global organizations at the executive level in both strategic planning and management practice.

Holding a Master's Degree in Environmental Science, Evelyn is a chemist and environmental professional with more than 20 years of experience. Spending much of her professional experience as the Founder and Director of a successful international environmental consulting firm, Evelyn is adept at leading and working with multidisciplinary teams, managing projects, and implementing management systems that embed sustainability, manage risk, and improve organizational ESG performance.

Rand Fitzner



Being genuinely committed to the wellbeing of others, the majority of Rand's 30-year career has been on delivering specialized emergency and security management services to various industries, communities, and government agencies in North and South America, Western and Eastern Europe, Australia, Africa, and the Middle East. He is a leading expert for developing integrated emergency, security, and social responsibility programs, and incorporating them within organization structure and culture, and has provided advice, direction, and leadership to companies and government agencies in this regard.

Although much of Rand's work was based on developing, implementing, training, and testing of emergency and security management programs, his experience includes projects that required him to access restrictive communities (in some of the highest-risk regions of the world) in order to carry out negotiations with local leadership, through to conducting in-country government, military, and police liaison.



Demian Newman

A veteran sales executive with over 20 years in the Canadian energy sector, Demian experienced the nuanced and complex world of environmental reporting, sustainability optics and business ethics from the perspective of an industry insider. Frustrated by issues of poor data reporting and insufficient storytelling, in 2019 he founded GreenWorks, a platform designed to increase transparency by making it easier for industries to track, manage, and validate their true ESG impacts. GreenWorks ESG is built on the belief that ESG is the key to building real, tangible, quantitative substance into Sustainability reporting. Currently, Demian and the team at GreenWorks help more than 20 industries throughout North America build a better and simpler ESG strategy for all their companies.



Shauna Mason

Shauna Mason is an influential sustainability, investor relations, governance & communications leader with 18 years' experience in developing strategies and programs for both public and private companies. Shauna is skilled at developing integrated communication strategies that engages stakeholders in a meaningful way while enhancing the corporate image.

Shauna has written ESG/Sustainability reports, managed materiality assessments, and created ESG strategies providing many benefits including improved rating agency scores, awards and recognition, access to capital and reduced insurance premiums.

Prior to joining GreenWorks Environmental Partnership, Shauna consulted for several companies, including, Deloitte, and TC Energy. From 2009 to 2020 Shauna was the Manager Corporate Affairs at Bellatrix Exploration Ltd. Prior thereto, Shauna was the Manager of Corporate Social Responsibility at Artumas Group Inc. Shauna holds a Master of Business Administration (MBA) degree from Queen's University and an Honours Bachelor of Commerce (HBCOM) degree from McMaster University. Shauna currently is a Director for; Altama Foundation, Energy for All, the Canadian Governance Institute of Canada and the Canadian Investor Relations Institute.

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