



Partners in Project Green – Marketing and Networking Team
Wednesday June 22, 2011 @ 1:00 pm
GTAA Admin Building – Room 1120 – 3111 Convair Drive, Mississauga

1. Fall Training and Networking Events
2. People Power Challenge
3. Website Re-design Update
4. Tenant Engagement Program
5. Other Business

Item 1

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 GREEN FALL AND WINTER 2011 EVENTS

KEY ISSUE

To provide an overview of Partners in Project Green Fall and Winter 2011 events.

BACKGROUND

The following is a list of upcoming Partners in Project Green training and networking events. Partners in Project Green Marketing and Networking Team members are encouraged to attend when appropriate and share these opportunities with their organizations.

FALL AND WINTER EVENT SCHEDULE

*September 8, 2011 – **Lean and Green Training*** – This interactive workshop is to be held at Janes Family Foods, and will reveal the hidden and costly wastes often overlooked in organizations.

*September 22, 2011 – **Eco-Business Breakfast: Employee Engagement*** – This session will offer practical solutions to getting employees involved in sustainability initiatives around the office. This session will also serve as the company launch of the People Power Challenge.

*September 29, 2011 – **Waste Procurement Session*** – This session will focus on training companies on how to get the most from their waste removal partners.

*October 13, 2011 – Greener Horizons **Fall Networking Reception*** – A networking session put on in partnership with Bullfrog Power that features a panel discussion around sustainability topics. This evening will also include the announcement of the winners of the PPG Sustainability Awards and the public launch of the People Power Challenge.

*October 23rd, 2011 – **Partners in Project Green Fall Tree Planting*** – A tree planting and creek clean-up along the Etobicoke Creek at Dixie and Derry Roads.

*October 27th, 2011 – **Eco-Business Breakfast: Green Financing*** - This breakfast session will show companies how to navigate the field of financing environmental projects.

*November 15th, 2011 – **ISO 14001*** - This session will teach participant show to create and implement an EMS in line with ISO 14001.

November 17th, 2011 – **Eco-Business Breakfast: BBOT and MBOT**- This breakfast session will be a joint event with the Brampton Board of Trade and Mississauga Board of Trade. The topic is yet to be determined.

November 24th and 25th, 2011 – **Energy 2011** - This is an annual energy conference put on by CME and NRCan. Partners in Project Green will provide some training and support.

Report prepared by: Jennifer Taves, extension 5570
For more information contact: Chris Rickett, extension 5316
Date: June 15 , 2011

Item 2

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

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

RE: PEOPLE POWER CHALLENGE

KEY ISSUE

To seek input and guidance on the development of the People Power Challenge.

BACKGROUND

At the December 2nd, 2010 meeting of the Marketing and Networking Team, the members proposed a competition between companies be created to encourage employee engagement around sustainability. TRCA began development of the program as outlined below.

PEOPLE POWER CHALLENGE OVERVIEW

The People Power Challenge is designed to engage employees in sustainability opportunities in their workplaces. By providing companies with a framework for action, tools to encourage engagement and a friendly competition and learning environment to motivate action, the People Power Challenge will assist companies in driving sustainability into their organizations by leveraging their greatest asset – their people.

The People Power Challenge will run for one year from October 2011 to September 2012 and will be a cross-sector challenge, engaging offices, manufacturers, hotels, logistics organizations and others no matter their size.

The People Power Challenge will consist of three challenges through the year based on energy, water and waste. To help support the challenge, companies will be provided with a People Power Challenge Roadmap that provides a framework for the challenge, as well as links to a menu of tools that they can choose from based on what best fits their organization.

PEOPLE POWER CHALLENGE MARKETING OVERVIEW

The People Power Challenge will utilize a number of additional marketing challenges beyond its unique website and will include the following strategies:

General Promotion

Partners in Project Green will promote the challenge and encourage its business and community partners to sign onto the challenge through their regular marketing channels, including emails, newsletters, media stories and websites.

WWF-Canada Promotion

WWF-Canada will make available the Living Plant @ Work Program tools to companies participating in the People Power Challenge, and promote the People Power Challenge and Partners in Project Green programs and tools through WWF-Canada and Living

Planet @ Work network. WWF- Canada will also link to the Partners in Project Green - People Power Challenge website on the WWF Living Planet @ Work website.

Channel Partner Challenges

Business associations who are interested in engaging their members in sustainability will be encouraged to host their own sub-challenges within the broader challenge. Under this scenario, the channel partner would be provided all of the relevant tools; however, with each challenge a member within their organization would be recognized as their local leader (and possibly the overall leader) for the challenge.

Challenge Participant Promotion

For all participants who sign onto the challenge, a template media release and web links will be provided for them to share so that they can promote their involvement with the People Power Challenge.

REPORTING REQUIREMENTS

After registering for the People Power Challenge, companies will be able to manage their involvement online which will allow them to report their progress, the website will track:

- Employee involvement in the challenges – including views of webinars and ideas submitted regarding the relevant challenge.
- Each company's actions for the relevant challenges based on their submission of challenge achievements.

Companies will be required to submit a report at the end of each challenge in order to compete.

REWARDS AND RECOGNITION

There will be a number of ways companies and their employees will be recognized, including:

- A recognition breakfast will be held at the end of each challenge. This breakfast will present the award to the winning company. Each company will also announce an employee Most Valuable Player. The breakfast will also launch the next challenge area.
- An overall People Power Challenge winner will be announced at the annual Partners in Project Green networking session in October 2012. The prize will be a financial amount (to be determined) to be used to implement a sustainability project.
- Certificates and/or plaques will be created to recognize challenge participants and their achievements.
- Throughout the year, participating companies and their efforts will be highlighted in the Partners in Project Green newsletter and the Living Planet @ Work newsletter.

RATIONALE

The People Power Challenge provides an opportunity to increase uptake of existing Partners in Project Green programming while aiding in achievement of strategic goals. Current programs that will be utilized as tools in the program include the Eco-Efficiency Program, the Lunch and Learn Programs, the Green Purchasing Alliance, the Pearson Airport Area Smart Commute Program, the Eco-Business Breakfasts, and other training sessions.

NEXT STEPS

Based upon input from the Marketing and Networking Team, TRCA staff will continue to refine and develop the program and relevant collateral.

Report prepared by: Jennifer Taves, extension 5570

For more information contact: Chris Rickett, extension 5316

Date: June 14, 2011

Item 3

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

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

RE: WEBSITE RE-DESIGN UPDATE

KEY ISSUE

To update the Marketing and Networking Team on the re-design of the Partners in Project Green website.

BACKGROUND

The Partners in Project Green website is currently undergoing a redesign and functionality review. The purpose of this review is to increase the usability of the website so that companies can self identify sustainability solutions and then connect to programs, service providers and product vendors that can assist with their implementation.

To assist with this process, the usability of the website will be enhanced through an improved user interface that is customizable based on the company's sustainability interests. The idea is to help companies connect more quickly to the sustainability solutions that are most relevant to their organization.

WEBSITE COMPONENTS

The Partners in Project Green website will continue to promote green business activity through news story publication, provide information on Partners in Project Green programs and services, and act as the CRM system for Partners in Project Green staff. To increase the usability of the website, additional components are under development:

Peer Network – this is an interactive system that allows local companies to connect and communicate with each other based on any number of conditions, including industry sector, department, sustainability interests, product / service requirements, etc.

Service/Product Listings - this will allow vendors to tailor their product/service listings to specific sustainability solutions. Thus when a company identifies a specific sustainability solution they are interested in, such as lighting, they will be immediately connected to a list of businesses who can provide lighting solutions.

In addition the above functionality, the Service/Product Listings will also provide for the following:

- An easily searchable database that connects companies to green products and services;
- A platform to connect with vendors and view past clients;
- Ability to post feedback on their experiences with vendors, as well as see reviews posted by others; and,

- Connect personally to referrals and case studies.

Education – this will allow local companies to develop and post case studies on environmental projects they have implemented, as well as green products and services that they have employed. These case studies will be posted by product / service providers, local companies with a story to tell, and Partners in Project Green staff. Materials will not be posted to the website without approval from Partners in Project Green Staff.

NEXT STEPS

Based on input from the team, staff will continue to develop the Partners in Project Green website and databases.

Report prepared by: Jennifer Taves, extension 5570

For more information contact: Chris Rickett, extension 5316

Date: June 15, 2011

Item 4

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

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

RE: TENANT ENGAGEMENT PROGRAM

KEY ISSUE

Provide an overview of tenant engagement strategies developed with partner property management firms.

BACKGROUND

Over the past year, TRCA staff has been working with its developer / property management partners on outreach strategies for their tenants. The goals of these outreach strategies has been to:

- Introduce local businesses to Partners in Project Green;
- Provide a format for property managers to engage their tenants in sustainability initiatives;
- Build a stronger relationship between the property manager and their tenants; and,
- Provide a tool for encouraging tenants to extend their leases with the participating developer / property management firms.

OVERVIEW OF ENGAGEMENT STRATEGIES

TRCA staff has been working with the following developer / property management firms to engage their tenants in the Pearson Eco-Business Zone:

- GWL
- Bentall
- Orlando
- Oxford
- Polaris

The tools utilized by these partners has ranged from informal introductions, to more formal targeted outreach that includes co-branded marketing materials, tenant updates and joint tenant meetings.

In all of these circumstances, the following is the basic approach that has been undertaken with the tenants of each partner:

- **Introductory Meeting** – an introductory meeting is conducted with the identified tenant and TRCA staff learns more about their interests and current projects in relation to sustainability.
- **Action Items** – based on the initial meeting, a list of action items is developed and TRCA staff work towards their resolution. Often one of the action items is

the use of the Eco-Efficiency Program and completing an energy assessment of the property. This provides a nice way to drive businesses to the conservation programs offered by TRCA's utility partners.

- Ongoing Relationship – in most cases, the initial meeting and completion of the actions items has resulted in an ongoing relationship with Partners in Project Green that TRCA staff keeps the property manager informed of.

NEXT STEPS

TRCA staff has worked with their developer / property management partners to identify tenants for engagement in the coming months.

TRCA staff will look to build engagement strategies with these partners and other property management firms operating in the Pearson Eco-Business Zone.

Report prepared by: Chris Rickett, extension 5316

For more information contact: Chris Rickett, extension 5316

Date: June 15, 2011