



Marketing and Networking Team Meeting
Agenda – Thursday May 20, 2010
Greater Toronto Airports Authority, 3111 Convair Drive
Room – TBD

1. Partners in Project Green Business Award Development
2. Access to Partners in Project Green Website
3. Media Partners – Streaming Content
4. Channel Partner Development
5. Pearson Eco-Business Zone Signage

TO: Members of the Partners in Project Green – Marketing and Networking Team

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

RE: **LIVING CITY PEARSON ECO-BUSINESS ZONE AWARD**

KEY ISSUE

To develop selection criteria and process for the Living City Pearson Eco-Business Zone Award.

BACKGROUND

The Charles Sauriol Environmental Dinner is one of Canada's largest annual environmental events. It brings together leaders from business and the public sectors for an evening of entertainment and environmental learning that raises funds to protect conservation lands in the Greater Toronto Area. The event gathers close to 1,000 guests every year and more than \$789,000 has been raised for conservation initiatives.

In order to broaden the appeal of the dinner and highlight Partners in Project Green activities, a green business award is being proposed to recognize a business leader from the Pearson Eco-Business Zone. This award will be called the Living City Pearson Eco-Business Zone Award.

AWARD DEVELOPMENT

In order to develop the award, members of the Marketing and Networking Team are requested to provide input on the selection criteria, eligibility and selection process. The following are proposed elements for the selection criteria:

- Effectiveness of environmental initiatives
- Measurable results
- Innovation, originality and creativity
- Promotion of environmental stewardship
- Exceeding industry standards
- Leadership
- Replicability
- Long term sustainability of the initiative(s)
- Bringing recognition to the Pearson Eco-Business Zone

Eligibility requirements will also need to be determined. These may include (but are not limited to) such requirements as location of operations being within the Pearson Eco-Business Zone, the organization must be a Partner or Ambassador of Partners in Project Green, and/or type of environmental projects under consideration.

A selection process to select the winner is also required. Possible selection processes include the creation of an independent selection committee (number of participants and their affiliations and limitations to be determined) or a membership voting model, in which member businesses of Partners in Project Green vote on the nominees.

NEXT STEPS

Input from the Marketing and Networking Team is requested to develop and finalize the award selection criteria, eligibility and selection process. Once finalized, an award submission package will be created and partner companies will be informed of the award and how to apply.

Report prepared by: Jennifer Taves, extension 5570

For more information contact: Chris Rickett, extension 5316

Date: May 18, 2010

TO: Members of the Partners in Project Green – Marketing and Networking Team
FROM: Chris Rickett, Senior Project Manager, Partners in Project Green
RE: **ACCESS TO PARTNERS IN PROJECT GREEN WEBSITE**

KEY ISSUE

To outline Partners in Project Green website access details.

BACKGROUND

The Partners in Project Green website is a valuable tool for companies within the Pearson Eco-Business Zone and beyond to access programming, online resources, and connect with others in the study area.

The website's value extends beyond businesses, as it can serve as a means for partners to learn more about what local companies are doing and their relationship with Partners in Project Green. In order to assist local economic development partners in identifying companies that are working with Partners in Project Green, TRCA is proposing to provide access to the business database to help them in their business retention activities.

By providing access to TRCA's economic development partners, their staff will be easily be able to assess what companies are active within the Pearson Eco-business Zone, provide contacts to key companies, and update information on businesses in the database. Opportunities for partner development may also be identified, further increasing the effectiveness of Partners in Project Green.

NEXT STEPS

Upon endorsement from the Marketing and Networking Team, municipal staff from each of the economic development departments will be provided access to the Partners in Project Green business database.

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For more information contact: Chris Rickett, extension 5316

Date: May 18, 2010

TO: Members of the Partners in Project Green – Marketing and Networking Team

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

RE: PARTNERS IN PROJECT MEDIA PARTNERS

KEY ISSUE

To review the development of media partners for Partners in Project Green.

BACKGROUND

Partners in Project Green staff regularly develop and update content on the Partners in Project Green website, including articles on partner businesses, environmental best practices, program launches, and events. While the website does achieve high circulation levels, these numbers can be further increased through partnerships with other sites. By streaming Partners in Project Green website content to other outlets, programs and events are further promoted and green activities of partner businesses reach a wider audience.

A number of media sources, trade magazines and channel partners have agreed to use Partners in Project Green content and deliver it to their audiences. The following have been the two RSS feeds that have been established to provide a direct link to this content:

- Local Green Business News – this provides information on local green business news, new programming and events - <http://www.partnersinprojectgreen.com/news-and-media/green-news?format=feed&type=rss>
- Environmental Best Practices Database – this provides content on environmental best practices that are published about local companies - <http://www.partnersinprojectgreen.com/resources/ebmp/rss/0?format=raw>

NEXT STEPS

Marketing and Networking Team members are encouraged to subscribe and share these links, while partner economic development departments are encouraged to utilize to share information with local businesses.

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Date: May 18, 2010

TO: Members of the Partners in Project Green – Marketing and Networking Team

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

RE: PARTNERS IN PROJECT CHANNEL PARTNER DEVELOPMENT

KEY ISSUE

To review and provide an update on the development of Partners in Project Green channel partners.

BACKGROUND

A database of over 200 potential channel partners was developed and sorted based on sector and public relations opportunities as part of the Partners in Project Green marketing strategy. The purpose of the channel Partner database was 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.

Currently, TRCA staff have been working with the following organizations to finalize memorandums of understanding to become Partners in Project Green channel partners:

- BOMA
- RealPAC
- Mississauga Board of Trade
- Brampton Board of Trade
- Toronto Board of Trade
- Alliance of Ontario Food Processors
- Hotel Association of Canada
- Greater Toronto Hotel Association
- Ontario Restaurant, Hotel and Motel Association
- Supply Chain and Logistics Association Canada
- Ontario Trucking Association
- Canadian Courier and Logistics Association
- Canadian Manufacturers and Exporters
- Excellence in Manufacturing
- Automotive Parts Manufacturers Association
- Packaging Association of Canada
- Canadian Plastics Industry Association
- Ontario Environment Industry Association
- Green Enterprise Ontario
- Going for the Green

NEXT STEPS

Staff will continue to work toward developing channel partner relationships. Input is requested from the Marketing and Networking Team to identify further possible channel partners.

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Date: May 18, 2010

TO: Members of the Partners in Project Green – Marketing and Networking Team

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

RE: PEARSON ECO-BUSINESS ZONE SIGNAGE

KEY ISSUE

To generate possible approaches to creating and installing signage for the Pearson Eco-business Zone.

BACKGROUND

The Pearson Eco-Business Zone encompasses over 12,000 hectares of industrial and commercial land surrounding Toronto Pearson International Airport. The area falls under four municipal jurisdictions, including the Region of Peel, City of Toronto, City of Mississauga, and the City of Brampton. The area consists primarily of employment area bisected by CN rail line and five major highways (401, 407, 409, 410, and 427), with Toronto Pearson lying at the heart of the study area.

As this is a distinct geographical area crossing four municipal boundaries, it would be beneficial to have street signage indicating when one was entering and leaving the Pearson Eco-Business Zone. These signs would bring greater awareness of the project to the public while recognizing the sustainability efforts of partner municipalities.

NEXT STEPS

Input from the Marketing and Networking Team is requested to determine how best to proceed as all four municipalities have guidelines and policies in place governing signage, in terms of design, placement, and permission to post signage.

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