



Partners and Project Green Marketing and Networking Team Meeting  
Minutes – Monday November 30, 2009 9:00 am – 11:00 am  
GTAA Admin Building – GTAA Boardroom – 3111 Convair Drive Mississauga

In Attendance: Chris Rickett (TRCA), Jennifer Taves (TRCA), Sinem Kilic (TRCA), Jeff Ronson (Innovolve), Garrick Ng (Innovolve), John Alderdice (City of Toronto), Marina Tomasone (Toronto Hydro), Dave Blumberg (Lowe Martin Group), Aleem Kanji (GTAA), Susan Amring (City of Mississauga), Irene Hawrylyshyn (GTAA)

Regrets: Rick Sikorski (TRCA), Chandra Sharma (TRCA), Inta Nguyen (Bayer Inc.), Nancy Johnston (City of Brampton), Jaipaul Singh (EM Coalition), Karen Ras (Enersource), Scott Armstrong (GTAA), Stacie Smith (Green Smith), Geoff Whitlock (Venture Media).

## **1. Introductions**

## **2. 2010 Events**

- Approximately 750 people attended Partners in Project Green events in 2009. Plant tours were very successful, and good feedback was received from the energy management workshops.
- ISO 14001
  - February 4, 2010.
  - This workshop will help companies create their own Environmental Management System conforming to ISO 14001.
- SME GHG Workshop
  - February 18, 2010.
  - MOE funding was obtained to develop GHG baselines and strategies for SMEs in the Pearson Eco Business Zone. 95% of Partners in Project Green businesses are SMEs, and this project will help them develop baselines and reduction strategies without hiring a consultant. There will be approximately three workshops throughout 2010.
- Energy management workshops
  - RET Screen Workshops that integrate lessons around energy efficiency.
  - Sustainable Energy Plan Workshops.
- Annual General Meeting
  - Tentative date: April 14, 2010.
  - The tentative event plan is to hold a product services showcase with the possibility of allowing participating companies a five minute pitch time during the day, and to release the Annual Report at an evening cocktail networking event.

- Sustainability Tours
  - Late Spring/early summer.
  - Fall.
- Walmart Supplier Session
  - The purpose of this session is to explain the packaging score card and the fifteen questions around sustainability.

**ACTION ITEM:**

- ***TRCA to follow up with Innovolve to discuss the development of this workshop.***
- Feed-in-Tariff workshop
  - To be held in April or May.
  - As there is a draft report coming out in next week going to property managers for feedback on tools this event will be useful to area businesses.
  - This workshop will provide education on the Green Energy Act, using RET Screen, and integrate best practices from organizations such as Loyalty One and CSA.
- Great Exchange
  - Fall 2010.
  - This will enable material exchanges, with a goal of maximizing reuse opportunities. It is based on the EcoStar Great Exchange in Massachusetts.
- Spring and fall tree planting events.

**ACTION ITEM:**

- ***TRCA to finalize list of workshops and events for circulation at next meeting.***

**3. Website**

- Environmental Best Practice Database
  - This section is live. Case studies are constantly being developed and added to the database, and companies will soon be able to populate this themselves.
- Green Business Directory
  - Businesses offering professional services or environmental products will be able to add their profiles to the Green Business Directory.
  - The vendors will be listed in order of the number of Partners in Project Green companies they have worked with (the more companies a vendor has worked with within the zone the higher they are on the list). Companies will be sent an email notifying them that Vendor X has indicated they have worked with them, and will be able to verify and write references about said vendors.
  - Currently being developed is a discount functionality for Partners in Project Green partner businesses.
- The website will be re-launched in January through the Partners in Project Green Newsletter and an e-mail blast. The website will be populated with what data is

currently available, and companies will be able to populate it themselves after the launch.

#### 4. Value Proposition

- At the October 15/09 Steering Committee Meeting, it was requested that the value proposition be re-examined and a one-page document outlining the value proposition for companies be created. This has since been brought back to and approved by the Steering Committee.
- Currently under review are different membership/subscription fees for companies. The team will be kept informed of progress on this front (resolution is expected to come from the January 15 Steering Committee meeting). The value proposition will help support this.
- The possibility of members of other associations (i.e CIPA) automatically being Partner in Project Green members was raised.

#### **ACTION ITEM:**

- ***TRCA to look at membership model that involves free subscriptions for members of Partners in Project Green partners associations and business groups.***

#### 5. Ambassador Program

- Presentation from Innovolve
- The business community indicated that what they wanted from Partners in Project Green was:
  - Building relationships
  - Education/expertise sharing
  - Recognition/publicity
  - Reduce costs of business (such as energy efficiencies)
- They did not see Partners in Project Green acting as an advocacy group or lobbyist, nor were they looking for another set of certifications.
- These consultations are what drove the creation of the Ambassadors Program.
- Forty- one initial ambassadors were selected who were already active members of Partners in Project Green. Ambassadors will receive more in depth services, such as dedicated help with projects that lie outside current program offerings; marketing materials and templates; access to our logo, and others. To become an Ambassador, companies are required to develop a sustainability statement related to Partners in Project Green.
- The Ambassador Program will not be launched until the membership/subscription fee issue has been decided. Marketing tools will be tested with initial members.

#### 6. Marketing Kit

- All-in-one package that provides an overview of programs and what 'eco business' means, as well as tools to understand what their role and opportunities are.
- Integration with best practices on website.
- Communicate the benefits and values of Partners in Project Green
- Walk through of kit:
  - Section 1- what are the opportunities? Why go green, why choose Partners in Project Green to get there?

- Explains different levels (participant, partner, ambassador)
- Overview of existing programs
- Section 2- talking about the zone, overview of area
- Large spread of 13 eco-business areas that companies can pursue (on website map will be interactive)
- Section 3 - Ambassador program and value prop; benefits and responsibilities
- Section 4 - how to register- will probably be removed from the kit and become an insert sheet
- Section 5 - Sector Zones - Seven specific sector zones provide an overview of each industry and what the main opportunities are for green. These are one page inserts into the kit.
- Marketing is going to be much more user-centric and have a customer service lens. It will also formalize the give/take relationship (benefits and responsibilities).
- The final document will be refined based on outcomes from January 15 Steering Committee meeting and decisions around membership, although content will become available on the website.
- Next step- leverage the case studies and start marketing, building channel partner relationships (LDC's, industry associations etc.)

#### **7. Outreach Plan**

- There are eight marketing channels to be utilized: industry associations, trade/professional associations, unions, trade publications, mainstream media, Boards of Trade, government/economic development agencies, and ENGOs.
- A marketing plan for each of these channels will be created. They will be tied into a database of all associations/groups that are active in area and linked to the sectors.
- Ambassador and Partners in Project Green presence at area events is also important.
- Currently there is a lack of contact information for channel partners.

***ACTION ITEM: TRCA to employ a volunteer to update contact information for channel partners.***

#### **8. Next Meeting.**

- The next meeting of the Marketing and Networking team is to be held in early February. The purpose of this meeting is to review the draft outline for the annual report as well as to update progress on items discussed.