



Partners in Project Green

Executive Committee Meeting

Wednesday, March 31st, 2010

3:00 p.m. to 4:30 p.m.

GTAA Admin Building – 3111 Convair Drive, Mississauga

AGENDA

1. Steering Committee Agenda – April 13th, 2010
2. 2010 Meeting and Event Dates Overview
3. Sponsorship Model Review
4. 2009 Annual Report
5. Business Plan Development Update
6. Ambassador Program Update

Item 1

TO: Members of the Partners in Project Green Executive Committee, March 31st, 2010

FROM: Chris Rickett, Senior Project Manager, Partners in Project Green

RE: 02/10 PARTNERS IN PROJECT GREEN STEERING COMMITTEE AGENDA REVIEW

KEY ISSUE

Review and approve the proposed Partners in Project Green Steering Committee agenda for meeting 02/10 scheduled for April 13th, 2010.

RECOMMENDATION

THAT the Partners in Project Green Steering Committee agenda for meeting 02/10 be approved.

BACKGROUND

Please find attached the draft agenda for Partners in Project Green Steering Committee meeting 02/10 scheduled for April 13th, 2010.

Input on the proposed items and their sequence are requested from the Executive Committee members.

NEXT STEPS

Once approved, the agenda will be emailed and couriered to Partners in Project Green Steering Committee members on April 1st, 2010.

Report prepared by: Chris Rickett, extension 5316

For more information contact: Chris Rickett, extension 5316

Date: March 19, 2010

Attachment:

- Partners in Project Green Steering Committee Agenda for meeting 02/10.



Partners in Project Green

Steering Committee Meeting #02/10

Chair: Toby Lennox
Tuesday, April 13th, 2010
2:00 p.m. – 4:30 p.m.

Woodbine Entertainment Group – Back of the Post Parade
555 Rexdale Boulevard, Toronto, ON

AGENDA

1. CALL TO ORDER
2. DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF
3. APPROVAL OF MINUTES #01/10, HELD ON JANUARY 14, 2010
4. BUSINESS ARISING FROM THE MINUTES
5. PRESENTATIONS (15 min)
 - 5.1. Jim Ecclestone, President, Calstone Furniture.
6. ITEMS FOR COMMITTEE ACTION
 - 6.1. Resource Reutilization Feasibility Study (20 min)
 - 6.2. Hospitality Consortium Model Review (10 min)
 - 6.3. Rooftop Solar Study (15 min)
 - 6.4. Partners in Project Green Annual Report (20 min)
7. INFORMATION ITEMS (10 min)
 - 7.1. Building Performance Team Update
 - 7.2. Marketing and Networking Team Update

7.3.	Green Jobs Team Update	58
7.4.	Policy Harmonization Team Update	65
8.	GOOD NEWS STORIES (5 min)	
9.	NEW BUSINESS	
10.	ADJOURNMENT	

Item 6.1

TO: Members of the Partners in Project Green Steering Committee
Meeting #02/10 April 13, 2010

FROM: Partners in Project Green Resource Reutilization Team

**RE: REGIONAL RESOURCE REUTILIZATION NETWORK FEASIBILITY
STUDY**

KEY ISSUE

To present Steering Committee Members with the final report “The Feasibility of Establishing a Materials Exchange in the Pearson Eco-Business Zone” and to identify next steps towards implementation.

RECOMMENDATION

THAT the staff report on “The Feasibility of Establishing a Materials Exchange in the Pearson Eco-Business Zone” be received;

AND FURTHER THAT government, public and private sector partnership opportunities be explored to develop a not-for-profit materials exchange.

BACKGROUND

The Partners in Project Green Strategy identified the development of a materials exchange network in the Pearson Eco-Business Zone as a way to help local businesses turn waste into new revenue sources, while reducing the amount of industrial waste going to landfill. There was broad support for the development of such a network from the business community in the Partners in Project Green Strategy.

In March of 2009, the Resource Reutilization Team issued a request for proposals (RFP) to complete a feasibility study on the development of a materials exchange network in the Pearson Eco-Business Zone. The successful respondent was the Emerald Group and they were asked to:

- Look at existing regional materials exchanges globally;
- Determine key industrial sectors, types of waste products, policy frameworks, engagement tools, governance and funding models that ensure the success of these initiatives;
- Identify whether the conditions for success are present within the Pearson Eco-Business Zone and Greater Toronto Area (GTA) broadly; and,
- Provide recommendations to move forward with the development of a materials exchange network in the Pearson Eco-Business Zone if deemed feasible.

OVERVIEW OF FINDINGS

The study reviewed the operations of 27 material exchanges, industrial symbiosis programs and related services around the globe to identify key conditions for sustainable success and to determine if those conditions exist locally in the GTA. The feasibility study highlighted the following factors that are relevant to the development of a materials exchange network in the Pearson Eco-Business Zone:

- Areas with large manufacturers, packagers and distributors of goods are considered ideal for the operation of an exchange. The ideal catchment area should have a high concentration and variety of manufacturers, import/exporters, packagers and distributors from different industry sectors. In practice, industries of any sector generating large quantities of simple raw materials or finished goods are ideal;
- A decision about the operating model of a proposed exchange service is required at the outset, i.e. whether the exchange service exists to service a community or to generate a profit for the operators. A traditional exchange service, one set up to service the needs of all businesses within a set district, typically cannot generate more than thirty per cent of the revenue necessary to cover its costs. By comparison, brokerage services are often profitable operations;
- Secure and continuous funding is critical to ensure operational stability of any materials exchange. Two to three years of stable funding is considered necessary for the successful start up of an exchange, as they cannot be self-sufficient;
- Approximately six months are required to organize and launch a material exchange or similar initiative during which time the number of exchanges will not be significant;
- Government grants remain the major source of operating funds for exchanges reviewed for this study and it is realistic to expect that subsidization will be necessary if an exchange is to be more than a simple, passive listing service;
- A dedicated and diverse Technical Advisory Committee was also identified as an important component of promoting the service and facilitating exchanges;
- Research clearly indicates that passive websites alone are not sufficient for a materials exchange to be successful. A staff compliment of two full time operators (i.e., an exchange manager and an outreach worker) supported by an administrative assistant was found to be a workable model for launching an exchange with the number of outreach workers growing as warranted;
- Legislation is considered by the authors to be an important driver of exchange services. This assertion is believed to be particularly valid where legislation encourages businesses to engage in waste diversion or where legislation impacts local disposal fees;
- Active involvement of stakeholders and sponsors is considered critical to promoting and supporting the efforts of exchange services and resource reutilization initiatives;
- Ongoing and aggressive outreach remains a key component of an effective marketing strategy for a materials exchange. Notwithstanding this comment, effective web sites are now considered equally important to successful service delivery and profile development; and,

- While commissions can be levied against waste generators or receivers for services provided by the exchange, this approach to funding is not recommended due to the administrative and potential legal implications involved.

The 127-page study concluded that a materials exchange could operate successfully within the Pearson Eco-Business Zone. This conclusion was based on the following factors:

- Successful exchanges require a catchment area with a varied mix of manufacturers, importers/exporters, packagers and distributors from a variety of industry sectors. These sectors represent the five largest employers within the Pearson Eco-Business Zone;
- Exchanges are most successful when located within areas of concentrated business activity. The Pearson Eco-Business Zone has over 12,500 businesses located within 12,000 plus hectares of industrially/commercially zoned land, and is a major, continental transportation/logistics hub;
- “Active” exchanges (those where staff facilitate exchanges) were found to be most effective at diverting waste but require the support of local stakeholders for technical advice and outreach assistance. The PPG network of businesses can provide the support necessary to operate and support an active exchange;
- Supporting legislation was found to drive exchanges in other jurisdictions. Ontario has the necessary legislation in place in the form of O.Reg. 103/94 and 104/94 and the proposed landfill tax. A Pearson Eco-Business Zone based exchange could be one of several tools to assist the provincial IC&I community to comply with this regulatory structure and meet the MOE’s diversion goals; and,
- With over 12,500 businesses, currently diverting about 12% of generated waste (*Environment Minister’s Report on the Waste Diversion Act 2002 Review, October 2009*), Partners in Project Green has a sufficiently high concentration and variety of generating potential to support a regional resource reutilization network.

RECOMMENDED BUSINESS MODEL

The study further recommended that the exchange be operated as a not-for-profit initiative. While numerous private waste brokers and exchanges operate profitably, they do so by focusing on high value materials only. Establishment of a competing venture would potentially disrupt existing businesses within the Province of Ontario without achieving any incremental diversion benefit. A not-for-profit business model would allow the proposed exchange to provide assistance to any interested business in the Pearson Eco-Business Zone irrespective of size and material value. This approach has been shown to achieve higher compliance and diversion rates in other jurisdictions.

Not-for-profit material exchanges have been proven to operate sustainably in communities such as California and Florida with limited government funding while achieving significant environmental benefit. The Southern Waste Information Exchange, for example, has reported diverting volumes as high as 90,000 tons/year while spending less than 30 cents for every dollar of avoided disposal costs.

NEXT STEPS

Based on the proposed not-for-profit business model, government support will be required in order to ensure the success of a materials exchange network in the Pearson Eco-Business Zone. The Resource Reutilization Team is recommending the following next steps:

- Discuss with the Ministry of the Environment (MOE) their interest in supporting a materials exchange in the Pearson Eco-Business Zone in order to realize their diversion goals for the IC&I sector.
- Pending MOE support, develop a detailed business plan in partnership with the MOE, the Region of Peel and City of Toronto for the operation of a materials exchange network in the Pearson Eco-Business Zone.
- Based on the results of the business plan and securing of funding partners, launch and operate the Pearson Eco-Business Zone materials exchange network.

A copy of the Report is available upon request.

Report prepared by:

Chris Rickett, extension 5316

For more information contact:

Chris Rickett, extension 5316

Date:

March 22nd, 2010

Item 6.2

TO: Members of the Partners in Project Green Steering Committee Meeting #02/10 April 13, 2010

FROM: Partners in Project Green Building Performance Team

RE: **HOSPITALITY SUSTAINABILITY CONSORTIUM BUSINESS MODEL**

KEY ISSUE

Steering Committee endorsement of the proposed business model for the Pearson Eco-Business Zone Hospitality Sustainability Consortium.

RECOMMENDATION

THAT staff report on the proposed business model for the Pearson Eco-Business Zone Hospitality Sustainability Consortium be received;

THAT a collaboration be developed with High Performance Solutions Inc. (HPS) to develop and deliver the Hospitality Sustainability Consortium;

THAT the terms of the collaboration be reviewed on an annual basis;

AND FURTHER THAT a copy of this report be forwarded to TRCA to take necessary action to implement the proposed collaboration including signing and execution of documents.

BACKGROUND

The Pearson Eco-Business Zone features over 500 accommodation and restaurant operations. A number of these operations have been involved with Partners in Project Green, including Woodbine Entertainment Group, while others have been engaged through events and workshops, such as the International Centre and the Toronto Congress Centre.

In 2009, the International Centre developed its corporate sustainability plan and engaged TRCA in a discussion about how it could work with its neighbours on sustainability issues. Their interest was two-fold – one to leverage the lessons and knowledge of their neighbours to drive sustainability deeper and quicker into their own organization; and, secondly, to develop a group of sustainability thought leaders that could be leveraged to generate new business opportunities.

TRCA brought together a number of other hospitality businesses that had been involved in Partners in Project Green, as well as the Greater Toronto Hotel Association, Tourism Toronto and the Ontario Restaurant, Hotel and Motel Association, to discuss how they might work together on sustainability issues. The outcome of that meeting was that all

of the organizations were facing the same issues around energy and waste management, as well as training and engaging their staff in their sustainability measures.

Based on this discussion, TRCA suggested the development of a Hospitality Sustainability Consortium that would bring together leading hospitality organizations in the Pearson Eco-Business Zone to leverage knowledge and training to drive sustainability deeper, quicker and at a lower cost into each of the consortium member organizations.

OVERVIEW OF SUSTAINABILITY CONSORTIUM MODEL

A sustainability consortium is a facilitated team of organizations with a focus and commitment to attaining world class environmental sustainability through people and process improvements. This is realized by member companies leveraging each other's strengths through sharing, learning and improving to achieve accelerated results. The effect is to push sustainability faster, deeper and at a lower-cost into each participating organization.

The main benefit of membership is the acceleration of a company's journey towards environmental sustainability by leveraging the resources of a consortium and its members. Through a consortium, organizations get exposure to other members' best practices and how to improve the implementation of these best practices in their own operation. Employees are provided opportunities to collaborate with their peers in other organizations, giving them the ability to learn, share and subsequently implement hands-on learning. Overall, the results are improvements in implementation time, levels of innovation, organization and personal performance, with the ability to sustain improvements.

The consortium is made up of a team of 12 to 16 organizations that have a commitment to learn and share. Members have full ownership over the direction of the consortium, controlling both future membership and the agenda, while all administration is the responsibility of Partners in Project Green. Sharing, learning and improving are facilitated through consortium events, individual member company coaching days and assessments. Membership privileges include:

- Six days shared by all members to be used for learning and leveraging events;
- Two individual coaching days to be used by the member company to directly apply the thinking through training, coaching or implementation events; and,
- A sustainability diagnostic for measurement and development of the individual member.

For individual coaching days, members are encouraged to allow other member companies to participate in training or implementation events. The result is additional training opportunities for all members and improved implementation by utilizing other member's expertise.

The main membership requirement for the consortium is a commitment to environment sustainability and a willingness to openly share and learn. There is no contract for

membership. This is done in order to ensure that the facilitator strives to create strong value for the member companies and the members strive for excellence through their commitment to the consortium.

MEMBERSHIP FEE

The membership fee for consortium will be \$500.00 plus applicable taxes per month. For the first year delivery of the Hospitality Sustainability Consortium, the membership fee will be cut in half to \$250.00 plus applicable taxes per month thanks to funding provided by the Ministry of the Environment's GoGreen Fund. Funding provided during the first year will help local hospitality companies realize the benefits of the consortium at a lower-cost. Members of the consortium will have their Partners in Project Green subscription fee waived and be considered partners given that the consortium membership fee is larger than the annual subscription fee.

RATIONALE FOR THE SUSTAINABILITY CONSORTIUM

The utilization of the consortium model for Partners in Project Green will allow stronger business-to-business networks to develop in the Pearson Eco-Business Zone, while driving innovative sustainability thinking deeper into participating companies.

The consortium model being utilized for the hospitality sector is also being explored for the manufacturing, logistics and office sectors by TRCA staff. The potential model that may flow out of this is a spider web approach with Partners in Project Green in the middle facilitating learning and innovation within key sectors in the Pearson Eco-Business Zone, while cross-pollinating applicable ideas across sectors.

The consortium model is not seen as a solution for every company, but only those that have a deep commitment towards sustainability. Partners in Project Green will continue to deliver workshops and training for businesses across the Pearson Eco-Business Zone, while the consortiums will be a forum for leaders within each sector to drive innovation and sustainability deeper into their organizations, with some of their lessons being exported to others in the area and beyond.

This type of forum will not only help TRCA work towards the goals for Partners in Project Green, but identify and speed up the implementation of innovative ideas that are developed in partnership with sector leaders.

BUSINESS MODEL

For the development and delivery of the hospitality sustainability consortium, TRCA staff are recommending developing a collaboration with HPS who will manage the administration and delivery of the consortiums (including training and facilitation), while TRCA through Partners in Project Green will play host to the consortium and help develop and expand the consortium's reach. This collaboration will result in the development of a revenue sharing relationship between HPS and TRCA, with TRCA collecting and distributing revenues based on the following proposed model:

Business Model

Revenue

Number of Consortiums		1	
Number of Companies		12	
Monthly Fee – Company	\$	250.00	
MOE Subsidy -	\$	250.00	
Company Annual Fee	\$	6,000.00	
	Total Annual Fees	\$	72,000.00
Total Income			\$72,000.00

Expenses

Days for Individual Companies (Coaching)			
Sustainability Assessment		1	
Coaching/Training		2	
		3	
Days for Consortium (Facilitator)			
Board Meetings		6	
Total Board Meetings		6	
Coaching Daily Rate	\$	1,500.00	
Total Number of Coaching Days		36	
Total Facilitator Cost	\$	54,000.00	
Facilitator Daily Rate	\$	1,250.00	
Total Number of Facilitator Days		6	
Total Facilitator Cost	\$	7,500.00	
Total Operation Costs			\$61,500.00
Total Profit for TRCA			\$10,500.00

Revenues for TRCA and HPS will grow or decrease depending on how many businesses are involved with the consortium; however, the responsibilities of TRCA are greatly reduced as HPS's experience in delivering consortiums will be utilized to manage the day-to-day administration, training and facilitation requirements, with TRCA sharing the business development responsibilities and ongoing client engagement.

For the development of the Hospitality Sustainability Consortium, HPS will share the costs and development risk with TRCA, providing facilitation and meeting time to help establish the consortium at no cost. In addition, given that it takes at least five companies to join in order to break-even, HPS will assume any losses if there are less than five companies who join the consortium at its start up.

SUSTAINABILITY CONSORTIUM DELIVERY PARTNER

The development and delivery of the Hospitality Sustainability Consortium is proposed to be completed in partnership with HPS. HPS is a Kitchener, Ontario based company that specializes in developing and managing business consortiums across North America with over 100 different companies, including managing the High Performance

Manufacturing Consortium and the Alliance for Enterprise Excellence. Their specialities focus on sustainability, continuous improvement, supply chain management and analysis, team building, and leadership development.

HPS's role in the managing of consortiums involves the following:

- Organizing and coordinating meeting requirements of the consortium;
- Providing the training requirements identified by the consortium members;
- Completing sustainability assessments for member companies; and,
- Facilitating consortium meetings and training days.

TRCA has been working with HPS and the Canadian Manufacturers and Exporters on the development of a Manufacturing Sustainability Consortium. In that relationship, TRCA through Partners in Project Green is providing support in identifying and getting companies involved with the consortium.

NEXT STEPS

The Hospitality Sustainability Consortium is ready to be launched with four companies as confirmed members and three more considering joining. The first meeting of the consortium is being planned for early May of 2010. A report on the consortium's development and operations will be shared with the Partners in Project Green Steering Committee through the Building Performance Team.

Report prepared by: Chris Rickett, extension 5316
For more information contact: Chris Rickett, extension 5316
Date: March 29th, 2010

Item 6.3

TO: Members of the Partners in Project Green Steering Committee
Meeting #02/10 April 13, 2010

FROM: Partners in Project Green Building Performance Team

RE: **PEARSON ECO-BUSINESS ZONE ROOFTOP SOLAR STUDY**

KEY ISSUE

Staff report on the findings of the Pearson Eco-Business Zone Rooftop Solar Study and endorsement of next steps.

RECOMMENDATION

THAT the staff report on Pearson Eco-Business Zone Rooftop Solar Study be received;

AND FURTHER THAT TRCA staff move forward with the implementation of the Pearson Eco-Business Zone Rooftop Solar Study's recommendations.

BACKGROUND

In order to achieve Partner's in Project Green's goal of sourcing 10 per cent of energy required in the Pearson Eco-Business Zone from renewables by 2015, new modes of energy generation need to be explored and implemented. Rooftop solar installations were identified of interest by Partners in Project Green stakeholders. To help companies in the Pearson Eco-Business Zone implement rooftop solar opportunities, TRCA worked with its partners to identify the barriers and solutions to rooftop solar in the Pearson Eco-Business Zone.

SUMMARY OF REPORT

There were four broad categories of barriers identified, the first of which were economic. Some challenges identified in this category include securing management buy in rooftop solar projects; evaluating and addressing the cost of necessary site specific evaluation and scarcity of real world data; and understanding variables such as system constraints, tax implications, and insurance issues.

The second category of barriers identified included legal and policy hurdles. Some challenges identified in this category included understanding the implications of the Green Energy Act and Feed-in-Tariff (FIT) program; leasing and contractual issues; and considering the implications of official plans, building permits, zoning by-laws and electrical inspection.

Thirdly, institutional knowledge and capacity hurdles were identified. In this category, barriers such as understanding the speed of market development and the influx of service providers, market players, integrators and interaction with government bodies; building internal knowledge and seeking out external knowledge for the provision of services; and focussing on core competencies.

Technical hurdles were the fourth category of barriers identified. These included such hurdles as understanding installation constraints; understanding grid connection issues; PV technology selection issues; properly accounting for all system losses during pre-feasibility and feasibility analysis to ensure proper expectations of system production and long-term monitoring to verify correct operation; and understanding and planning for operation and maintenance.

Recommendations coming out of the report focused on increased information and education to facilitate a better understanding of the criteria and parameters and to increase comfort with the subject matter, including:

- Education and communication (explaining FIT, training for installers and integrators);
- Legal information and templates (leasing templates, insurance information, contract information sessions);
- Identifying sources of financing (e.g. banks, development funds); and,
- Pilot projects (pooled resources can mitigate risk).

NEXT STEPS

In order to move forward with the results of the report, three next steps have been identified:

1. Investigating a community power pilot project. There are various models that could be utilized, ranging a collaboration model, that would see TRCA's role as advisory and information sharing, to an implementation partner model, where TRCA would partner with a number of companies and facilitate the project and share in the revenues;
2. Conducting educational outreach, most likely in the form of workshops, that would include case studies, creating the business case, and analyzing project feasibility; and,
3. Creating a template rooftop lease for utilization by companies in the Pearson Eco-Business Zone and beyond.

A copy of the report is available upon request.

Report prepared by:

Dennis Braun extension 5594

For more information contact:

Dennis Braun, extension 5594

Date:

March 19th, 2010

Item 6.4

TO: Members of the Partners in Project Green Steering Committee,
Meeting #2/10, April 13, 2010

FROM: Partners in Project Green Executive Committee

RE: DRAFT PARTNERS IN PROJECT GREEN FIRST ANNUAL REPORT

KEY ISSUE

Draft Partners in Project Green first Annual Report.

RECOMMENDATION

THAT the draft Partners in Project Green Annual Report, as appended be endorsed;

AND FURTHER THAT the final Annual Report be released to the public.

BACKGROUND

The first year of the implementation of Partners in Project Green has seen a number of successful initiatives that would not have been possible without the contributions of our dedicated partners. These successes are to be communicated via the first Annual Report of Partners in Project Green. The Annual Report captures the achievements of our partners, including impressive reductions in energy and water use, innovative sustainability projects, and protection of natural heritage within the Pearson Eco- Business Zone.

ANNUAL REPORT HIGHLIGHTS

The following are highlights from the annual report. A copy of the Annual Report will be provided at the meeting.

- The GTAA was honoured by the Airports Council International – North America (ACI-NA) with an award for its work in developing and implementing Partners in Project Green. Toronto Pearson was the first airport to win in the new Special/Innovation Projects category of the ACI-NA Environmental Achievement Awards;
- The Pearson Eco-Business Zone was showcased at 12 conference sessions and in seven national media articles;
- Throughout 2009 XXX businesses were engaged in energy efficiency projects realizing XXX in savings;
- Throughout 2009 52 businesses were engaged in water reduction measures realizing 495,148 m³ annually in savings;
- 738 employees from the Pearson Eco-Business Zone were engaged in networking and training events that aided them in reducing their costs and identifying new business opportunities;

- There are 7 organizations in the Pearson Eco-Business Zone utilizing Smart Commute, representing a 43% increase in member companies participating in Smart Commute over 2008 levels;
- There were 6 restoration sites undertaken, 17 companies engaged in community restoration activities, with 4,245 shrubs, 2,845 trees and 1,000 aquatic plants restoring 2.32 hectares of greenspace; and,
- In 2009, Partners in Project initiated a number of programs to increase the competitiveness of the region, including green job programming, green land-use policy innovation and turning waste into revenue opportunities.

Report prepared by: Jennifer Taves, extension 5570
For more information contact: Chris Rickett, extension 5316
Date: March 18, 2010

Attachments:

1. Partners in Project Green 2009 Annual Report

Item 7.1

TO: Members of the Partners in Project Green Steering Committee
Meeting #02/10, April 13, 2010

FROM: Members of the Building Performance Team

RE: BUILDING PERFORMANCE TEAM UPDATE

KEY ISSUE

To update the Partners in Project Green Steering Committee on the current work of the Building Performance Team.

RECOMMENDATION

THAT the staff report on the Building Performance Team be received;

AND FURTHER THAT a progress report be brought back to the Partners in Project Green Steering Committee.

PROJECT TEAM UPDATE

The Building Performance Team met on March 12th, 2010 to discuss current and future activities of the team.

ECO-EFFICIENCY PROGRAM

The Partners in Project Green Eco-Efficiency Program was launched in early 2009 and targeted manufacturing and logistics facilities in the Pearson Eco-Business Zone to assist them in reducing their energy, water and waste costs. The program is offered through TRCA delivery partners: Ontario Centre for Environmental Technology Advancement (OCETA) and the Guelph Food Technology Centre (GFTC).

In 2009, 22 facilities took advantage of the free eco-efficiency assessment and one company began a cost-shared detailed assessment. During the delivery of these assessments, it was identified that there were many easy ways for companies to reduce their costs through simple management and behavioural changes and simple technical solutions that had little to no-capital investment requirement. The identification of these opportunities showed that dealing with energy efficiency can be a low-tech and low-cost opportunity.

The program picked-up momentum in the third quarter of 2009 that is continuing into 2010. The delivery agreements with OCETA and GFTC end March 31st, 2010 and TRCA is in the process of developing new delivery agreements for 2010 that will look to enhance the ease of client referrals and client follow-up with clients to connect them to other Partners in Project Green opportunities.

CARBON 101 REDUCTION PROGRAM

In order to facilitate the development of greenhouse gas (GHG) reduction strategies by small and medium enterprises (SMEs) in the Pearson Eco-Business Zone, TRCA received funding from the Ontario Ministry of the Environment's Go Green Fund to develop tools to assist SMEs in developing GHG baselines and reduction strategies. A set of background information guides and online tools have been developed and are now available on the Partners in Project Green website. They include:

1. Enterprise Carbon Management Survey - this online questionnaire can be utilized by SMEs to identify the right Enterprise Carbon Management (ECM) to meet their needs;
2. Roster of Carbon Management Consultants - this roster of carbon management consultants can assist SMEs looking for assistance in developing their GHG baseline and their carbon reduction strategy;
3. Carbon 101 Guidebook - this is a GHG reduction strategy guide that provides the basics on carbon management, including the process and requirements;
4. Reporting and Reduction Strategy Template – this is a PDF-based tool that allows companies to create a GHG reporting and reduction strategy;
5. Carbon 101 Workshop - building on all of these tools, a Carbon 101 Workshop was developed that can be delivered to SMEs. The workshop includes the basics of carbon management and baseline development, education on what types of tools are available, case studies of other SMEs, and assistance in connecting to Partners in Project Green tools. The first workshop was delivered in February 2010 and engaged 40 companies. A second workshop will be delivered in the fall of 2010; and,
6. Carbon 101 Workshop Training Video – for SMEs that are unable to attend the above workshop, a training video based on the workshop is available on the Partners in Project Green website.

In addition to these tools, two SMEs from the Pearson Eco-Business Zone were selected as pilots to complete their GHG baseline and reduction strategy. These pilots are currently underway and once completed, case studies, along with video testimonials, will be available on the Partners in Project Green website.

2010 PRIORITIES

In 2010, the following priorities have been identified for implementation:

- **Continuing Programming and Projects**
 - **Eco-Efficiency Program** – continuing to deliver the one-window Eco-Efficiency Program to local manufacturers and logistics operations.
 - **Sustainable Energy Plan Program** – continuing to deliver the Sustainable Energy Plan Program to local manufacturers.
 - **Financial Assistance Directory** – re-publishing of the financial assistance directory.
 - **Ongoing Training & Networking** – continuing to develop and deliver training and networking opportunities for local businesses.
 - **Energy Management Equipment Rental Program** – development of an energy management equipment program for local businesses.
 - **Rooftop Solar Market Push** – implementation of the recommendations of the rooftop solar report.

- **Carbon 101 Reduction Program** – continue the delivery of Carbon 101 Reduction Program for businesses in the Pearson Eco-Business Zone.
- **New Programming**
 - **Consortium Development** – building on the idea of bringing businesses together to share best practices and reduce the costs of embracing sustainability, four green business consortiums will be developed targeting the following sectors:
 - Manufacturing – in partnership with the Canadian Manufacturers and Exporters, a green manufacturing consortium will be established.
 - Logistics – in partnership with the Supply Chain and Logistics Association and the Canadian Courier and Logistics Association, a green logistics consortium will be developed.
 - Hospitality – in partnership with the Greater Toronto Hotel Association, the Ontario Restaurant and Motel Association and the International Centre, a green hospitality consortium will be developed.
 - Green Office – in partnership with a number of property management firms, a green office consortium will be developed to help office green teams push improvements within their facilities.
 - **Retrofit Financing** – developing financing strategies to help local businesses fund their building retrofit projects.
 - **Tenant Marketing Strategies** – working with property management firms and local utilities to connect tenants to improved building performance opportunities.
 - **Air Compressor Leak Toolkit** – working with utility partners to develop an air-leak tool kit to help local manufacturers realize these energy reduction opportunities.

Report prepared by: Dennis Braun, extension 5594
For more information contact: Dennis Braun, extension 5594
Date: March 22, 2010

Attachments:

1. Business Performance Team Meeting Minutes – March 12, 2010

Item 7.2

TO: Members of the Partners in Project Green Steering Committee
Meeting #02/10, April 13, 2010

FROM: Members of the Marketing and Networking Team

RE: MARKETING AND NETWORKING TEAM UPDATE

KEY ISSUE

To update the Partners in Project Green Steering Committee on the current work of the Marketing and Networking Team.

RECOMMENDATION

THAT the staff report on the Marketing and Networking Team be received;

AND FURTHER THAT a progress report be brought back to the Partners in Project Green Steering Committee.

PROJECT TEAM UPDATE

The Marketing and Networking Team met on February 17th, 2010 to discuss current and future activities of the team.

GREEN ENERGY MARKETING PARTNERSHIP

Bullfrog Power and Partners in Project Green will be launching the Green Energy Challenge on April 13, 2010. The marketing plan for the Green Energy Challenge will include:

- Launch of the program at the Annual General Meeting on April 13th, 2010;
- Profile of existing Bullfrog clients in the area;
- Development of program collateral, including print and web; and,
- Targeted outreach to specific companies to include them in the green energy challenge.

PARTNERS IN PROJECT GREEN MARKETING KIT

The Partners in Project Green marketing kit is currently being finalized in light of the adoption by the Steering Committee of the Subscription Model at meeting #01/10. The kit will be launched in the coming weeks and its content will be replicated on the project website. The focus of the marketing kit is on users and customer service by providing a comprehensive overview of eco-business in general, programs that Partners in Project Green provides, and how companies can get involved as Partners and Business Ambassadors.

CHANNEL PARTNER

In addition to these elements, the team also reviewed the Channel Partner public relations program. A database of over 200 potential Channel Partners was developed and sorted based on sector and public relations opportunities. The purpose of the Channel Partner database is first to establish formal relationships with key partners that will extend Partners in Project Green marketing to their membership in exchange for Partners in Project Green subscriptions for their members; and, secondly, to coordinate messaging and earned media opportunities with trade and industry organizations.

The Marketing and Networking Team is currently identifying and prioritizing public relations opportunities with potential Channel Partners.

PARTNERS IN PROJECT GREEN WEBSITE

The Partners in Project Green website has been redesigned and now includes the ability to create a business profile that allows companies to update their data, add users, view projects they have been completing with Partners in Project Green, establish a green business profile and allows TRCA staff to track company engagement and streamline marketing activities. The new site will be launched in early April 2010.

2010 MARKETING PRIORITIES

The 2010 priorities for the Marketing and Networking Team have been identified and include the following:

- Website Re-Launch – launch of the new Partners in Project Green website;
- Ambassador Program Launch – launch of the Ambassador Program and its associated marketing materials;
- Ongoing Database Updates – continued updating of company information in the project database through live calling and lead generation;
- Program Successes – promoting local companies who engage in Partners in Project Green initiatives;
- Networking and Training Events – continued development and delivery of networking and training events;
- Local Signage – development of local signage to highlight the Pearson Eco-Business Zone; and,
- Conferences and Awards – continue to pursue conference and award opportunities to share the Partners in Project Green message.

Report prepared by:

Jennifer Taves, extension 5570

For more information contact:

Chris Rickett, extension 5316

Date:

March 18, 2010

Attachments:

1. Marketing and Networking Team Meeting Minutes – February 18, 2010

Item 7.3

TO: Members of the Partners in Project Green Steering Committee
Meeting #02/10, April 13, 2010

FROM: TRCA Staff

RE: **GREEN JOBS TEAM UPDATE**

KEY ISSUE

To update the Partners in Project Green Steering Committee on the current work of the Green Jobs Team.

RECOMMENDATION

THAT the staff report on the Green Jobs Team be received;

AND FURTHER THAT a progress report be brought back to the Partners in Project Green Steering Committee.

PROJECT TEAM UPDATE

The Green Jobs Team met on March 31st, 2010 to discuss current and future activities of the team. Three programs have recently been launched under the guidance of the Green Jobs Team subcommittees.

COOL REXDALE ROOFING APPRENTICESHIP PROGRAM

Cool Rexdale aims to improve the energy and environmental performance of buildings in Rexdale by promoting the installation of cool roofs and green roofs while providing a pathway for youth in one of Toronto's priority neighbourhoods to enter the roofing trade.

As area businesses replace their roofs, Partners in Project Green will promote the installation of cool or green roofs. With projects generated, a local roofing contractor will work with community employment services partners to hire local youth who will join the union and be trained and offered opportunities to advance.

On Friday, March 12th, thirty-two local youth completed safety training. Their employment information is being provided to our partner roofing contractor, Semple Gooder, for potential hiring. The local union, SMWIA Local 30, is helping to connect the youth to other roofing contractors for added impact. Several businesses in the Pearson Eco-Business Zone have expressed interest in installing cool roofs and participating in the program. They have been referred to the roofing contractor for discussion.

ENERGY MANAGEMENT CO-OP PROGRAM

Students and businesses will gain expertise, know-how, and experience in undertaking energy reduction initiatives. Partners in Project Green, Humber College, Seneca College, and University of Waterloo market the program to employers in the Pearson Eco-Business Zone. Students hired on 4-month work terms and their employers will attend monthly workshop sessions and receive ongoing mentoring from an expert to identify and implement energy efficiency opportunities.

Several businesses and institutions have expressed interest in participating. The program will be offered for the summer (May intake) and fall (September intake) co-op terms in 2010.

CHEMTRAC STUDENT PLACEMENT PROGRAM

Students will help businesses comply with new City of Toronto toxic chemical reporting requirements. Interested businesses can register for free technical assistance through this program.

Beginning in May 2010, students hired on 4-month work terms will be trained on the ChemTRAC program and will be connected to local businesses to help them meet their reporting requirements and identify opportunities for improved chemical management. A total of 75 businesses are expected to participate in 2010.

Report prepared by: Dennis Braun, extension 5594
For more information contact: Dennis Braun, extension 5594
Date: March 22, 2010

Item 7.4

TO: Members of the Partners in Project Green Steering Committee,
Meeting #2/10, April 13, 2010

FROM: Members of the Policy Harmonization Team

RE: POLICY HARMONIZATION TEAM UPDATE

KEY ISSUE

To update the Partners in Project Green Steering Committee on the current work of the Policy Harmonization Team.

RECOMMENDATION

THAT staff report on the Policy Harmonization Team be received;

AND FURTHER THAT a progress report be brought back to the Partners in Project Green Steering Committee.

BACKGROUND

The Policy Harmonization Team focuses on promoting green business development standards and opportunities in the Pearson Eco-Business Zone, with a specific focus on harmonizing municipal policy for the purposes of supporting the implementation of the goals of Partners in Project Green.

PROJECT TEAM UPDATE

In order to create the Policy Toolkit, consultation with each individual municipality was completed in the fall of 2009. The consultation process involved a cross-section of municipal departments, including planning, engineering, parks, economic development and others, to determine what land use tools would be most effective in facilitating green development within the Pearson Eco-Business Zone. This consultation process resulted in the creation of a comprehensive list for policy tools to be developed. Phase 1 of the Policy Toolkit will consist of initial tools identified by stakeholders to be the most relevant. Phase 2 of the Policy Toolkit will see additions of further tools being developed as time and resources allow.

In late 2009, the Policy Harmonization team met and identified the tools to be included in Phase 1. The following tools have been developed:

- Partners in Project Green General Communications Materials – an overview and “what’s in it for me” for municipal staff;
- Legal Primer - Planning Act and Provincial Policy Statements in relation to the Pearson Eco-Business Zone;

- Using Development Permits to Promote Eco-Business Zone Activity – an overview of how to encourage green economic development in the Pearson Eco-Business Zone;
- Considerations for Eco-Business Zone Development Standards – development standard ideas for the Pearson Eco-Business Zone; and,
- Eco-Business Zone Sustainability Screening Tool – to provide a checklist of sustainability measures for consideration in the Pearson Eco-Business Zone.

The developed tools were sent to partner municipalities for consultation and are currently under review. Next steps include finalization of Phase 1 of the Policy Tool Kit, and continuation of work on the remainder of the policy tools and spin off projects identified by the Team through municipal and development industry consultation.

In addition to the Policy Tool Kit, a preliminary review of partner municipalities' policies, strategies, regulation and programs have been completed to assist municipal partners in promoting green business development opportunities.

Report prepared by:

For more information contact:

Date:

Jennifer Taves, extension 5570

Chandra Sharma, extension 5237

March 18, 2010

TO: Members of the Partners in Project Green Executive Committee, March 31st, 2010

FROM: Chris Rickett, Senior Project Manager, Partners in Project Green

RE: 2010 MEETING AND EVENT DATES OVERVIEW

KEY ISSUE

Review of the meetings and event dates scheduled for Partners in Project Green activities in 2010.

RECOMMENDATION

THAT the Partners in Project Green 2010 Meeting and Event Dates Overview be received for information purposes.

AND FURTHER THAT the Partners in Project Green 2010 Marketing and Event Dates be distributed to all Partners in Project Green Steering Committee and Project Team members.

BACKGROUND

At the January 17th, 2010 meeting of the Partners in Project Green Executive Committee, the group requested a calendar of meetings and events, including their proposed agendas, be developed in order to keep Steering Committee and Project Team members informed on upcoming activities and issues.

Please find attached the 2010 Meeting and Event Dates Overview. This schedule will be a living document and some dates/agenda items may change depending on delivery dates.

Report prepared by: Chris Rickett, extension 5316

For more information contact: Chris Rickett, extension 5316

Date: March 19, 2010

Attachment:

- 2010 Partners in Project Green Meeting and Event Dates Overview



Partners in Project Green – 2010 Meeting and Event Dates Overview

Month	Date	Team	Event	Priority Items
January	Jan. 14 th , 2010	Steering Committee		Green Energy Marketing Partnership Bio-Gas Plant Feasibility Study Value Proposition Executive Team Establishment Subscription Model Review 2010 Priorities
	Jan. 28 th , 2010	Transportation Team		Review of TDM Governance Model
	Feb. 4 th , 2010		ISO 14001 Workshop	
	Feb. 5 th , 2010	District Energy Team		Review of District Energy Proposals
February	Feb. 10 th , 2010		Rooftop Solar Consultation	
	Feb. 17 th , 2010	Marketing Team		2010 Priorities Marketing Kit & Channel Partner Overview Green Energy Marketing Partnership New PPG Website Annual Report 2010 Events and Training
	Feb. 18 th , 2010		Carbon 101 Workshop	
	Mar. 12 th , 2010	Building Performance Team		2009 Program Results Rooftop Solar Study Review Green Jobs Overview 2010 Priorities 2010 Events and Training
March	Mar. 24 th , 2010		Hospitality Consortium Session	
	Mar. 31 st , 2010	Green Jobs Team		Green Jobs Program Update Green Jobs Program Marketing 2010 Priority Review
	Mar.31 st , 2010	Executive Team		April SC Meeting Agenda 2010 Schedule Sponsorship Model 2009 Financial Statement
April	Apr. 13 th , 2010	Steering Committee @		Resource Reutilization Study

May		Woodbine for AGM	PPG Annual Report Hospitality Consortium Establishment Rooftop Solar Study Marketing Team Update Building Performance Team Update Green Jobs Team Update Policy Harmonization Team Update
	Apr. 15 th , 2010	Transportation Team	TDM Business Model Review
	Apr. 21 st , 2010	District Energy Team	Review and Finalize Vendor for District Energy Study
	Apr. 23 rd , 2010		Toronto Green Awards
	Apr. 24 th , 2010		Earth Day Tree Planting
	Apr. 28 th , 2010		Office Consortium Session
	May 4 th , 2010	Policy Harmonization	Finalize Phase 1 Policy Documents Identify Phase 2 Requirements
	May 6 th , 2010		Energy 201 Workshop
	May 19 th , 2010	Executive Team	District Energy Study Respondent Business Development Survey Review
	May 20 th , 2010	Marketing Team	PPG Database Training Pearson Eco-Business Zone Signage Development Ambassador Program Tools Green Office Program Overview 2010 Progress Report
	May 20 th , 2010		Power Factor Workshop
	June 10, 2010	Resource Reutilization Team	Materials Exchange Business Plan Zero Waste 101 Training UW Biogas Study
	June 10, 2010	Green Purchasing Team	Business Development Survey Review Rooftop Solar Implementation – Community Power Process Green Procurement Policy Template Development
	June 16 th , 2010	Executive Team	July SC Agenda Review
June 24 th , 2010		Lean and Green 101 Training	
July	July 14 th , 2010	District Energy Team	Interim Report – Technical Analysis
	July 15 th , 2010	Steering Committee @ Kortright w/ BBQ	Business Development Survey Review Policy Harmonization Review Consortium Development TDM Program Launch Marketing Team Update Green Purchasing Team Update

August	July 21 st , 2010	Green Jobs Team	Resource Reutilization Team Update Green Jobs Programs Update Green Jobs Programs Funding 2011 Rooftop Solar Apprenticeship Program Planning
	July 22 nd , 2010	Building Performance Team	Air Compressor Leak Tool Kit Development Tenant Marketing Planning Consortium Program Update Retrofit Financing Rooftop Solar Implementation
	Aug. 11 th , 2010	Executive Team	THIS MEETING MAY BE CANCELLED
	Sept. 8 th , 2010	District Energy Team	Draft Business Model
	Sept. XX, 2010	Executive Team	October Steering Committee Agenda Retrofit Financing
September	Sept. 16 th , 2010		Carbon 101 Workshop
	Sept. 16 th , 2010	Marketing Team	2010 Progress Report PPG Website Social Networking Updates Pearson Eco-Business Zone Signage Development
	Sept. 30 th , 2010		Energy Training Conference
	Oct. 1 st , 2010		Sustainable Business Tour
	Oct. 6 th , 2010	District Energy Team	Final Report
October	Oct. XX, 2010	Green Purchasing Team	
	Oct. 14 th , 2010	Steering Committee Meeting @ GTAA	Retrofit Financing Program District Energy Study Report Green Jobs Team Update Building Performance Team Update Marketing Team Update
	Oct. 21 st , 2010		Zero Waste Training Sessions
	Oct. 27 th , 2010	Green Jobs Team	Programs Update Rooftop Solar Apprenticeship Planning Update 2011 Priorities
	Oct. 23 rd , 2010		Fall Tree Planting
November	Oct. XX, 2010	Transportation Team	
	Oct. XX, 2010		Sustainable Logistics Training
	Nov. 3 rd , 2010	Executive Team	THIS MEETING MAY BE CANCELLED
	Nov. 18 th , 2010	Building Performance Team	2010 Progress Report Consortium Program Update 2011 Building Performance Team Priority Setting

December			2011 Training Event Planning 2010 Reporting Requirements
	Nov. 19 th , 2010		Lean and Green 101
	Nov. 24 th , 2010	Resource Reutilization Team	Materials Exchange Planning Biogas Update 2011 Priorities
	Dec. 2 nd , 2010		Energy Management 101
	Dec. 16 th , 2010	Marketing Team	2010 Progress Report 2011 Marketing Objectives 2011 Training and Networking Events
	Dec. XX, 2010	Executive Team	January 2011 Steering Committee Agenda

Item 3

TO: Members of the Partners in Project Green Executive Committee, March 31st, 2010

FROM: Chris Rickett, Senior Project Manager, Partners in Project Green

RE: PARTNERS IN PROJECT GREEN SPONSORSHIP MODEL REVIEW

KEY ISSUE

Review and approve the proposed Partners in Project Green Sponsorship Model.

RECOMMENDATION

THAT the Partners in Project Green Sponsorship Model be approved.

BACKGROUND

At the Partners in Project Green Steering Committee meeting #03/09 October 15th, 2010, the following resolution was approved:

THAT staff develop a sponsorship criteria and value proposition document in order to market sponsorship opportunities to companies.

The value proposition document has been developed and approved by the Partners in Project Green Steering Committee at meeting 01/10. The sponsorship model was developed in order to market funding opportunities to companies inside and outside of the Pearson Eco-Business Zone as part of the goal of realizing 80 per cent of Partners in Project Green revenues from non-governmental sources.

OVERVIEW OF PROPOSED SPONSORSHIP MODEL

The proposed sponsorship model provides a number of sponsorship opportunities to support the activities of the Pearson Eco-Business Zone, including:

- Partners in Project Green naming rights – this provides for one key sponsor to have the naming rights for Partners in Project Green. This sponsorship is currently funded by the Greater Toronto Airports Authority (GTAA).
- Partners in Project Green Program Sponsor – this provides an opportunity for businesses to sponsor a key Partners in Project Green program that aligns with their business and/or corporate social responsibility goals. An example of this type of sponsorship is Woodbine Entertainment Group's sponsorship of the Green Jobs Program.
- Partners in Project Green Networking Events – this provides a sponsorship opportunity for companies looking to gain profile at Partners in Project Green networking events.
- Partners in Project Green Training Events – this provides a sponsorship opportunity for companies looking to gain profile at Partners in Project Green networking events.

Depending on the sponsor's engagement, the benefits associated with each sponsorship opportunity vary. A full breakdown of the sponsorship benefits can be seen in the attached Partners in Project Green Sponsorship Program kit. Generally though the benefits range from:

- Expand and foster networking opportunities with key executives in the private and public sectors to grow business opportunities;
- Opportunities to co-market with Partners in Project Green programming;
- Increase in the company's profile from a local and international perspective;
- Build partnerships that strengthen the Pearson Eco-Business Zone;
- Maintain a business-friendly environment and enrich quality of life through corporate sustainability;
- Access speaking opportunities for your senior executives; and,
- Provide public recognition and commitment to the Pearson Eco-Business Zone.

NEXT STEPS

Pending the approval of the proposed sponsorship model, TRCA will finalize the model and utilize to secure funding sponsorships for Partners in Project Green programming in partnership with the Greater Toronto Conservation Foundation.

Report prepared by: Chris Rickett, extension 5316

For more information contact: Chris Rickett, extension 5316

Date: March 19, 2010

Attachment:

- Draft Partners in Project Green Sponsorship Model

Partners in Project Green Sponsorship Program

DRAFT

Background

Partners in Project Green is a growing community of businesses working together to green their bottom line by creating an internationally-recognized 'eco-business zone' around Toronto Pearson.

Through new forms of business-to-business collaboration, Partners in Project Green delivers programming that helps businesses reduce energy and resource costs, uncover new business opportunities, and address everyday operational challenges in a green and cost-effective manner.

Funding Model

Partners in Project Green is a public-private partnership led by the Toronto and Region Conservation Authority that brings together members of the business community, the Greater Toronto Airports Authority, the Region of Peel, City of Toronto, City of Mississauga and City of Brampton. The initiative is funded through business sponsorships, participation in events, and through funding from various levels of government. Partners in Project Green staff report to a Steering Committee comprised of elected officials and business leaders.

Why Should Businesses Care about Partners in Project Green?

- Sustainable business practices are becoming a competitive necessity. The eco-business approach offers organizations diverse opportunities to streamline business operations through resource and knowledge sharing, and proven eco-efficiency approaches.
- The business community can do more for the environment working together than apart. By facilitating innovative collaborative partnerships, Partners in Project Green helps companies achieve results faster, cheaper and with less individual risk.
- The Pearson Eco-Business Zone has the potential to become a world-class region for eco-innovation. Turning this vision into a reality and true competitive advantage demands collaboration between local businesses, governments, and communities.

What does Partners in Project Green do for businesses?

1. **Drive Procurement Decisions** – Partners in Project Green works to reduce the cost of green products and services in order to stimulate market uptake while reducing the return-on-investment for businesses.
2. **Create and Foster Partnerships** – Bringing people together through networking sessions, consortiums, and knowledge sharing workshops encourages business to business collaboration – allowing on the ground development of solutions to environmental issues.
3. **Partners in Project Green Programs** – Providing programming and project development that allows companies to improve financial and environmental performance by providing knowledge, tools and experience in green business practices.
4. **Innovate Projects with Area Businesses** – Partners in Project Green collaborates with business leaders to test innovative cutting edge technologies. These projects stimulate innovation and market adoption of new environmentally responsible practices by making the business case for advanced environmental technologies.

Marketing Program

Partners in Project Green facilitates a number of high-profile programs and events in order to educate, inform and connect businesses to the community and each other on annual basis.

Our Audience

- New and existing businesses
- Business leaders
- Education institutions
- Elected officials
- Communities of Brampton, Mississauga and Toronto

Your Benefits

- Strengthen your brand
- Lead generation for your business
- Be seen as a leader in the community
- Networking opportunities
- Become a partner in to bring economic prosperity to the Pearson Eco-Business Zone

Opportunities for Engagement

There are a variety of sponsorship opportunities available for companies interested in working with Partners in Project Green. All of the programs and projects are tailored to your business values, provide public recognition and demonstrate your commitment to the Pearson Eco-Business Zone.

Building Strategic Relationships with Partners in Project Green

- Expand and foster your network opportunities with key executives in the private and public sectors to grow your business
- Create a strategic marketing plan that leverages your marketing and recruitment dollars resulting in significant value for your business
- Increase your business profile from a local and international perspective
- Build partnerships that strengthen the Pearson Eco-Business Zone
- Maintain a business-friendly environment and enrich quality of life through corporate sustainability
- Access speaking opportunities for your senior executives
- Provide public recognition and commitment to the Pearson Eco-Business Zone

Partners in Project Green – Program Sponsor

On an annual basis, Partners in Project Green develops and delivers a wide-range of programming to assist businesses surrounding Toronto Pearson in improving their financial and environmental performance. These programs could not be delivered without the support and foresight of public and private sector partners who provide their technical and financial support.

Examples of our Program Sponsors include:

- Woodbine Entertainment – an annual contribution towards the development of green job programming and training opportunities in the Pearson Eco-Business Zone.
- Region of Peel – an annual contribution towards the overall delivery of Partners in Project Green programming.
- City of Toronto - an annual contribution towards the overall delivery of Partners in Project Green programming.
- Natural Resources Canada – an annual contribution towards the delivery of the Partners in Project Green Eco-Efficiency Program.

If your organization is interested in learning more on how it too can support Partners in Project Green programming, contact us today. Recognition for your support is commensurate with the contribution agreement, but can include:

- Company name recognition and logo exposure at events
- Recognition and logo on Partners in Project Green website
- Media engagement opportunities
- Access to Partners in Project Green events
- Tax-deductible receipt through the Conservation Foundation of Greater Toronto

Partners in Project Green – Channel Partner

To access Partners in Project Green programming, companies in the Pearson Eco-Business Zone pay a subscription fee based on the size of their company. However, companies who are members with organizations who are Partners in Project Green Channel Partners, have their subscription fee waived.

Partners in Project Green has a number of Channel Partners, including:

- Canadian Manufacturers and Exporters
- Mississauga Board of Trade
- Brampton Board of Trade
- Canadian Courier and Logistics Association
- Canadian Industry Program for Energy Conservation

Partners in Project Green is always looking for additional Channel Partners to help drive value for businesses in the Pearson Eco-Business Zone. If your organization is interested in learning more on how it too can become a Partners in Project Green Channel Partner, contact us today.

Benefits for Partners in Project Green Channel Partners include:

- Additional value for your membership
- Organization recognition and logo exposure at events
- Recognition and logo on Partners in Project Green website
- Media engagement opportunities
- Access to Partners in Project Green events
- Program development opportunities

There is no-cost to become a Partners in Project Green Channel Partner, however, we ask Channel Partners to:

- Assist in the marketing of Partners in Project Green programming to their members
- Provide recognition and the Partners in Project Green logo on your website
- Highlight sector leaders from the Pearson Eco-Business Zone in your communication materials
- Work with Partners in Project Green to develop new programming opportunities for your membership

Partners in Project Green – Networking Events

On an annual basis, Partners in Project Green delivers networking events to bring together businesses from the Pearson Eco-Business Zone. Partners in Project Green strives to provide the best speakers that fit the needs and interests of Pearson Eco-Business Zone companies. These events typically attract between 100 and 150 people from the Pearson Eco-Business Zone.

Keynote Sponsor - \$3,000

- Introduction of keynote speaker
- Company name recognition and logo exposure at event
- Recognition and logo on Partners in Project Green website
- Maximum exposure in PowerPoint presentation at event
- Logo included in all advertising and direct mail leading up to the event
- Ability to set-up display at event
- Attendance of 8 people at event
- Brochure distributed at event

Patron Sponsor - \$1,000

- Brochure distributed at event
- Recognition and logo on Partners in Project Green website
- Display of logo in PowerPoint presentation
- Attendance of 4 people at event

Partners in Project Green – Training Events

On an annual basis, Partners in Project Green delivers training events to bring together businesses from the Pearson Eco-Business Zone. Partners in Project Green strives to provide training opportunities that help businesses accelerate their sustainability journey. These events typically attract between 30 and 60 people from the Pearson Eco-Business Zone.

Training Leader - \$2,000

- Introduction of training seminar
- Company name recognition and logo exposure at event
- Recognition and logo on Partners in Project Green website
- Maximum exposure in PowerPoint presentation at event
- Logo included in all advertising and direct mail leading up to the event
- Ability to set-up display at event
- Attendance of 2 people at event
- Brochure distributed at event

Training Supporter - \$750

- Brochure distributed at event
- Recognition and logo on Partners in Project Green website
- Display of logo in PowerPoint presentation
- Attendance of 1 person at event

TO: Members of the Partners in Project Green Executive Committee

FROM: Chris Rickett, Senior Project Manager, Partners in Project Green

RE: PARTNERS IN PROJECT GREEN 2009 ANNUAL REPORT

KEY ISSUE

Review and approve the 2009 Partners in Project Green Annual Report.

RECOMMENDATION

THAT the Partners in Project Green 2009 Annual Report be forwarded to the Partners in Project Green Steering Committee for endorsement and distribution.

BACKGROUND

As part of the Partners in Project Green Strategy it was recommended that TRCA develop an annual summary of the activities it had undertaken with its partners in the Pearson Eco-Business Zone. The purpose of this report was to provide guidance on how the initiative was progressing in working towards the goals and targets set out in the Partners in Project Green Strategy.

Please find attached a draft copy of the Partners in Project Green 2009 Annual Report.

NEXT STEPS

Based on the input of the Partners in Project Green Executive Committee, the draft annual report will be finalized and printed in time for distribution on April 13th, 2009.

Report prepared by: Chris Rickett, extension 5316

For more information contact: Chris Rickett, extension 5316

Date: March 19, 2010

Attachments:

1. Partners in Project Green 2009 Annual Report (will be distributed at the meeting).

TO: Members of the Partners in Project Green Executive Committee, March 31st, 2010

FROM: Chris Rickett, Senior Project Manager, Partners in Project Green

RE: BUSINESS PLAN DEVELOPMENT UPDATE

KEY ISSUE

Overview of work completed to date in regards to the development of the Partners in Project Green Business Plan.

RECOMMENDATION

THAT the report on the development of the Partners in Project Green Business Plan be received for information purposes.

BACKGROUND

At the Partners in Project Green Business Plan Development Team meeting on December 17th, 2010 the team was given an update on the activities undertaken to date in regard to the development of the business plan.

CURRENT STATUS

Since that meeting a number of the elements identified for revenue options have been further developed, including:

- Subscription Model – the Partners in Project Green Steering Committee approved the development of a subscription fee for the project.
- Sponsorships – a sponsorship model for Partners in Project Green has been developed by TRCA staff.
- Public-Private Collaborations – a Public-Private Marketing Collaboration Criteria has been developed and approved by TRCA's Authority Board.

In addition to these items, TRCA staff engaged York University through the York Consulting Group (YCG) to develop a research plan to support the development of the Partners in Project Green business plan. Currently, YCG is undertaking the following research:

- Secondary and primary research to uncover expected market size for carbon-credit aggregation – the purpose of this is to better understand the potential market available to Partners in Project Green if it were to get involved in aggregating carbon-credits for area companies and use these funds for projects in the area.
- Secondary research to determine market size and potential expenditure on green practices within Canada and identified eco-business zone – the purpose of this research is to better understand the green purchasing habits

of companies and to develop marketing partnerships with those areas that have the highest potential for growth.

The YCG is continuing their research and the results of this work will be made available for review at the May 2010 meeting of the Executive Committee.

Report prepared by: Chris Rickett, extension 5316

For more information contact: Chris Rickett, extension 5316

Date: March 19, 2010

Item 6

TO: Members of the Partners in Project Green Executive Committee, March 31st, 2010

FROM: Chris Rickett, Senior Project Manager, Partners in Project Green

RE: BUSINESS AMBASSADOR PROGRAM UPDATE

KEY ISSUE

Overview of the Partners in Project Green Business Ambassador Program.

RECOMMENDATION

THAT the Partners in Project Green Sponsorship Model be approved.

BACKGROUND

At the Partners in Project Green Steering Committee meeting #03/09, the following resolution was approved in part:

THAT the Ambassador Program be approved in principle with an understanding that only Partners in Project Green Steering Committee members be promoted as Ambassadors until a full program is approved;

The Business Ambassador Program was approved in principle based on the following conditions:

- The Partners in Project Green Value Proposition be established.
- A subscription fee for Partners in Project Green is integrated into the program.
- A sponsorship model integrated into the model.
- Tracking be developed to report on engagement with Business Ambassadors.

All of these issues have now been resolved and TRCA staff is planning to launch the Business Ambassador Program to the general business community.

NEXT STEPS

A Partners in Project Green Program Guide has been developed and will be launched on April 13th, 2010 to promote the initiative and the Business Ambassador Program. A copy of the kit is attached.

Report prepared by: Chris Rickett, extension 5316

For more information contact: Chris Rickett, extension 5316

Date: March 19, 2010

Attachment:

- Draft Partners in Project Green Program Guide