



Partners in Project Green – Marketing and Networking Team Meeting
Minutes – Meeting #01/11 - Wednesday February 23, 2011 @ 12:30 pm
GTAA Admin Building – Room 1120 – 3111 Convair Drive, Mississauga

In Attendance: Chris Rickett (TRCA), Sinem Kilic (TRCA), Jennifer Taves (TRCA), Nancy Johnston (City of Brampton), Susan Amring (City of Mississauga), Karen Ras (Enersource), Russ Cruickshank (GTAA) John Kiggins (International Centre), Peter Corbyn (GGT) and Doug Whitton (Sheridan College).

Regrets: JaiPaul Singh (BBOT), Susanna Vas (City of Toronto), Dave Blumberg, The Lowe Martin Group), Serena Quaglia (International Centre) and Marina Tomasone (Toronto Hydro).

1. Business Ambassador Lobby Displays

- The team reviewed the content and mock up design of the Business Ambassador Lobby displays and provided the following feedback:
 - There are two options for the Ambassador Highlights panel side - Option 1 would highlight just the host company and their environmental initiatives and Option 2 or have one Ambassador per panel highlighted.
 - Option 1 would be owned by the host company and the Green Tips for Employees would be changed out on a regular basis (timing to be determined).
 - Careful planning needs to be done around the logistics and costs around changing out panels. It could be done as a DIY kit, where extra panels come with the full display and the company changes them as required.
 - It may be useful to consider an Order Form model where companies can pick the tips they want and generate their own messaging, and decide whether they want to include other Ambassador highlights.
 - Co-branding with Davis Display should be explored.

- **ACTION ITEMS:**

- ***TRCA is to finalize the design and bring an example to the next meeting of the Steering Committee (May 19, 2011).***
- ***TRCA is to determine costs associated, including changing out individual panels and a co-branding option.***

2. Partners in Project Green Awards

- The team reviewed the criteria and submission forms for the 2011 Sustainability Awards and provided the following feedback:
 - Change eligibility criteria as follows:
 - Businesses must be a member of Partners in Project Green and/or be located within the Pearson Eco-Business Zone.

- Add: Project or initiative must have been initiated within the last 36 months. Applicants from previous years can reapply if there have been significant changes to the program and / or results.
 - The judging committee should consist of the Marketing and Networking team and last year's winner.
 - Submissions are due the end of July.
 - Winners will be announced at the October networking event.
 - It was suggested that the award be a recycled glass model of the Partners in Project Green logo and that a tree be planted in the winner's honour at the Dixie and Derry naturalization site. This tree would be unveiled at the Earth Day Planting April 2011.
- ***ACTION ITEM: TRCA is to finalize and develop the award application forms.***

3. Employee Engagement Update

- The team reviewed the report on the Employee Engagement Pilot Project and approved the project.
- ***ACTION ITEM: TRCA to begin work with HPS Inc to develop and launch the employee engagement pilot project.***

4. Partners in Project Green – Website Update

- The team reviewed the report on the Partners in Project Green website development and Sheridan College presented their concept for the redesign. The team provided the following comments:
 - It is better to build a bare bones website to begin with and add functionality as users need it. Generally when there is a lot of functionality built in from the outset it does not get utilized. This has they added benefit of reducing time to launch and streamlining budget.
 - It is important that the site is compelling enough for a company to share information. The following is the value proposition:
 - Marketing – the site gives the company a public environmental profile
 - Measurement – the site gives companies the ability to measure their current status and their progress, as well as to compare themselves to other companies in the same sector
 - Report – the site provides case study tracking, as well as the potential to print out reports in a template format
- ***ACTION ITEMS:***
 - ***TRCA to request feedback from select companies to determine if the above value proposition has enough value to proceed.***
 - ***TRCA to share updates with the team and bring the full design for review in early April.***

5. Video Case Study Development

- The team reviewed the proposed development of Video Case Studies and approved the project. The following suggestions were given:
 - It may be useful to look to last year's award applicants for possible subjects.
 - The videos should be included in the Partners in Project Green database and also distributed on You Tube.

- ***ACTION ITEM: TRCA to begin development of video case studies.***

6. Other Business

- No other business was raised.