



**GLOBE Performance Solutions:
*Delivering Sustainable Economic Growth Through Technology-based Solutions***

October 24, 2012

Vancouver, British Columbia, Canada - Dr. John Wiebe, President and CEO of the GLOBE Foundation, is pleased to announce a new dedicated operating unit designed to accelerate the deployment of innovative technologies to support sustainable economic growth in Canada and around the world.

The new company, GLOBE Performance Solutions, will reduce the risks and enhance the benefits of technology-based solutions by providing reliable, quality-assured performance benchmarking and verification services.

“There is increasing global demand for technologies to protect human health and our ecological resources” notes Dr. Wiebe, “and it is essential that we accurately measure and verify the performance of new technologies to reduce economic and environmental risks.”

GLOBE Performance Solutions will provide Canada-wide services to address this global challenge, he added, noting that the full capabilities of the GLOBE Group of companies will be mobilized to accelerate market adoption of performance verified technologies both in Canada and internationally.

Canadian Environmental Technology Verification (ETV) Program

In October 2012, the GLOBE Foundation entered into an agreement with Environment Canada whereby GLOBE Performance Solutions will serve as the third-party delivery agent for the Canadian Environmental Technology Verification (ETV) Program.

The aim of the Canadian ETV Program is to provide effective validation and verification of environmental performance claims for innovative technologies, processes, and products. Performance testing and verification procedures follow the internationally recognized General Verification Protocol for national environmental technology verification programs.

Over the next three years, GLOBE Performance Solutions will serve as the delivery agent for the Canadian ETV Program. This will include coordinating the technical management of performance testing and verification activities with technology developers, users, investors and other stakeholders.

Working with a consortium of leading technology performance testing and verification organizations, GLOBE Performance Solutions will lead a targeted marketing campaign to increase awareness and market application of the Canadian ETV Program. The consortium represents an important global source of expertise for technology



performance measurement and verification in addressing Canada's challenges related to clean air, land, water, and energy.

GLOBE Performance Solutions will serve both supply-side and demand-side clients, including developers and users of technologies. GLOBE Performance Solutions will also support international efforts to accelerate the development and deployment of environmentally sound technologies that meet global environmental challenges.

Canada has played a key role in promoting international recognition and acceptance of ETV. Environment Canada is a member of the ETV International Working Group (IWG) and participates in bilateral ETV projects with other countries, including China and the United States. In collaboration with the IWG, Canada is leading the process to initiate and develop an international ETV standard under ISO (the International Organization for Standardization). The ISO-ETV standard will directly support the guiding principle of "verify once, accept everywhere".

About the GLOBE Foundation

The GLOBE Foundation is a Vancouver-based, not-for-profit organization dedicated to finding practical business-oriented solutions to the world's environmental problems. Formed in 1993, GLOBE has helped companies and individuals realize the value of economically viable environmental business opportunities through conferences and events, research and consulting, project management, communications and awards. The GLOBE Foundation is recognized as a leader in championing green initiatives and leveraging sustainable ventures into mutually rewarding opportunities for enterprise and the environment.

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