



Partners in Project Green – Marketing and Networking Team
Minutes – Meeting #03/11 – Wednesday, November 16, 2011 @ 1:00 pm
GTAA Admin Building – 3111 Convair Drive, Mississauga

In Attendance: Chris Rickett (TRCA), Sinem Kilic (TRCA), Nancy Johnston (City of Brampton), Russ Cruickshank (GTAA), Gord Angus (Lowe Martin Group), John Alderdice (City of Toronto), Susan Amring (City of Mississauga), Susanna Vas (City of Toronto), and Karen Ras (Enersource).

Regrets: Jaipaul Singh (BBOT) and Florence Gabriel (Toronto Hydro).

1. Partners in Project Green Website

The team was provided an overview of the redesigned Partners in Project Green website and its increased functionality. Members were encouraged to test the site and share any issues they identify with TRCA staff.

While the website is currently available, it will undergo a public launch in February 2012.

A business plan for the website will also be developed in order to identify ways to monetize the site. This plan will be shared with the team in early 2012.

Action Item: TRCA to set-up a meeting to review the website business plan in January 2012.

2. People Power Challenge

The team was provided an update on the People Power Challenge. Members were encouraged to get their organizations to sign onto the program before the February 2012 deadline.

GTAA offered to explore providing a tour of GTAA facilities to winning teams as part of the People Power Challenge.

Action Item: TRCA to follow-up with Marketing and Networking Team members to confirm interest in joining the People Power Challenge.

Action Item: TRCA to follow-up with GTAA to discuss tour options.

3. Partners in Project Green Carbon Benchmarking Tool

The team was provided an overview of the carbon benchmarking tool that will be integrated into the Partners in Project Green website. The tool will allow companies to

benchmark the carbon footprint of their utility use in relation to other similar companies. The tool will launch in February of 2012.

4. 2012 Events and Training Sessions

The team reviewed the proposed 2012 events and training sessions. It was noted that the number of sessions has grown given the success of the monthly breakfast sessions and webinar format information sessions. TRCA has hired an additional staff member to manage PPG events moving forward in 2012.

5. 2012 Marketing and Networking Team Priorities

The team was asked to identify marketing priorities for Partners in Project Green in 2012 by reviewing areas for potential improvement. The following will be the groups focus in 2012:

- Small Business Focus – this business segment was identified as a key area for engagement for the local economic development departments, the utilities and Partners in Project Green. It was suggested that all three organizations work together on an engagement strategy for this sector.
- Social Media – it was recommended that Partners in Project Green begin Tweeting its stories.
- Leveraging Communication Channels – it was recognized that Partners in Project Green develops a lot of good news stories on local businesses, but does not do a good job at getting these stories out through other communication channels. It was recommended that TRCA staff develop a strategy to ensure these stories get shared through its public and private sector partners.
- Green Business Tour – develop a focused online tour for investment attraction that leverages the Partners in Project Green case study directory to showcase local sustainable business leaders.

Action Item: TRCA will develop a work plan to address all of the above items for implementation.

6. 2012 Meeting Schedule

The following dates were selected for the 2012 Marketing and Networking Team meetings:

- Wednesday, March 21st, 2012
- Wednesday, September 26th, 2012