

Denise Taschereau

Co-founder & CEO, Fairware



About Denise's work:

Denise is chief executive officer (CEO) and co-founder of Fairware, a Vancouver-based company with a mission to drive change through the simple act of buying.

Founded in 2005, Fairware specializes in creating and distributing custom-branded sustainable products. Fairware's clients include leading sustainable brands like Aveda, Patagonia, Stonyfield Farms, Nature's Path Foods, Vancity and the David Suzuki Foundation. Fairware specializes in creating and discovering ethically sourced products made with environmentally preferred materials.

Denise is a member of the PPAI (Promotional Products Association International) Green Product Task Force and recently joined Green America's Certification Advisory Committee.

Denise began her career in the wilds of northern Canada, where she spent her undergraduate summers as an Outward Bound instructor. At Trent University, she discovered a passion for garbage, and became obsessed and fascinated by how waste is created and disposed of around the world. This 'push for trash' led to a growing interest in supply chain and the life of products: how stuff gets made, who designs it, and where it ends up. It became the focus of her graduate studies, and led her to her role as Policy and Communications Director of the Recycling Council of BC.

Denise then spent seven years as the Director of Sustainability and Community for Mountain Equipment Co-op, Canada's largest outdoor retailer. At MEC, she oversaw the Co-op's national environmental programs, community grant-making and ethical sourcing programs, and wrote their award winning first Sustainability Report. It was also at MEC that she also became intrigued with the notion of influencing change at the beginning – not the end – of the supply chain.



About Denise: When she's not working, Denise obsesses about anything to do with bikes and municipal politics. She is a past co-chair of Vision Vancouver, Vancouver's governing civic political party. She lives in East Vancouver with her partner, their two boys and lots of bicycles. Future plans include becoming an interior decorator for political backrooms and drinking coffee on the sidelines of Giro d'Italia.



Contact:

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Co-founder & CEO**

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