

**For Immediate Release**

## **EMILY CARR AND THE DAVID SUZUKI FOUNDATION PARTNER TO DEVELOP NATURAL CAPITAL MAP APP**

**Vancouver, CAN, December 3, 2012** | An interactive community mapping and storytelling project on natural capital launched today by Emily Carr's Faculty of Culture + Community in partnership with the David Suzuki Foundation (DSF) sheds new light on the importance of wetlands in people's lives.

Through a dynamic and collaborative approach to documentary practices, students created a series of digital narratives for a "Natural Capital Map App" that bring to life a DSF [report](#) on water ecosystems in the Lower Mainland. The study estimates our wetlands, beaches and coastal areas provide at least \$30 billion in economic benefits to residents every year.

"We leapt at the opportunity to work with the David Suzuki Foundation. Natural capital is an ideal example of a partnership that speaks to Emily Carr's values of community engagement and social responsibility," says Susan Stewart, Dean, Faculty of Culture + Community, Emily Carr. "This unique project will both educate and inform the public about valuing and protecting our natural capital in Vancouver and beyond."

Digital narratives feature stories from diverse community members who, by sharing their unique relationships to specific wetlands, highlight the priceless natural capital of these areas. The project aims to shift public consciousness towards advancing a green economy that not only considers the carbon footprint of its economic activity, but places the environment at the foundation of what directs that economic activity.

"Bringing an artistic lens to this natural capital work, brings it to life for people," says Michelle Molnar, an environmental economist with the David Suzuki Foundation. "We're excited about the collaboration between art and economics and the passion it can create in people to act to protect their own ecosystems."

A series of experimental site-specific videos explore the characteristics of each of the featured wetlands, while a series of original posters illustrate what ecosystems do for us. Elements of the project's unique web platform content can be explored through interactive stations where users navigate between videos to learn more about Vancouver's precious wetlands.

An exhibition of the work takes place at The Gulf of Georgia Cannery December 3, 2012 - April 24, 2013 with a launch event Monday, December 3 from 6 – 9 pm featuring guest speakers, screenings and an artist talk.



David  
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SOLUTIONS ARE IN OUR NATURE



emily carr  
university of art+design

### **About Emily Carr University of Art + Design**

Emily Carr University of Art + Design, established in 1925, is a world leader in education and research. Encouraging experimentation at the intersection of art, design, media and technology, our learning community merges research, critical theory and studio practice in an interdisciplinary environment. Alumni and faculty are internationally recognized as award-winning creators and thought leaders who have enormous impact on both the cultural sector and economy. We engage students, industry, and society to continuously explore and think differently about creativity and how it shapes our world. Find out more at [ecuaad.ca](http://ecuaad.ca).

### **About The David Suzuki**

The [David Suzuki Foundation](http://david-suzuki.org) is a Canadian non-profit that works with government, business and individuals to protect the health of our communities and the environment through science-based education, advocacy, and policy work, and acting as a catalyst for social change.

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