



Partners in Project Green – Green Purchasing Team Meeting

Agenda – Tuesday, August 17th, 2010 @ 10 a.m.

GTAA Admin Building – Room 1120 – 3111 Convair Drive, Mississauga

1. Program Updates
2. Greening Greater Toronto – Greening Procurement
3. One Million Acts of Green – Corporate Challenge
4. Rooftop Solar Procurement
5. Demand Response Program
6. Green Purchasing Program

ITEM 1

TO: Members of the Partners in Project Green - Green Purchasing Team

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

RE: **GREEN PROCUREMENT PROGRAM UPDATES**

KEY ISSUE

To update the Green Purchasing Team on the status of the two existing green procurement programs – the Green Cleaning Program and the Green Power Challenge.

RECOMMENDATION

THAT this staff report be accepted for information purposes.

BACKGROUND

In 2009, the Green Procurement Team developed three programs for launch in the Pearson Eco-Business Zone:

- Green Power Challenge – a partnership with Bullfrog Power to promote the retail purchase of green energy in the Pearson Eco-Business Zone.
- Green Cleaning Program – a partnership with Diversey and Unisource to deliver green cleaning solutions to companies in the Pearson Eco-Business Zone.
- Clinton Climate Initiative (CCI) Purchasing Alliance – a partnership with the CCI to leverage their building envelop product purchasing group.

UPDATE: Green Power Challenge

The Green Power Challenge with Bullfrog Power was launched in October 2009 and has led to a number of new customers for renewable energy in the Pearson Eco-Business Zone, including Hyundai. A number of leads for the Green Power Challenge have also been identified and Bullfrog Power continues to work with these potential clients. It has been recognized that the sales cycle for the Green Power Challenge can be up to and beyond 12 months given budgets, so it may take some time to start to see large numbers generated in for the challenge.

To help promote the Green Power Challenge, Bullfrog Power and TRCA staff are developing a monthly green power customer profile to highlight how local companies are using renewable energy in their operations – ranging from property management firms using Bullfrog Power to provide electricity for their common areas, to manufacturers using renewable energy for specific production lines in order to have a greener product. By opening up these possibilities, the team believes they can increase the number of local companies engaged in the Green Power Challenge.

UPDATE: Green Cleaning Program

The Green Cleaning Program was test-driven with a number of businesses around the Pearson Eco-Business Zone at the beginning of 2010 and the feedback has been positive, resulting in a number of clients for the program.

Currently a hard launch of the program is being developed. Marketing pieces are currently under development, including:

- Website Content: A button on the Partners in Project Green website will link to a page outlining the green cleaning program and how to get involved.
- Brochures: Hard copy brochures will be developed that can be distributed at Partners in Project Green training sessions and networking events to promote the program.
- Inventory of companies with green cleaning programs: This inventory will provide a depository of case studies as well as a list of companies to approach who may be looking to take their green cleaning programs deeper with SOPs.
- Case Studies: Case studies on companies that adopt the Green Cleaning program will be developed to highlight the benefits of the program to businesses in the Pearson Eco-Business Zone.
- Company Endorsement: Program endorsement will be sought by a Partners in Project Green Steering Committee member such as Bayer or GE.
- Lead List: Unisource, Diversy and Partners in Project Green will work in partnership to generate a lead list of companies to target for this program.
- Program Launch – October 14th: This will highlight the new program and share stories of existing clients.
- Green Cleaning Workshop: Workshops aiming at two target audiences – contract cleaners and building managers – will be developed in order to increase understanding of the issue and uptake of the program.

UPDATE: Clinton Climate Initiative Purchasing Alliance

The Clinton Climate Initiative Purchasing Alliance has been utilized by a number of companies in the Pearson Eco-Business to assist with building retrofit projects, including:

- Unisource – lighting retrofit at their Courtney Park Distribution Facility.
- Bayer – white roof product for a portion of their roof replacement.
- City of Brampton – white roof product for a roof retrofit project.

The majority of the interest in the Purchasing Alliance has been with lighting products, with 13 companies in total being referred to the program. Of those 13 companies, only one project has been complete, while the other 12 are still at the proposal stage. That said, the one lighting project at that has been completed at the Unisource facility has resulted in the company doing retrofits at two of their other GTA facilities, with their remaining Canadian facilities to be completed later this year with the aid of the Purchasing Alliance.

Currently CCI is looking to automate the procurement process through a web-based system. Once this is complete, it should be easier for TRCA staff to promote the program, provide real-time product information and provide for ease of use between local companies and the CCI suppliers. The timeline for their new website is later this year.

As a way to continue to promote the Purchasing Alliance, vendors on the list will be invited to the Partners in Project Green Eco-Business Summit in September and online product pitches will be developed and posted to the project website.

NEXT STEPS

TRCA will continue to develop and deliver the elements of these programs and provide progress reports to the Green Purchasing Team.

Report prepared by: Jennifer Taves, extension 5570

For more information contact: Chris Rickett, extension 5316

Date: July 6, 2010

ITEM 2

TO: Members of the Partners in Project Green - Green Purchasing Team

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

RE: GREENING GREATER TORONTO – GREEN PROCUREMENT CORPORATE COMMITMENT

KEY ISSUE

To provide information on the Greening Greater Toronto Green Procurement Corporate Commitment program and examine applicability for the Pearson Eco-Business Zone.

RECOMMENDATION

THAT this staff report be accepted for information purposes;

AND FURTHER THAT the Green Procurement Corporate Commitment be examined for applicability in the Pearson Eco-Business Zone.

BACKGROUND

Greening Greater Toronto (GGT) is an initiative of the Toronto City Summit Alliance. It is a partnership of individuals and organizations across the GTA who are committed to a sustainable GTA. GGT provides a link between the public, private and non-profit sectors to accelerate the journey towards sustainability. Their long-term regional environmental vision is focused on five clear outcomes:

- Lower greenhouse gas emissions
- Clean air
- Clean water
- Reduced waste and improved waste management
- More sustainable land use

In order to achieve these outcomes, four sub-committees were established. These are: a) Commercial Building Energy Initiative; b) Greening Canada Fund; c) Green Procurement; and, d) Network of Education and Demonstration Centers.

GGT GREEN PROCUREMENT PROGRAM

The purpose of the Green Procurement Program is to develop a program to accelerate corporate procurement of greener products and services and help drive the success of Ontario's green business and technology sectors. Greening the purchasing choices of business, governments and non-profit organizations can dramatically reduce waste, energy consumption and carbon emissions, and help to make the GTA the greenest city region in North America.

The expected results of the Green Procurement program include additional procurement of green products and services within the GTA; improved environmental

performance for the GTA on a variety of measures; and additional jobs and local economic activity due to increased green procurement.

The program includes:

- *Document Hub* – An online portal for participating member organizations to share green procurement-related documents and resources.
- *Green Exchanges* - A series of boardroom discussions hosted by Council members on specific procurement topics such as remote meeting technologies or lighting systems and controls.
- *Paper Group and Other Action Groups* - The Green Paper Group is exploring opportunities in procurement to reduce the environmental impact of paper use and clarify the options available to purchasers. GGT is also exploring other buying areas that might form the basis of additional action groups.
- *Green Procurement Initiative* – GGT is working to develop a framework for sharing targets for energy and resource consumption, emission generation and general environmental practices to form the basis for a commitment to buy green.

GGT GREEN PROCUREMENT CORPORATE COMMITMENT

The Green Procurement Corporate Commitment will shine a spotlight on the best practices and policies of individual organizations, and provide a forum and vehicle to advance the progress and impact of these organizations. The commitment will build on each member's environmental profile with employees, customers and stakeholders, and ultimately create economies of scale and generate cost savings through shared learning and action.

The Green Procurement Corporate Commitment will:

- Seek commitment of the members to the program;
- Provide flexibility for each organization in terms of setting objectives and targets that best suit individual needs, and accommodate the range of businesses involved, their impacts on the environment and opportunities related to green procurement;
- Define the scope of application of individual targets within each organization
- (inclusions/exclusions); and,
- Track progress against milestones.

The initial approach will focus on the development of the Green Procurement Corporate Commitment program and the enlistment of organizations. Subsequent planning will focus in more detail on the implementation and evaluation of the program.

APPLICABILITY TO PARTNERS IN PROJECT GREEN

The Pearson Eco-Business Zone is home to over 12,500 businesses – all with procurement needs. The sheer size of the region translates into huge opportunities to support and promote green procurement practices, and reap the benefits that it offers for the environment and partner companies. By extending the GGT Green Procurement Corporate Commitment to members of Partners in Project Green, it will drive the initiative towards achievements of its goals, as well as provide partners with the ability to set targets, measure results, and communicate those results to their stakeholders.

Furthermore, the suggested priority categories reflect the environmental target areas of many of our partners. Some of the priority categories under consideration include:

- Reduce waste
 - Office products and consumables (furnishing, paper, toner cartridges)
 - Waste reduction and diversion (routine office, hazardous wastes, construction, remodeling, renovation, and obsolescence)
- Reduce energy consumption
 - Electronic equipment (IT, copiers, printers, fax)
 - Building (lighting , HVAC)
- Reduce carbon emissions
 - Transportation (fleet, logistics employee commuting)
 - Energy procurement and management (purchasing green power, carbon offsets, carbon sequestration)
- Advance product/resource stewardship
 - Reduced consumption
 - Building resource use (services and maintenance)
 - Green products (janitorial products and practices, paper, and so on)

By advancing the opportunities of the GGT Green Procurement Corporate Commitment to Partners in Project Green, both the long term goals of GGT and the Pearson Eco-Business Zone are being fulfilled and partner businesses are provided with a framework to implement, track and improve their procurement practices.

Report prepared by: Jennifer Taves, extension 5570
For more information contact: Chris Rickett, extension 5316
Date: July 8, 2010

ITEM 3

TO: Members of the Partners in Project Green - Green Purchasing Team

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

RE: **ACTS OF GREEN CORPORATE CHALLENGE**

KEY ISSUE

To provide the Green Purchasing Team an overview a collaboration opportunity to engage businesses and their employees in acts of green they can do at work and home.

RECOMMENDATION

THAT Partners in Project Green develop an Acts of Green Corporate Challenge to be launched in the fall of 2010.

BACKGROUND

One Million Acts of Green was developed to help people identify things they could do to reduce their greenhouse gas emissions (GHG). The program was designed to show the impact individual acts could achieve when they were aggregated together to realize action on climate change.

The program works as simply as visiting the website, selecting a green act from the list, learning about the act and then making a pledge to fulfill that act. Once you've pledged to complete that act, a carbon calculator determines your individual GHG reduction. Over time, as more and more acts are completed, the greater the GHG reductions.

OUTLINE OF CORPORATE CHALLENGE

Building on the platform of One Million Acts of Green, Green Nexxus the developer of the platform, has proposed to work with Toronto and Region Conservation (TRCA) through Partners in Project Green to engage the business community in an Acts of Green Corporate Challenge.

Much like the community-based model, the Acts of Green Corporate Challenge would have employees pledging to complete acts of green at home and work; while the aggregate GHG reductions would be measured for both employees and the employer. The idea would be to have employers in the Pearson Eco-Business Zone to compete for the biggest GHG reductions, while providing prizes and incentives for those that compete.

For participating businesses, they would have a private site that their employees would use to pledge their acts of green (a sample site -<http://gep.ryangroom.com/kimcogoesgreen>). On a certain date, the sites would go live and companies would compete between themselves to get the highest number of acts per green per employee. The company with the most acts of green per capita by employee by Earth Day would then receive a prize.

PROGRAM COSTS

With the exception of marketing the Acts of Green Corporate Challenge and identifying a sponsor and/or event for the prize winner(s), there would be no additional costs for TRCA and Partners in Project Green.

Participating companies would be responsible for purchasing licenses of the software for their involvement in the challenge, with the costs ranging from the following:

# Employees	Year One License	Annual Renewal
<200	\$2,500	\$625
200 to 499	\$5,000	\$1,250
500 to 999	\$10,000	\$2,500
1,000 to 4,999	\$20,000	\$5,000
5,000 to 9,999	\$25,000	\$6,250
10,000 to 24,999	\$35,000	\$8,750
25,000+	\$40,000	\$10,000

For this license fee, participating companies would receive:

- Home page real-estate to create and communicate employee sustainability messages, as well as highlight employees, reward programs, corporate logo, and other corporate messaging.
- Acts of Green Calculator to capture the entire organizations number of acts and total greenhouse gas emissions saved.
- More than 100 Acts of Green with brief descriptions that employees can perform at home and work.
- Customizable links and web pages to provide program information, sustainability education, reward programs, or any information of the organization's choosing.
- Audit features that provide the ability for employees to post images of their acts of green.
- Robust reporting that generates reports to let the organization know the number of participants, who is participating, the number of acts by category, number of individuals who have completed specific acts, and number of acts over a given period of time.
- Sign up features includes specifying email domains and sign up codes.
- Simple and easy to customize and implement web-based setup and administration tool.

PARTNERS IN PROJECT GREEN BENEFITS

There are a number of benefits for Partners in Project Green through such a partnership, including:

- Raising the profile of Partners in Project Green for employees and companies within the Pearson Eco-Business Zone.
- Assisting in realizing energy reduction targets for the Pearson Eco-Business Zone through employee engagement and acts of green at work.
- Revenue generation through a finder's fee for the Acts of Green Corporate Challenge.

The revenue stream proposed by Green Nexus is as follows:

- 3 per cent for referrals

- 5 per cent if Partners in Project participates in the sales process (i.e. a couple of meetings, a warm hand-off, etc.).
- 20 per cent if Partners in Project closes the sale.

NEXT STEPS

If the Green Purchasing Team sees the merit in developing an Acts of Green Corporate Challenge, TRCA staff will develop a project timeline, negotiate an agreement with Green Nexus and gain the necessary approvals from the Partners in Project Green Steering Committee.

Report prepared by: Chris Rickett, extension 5316

For more information contact: Chris Rickett, extension 5316

Date: August 13, 2010

ITEM 4

To: Partners in Project Green – Green Purchasing Team
From: Chris Rickett, Senior Project Manager, Partners in Project Green
Re: **ROOFTOP SOLAR PROCUREMENT FACILITATION**

KEY ISSUE

To provide the Green Purchasing Team an overview of the rooftop solar procurement process.

RECOMMENDATION

THAT members of the Green Purchasing Team receive the staff update on the Partners in Project Green rooftop solar procurement initiatives.

AND FURTHER THAT an update be brought back to the Green Purchasing Team.

BACKGROUND

In order to achieve Partner's in Project Green's goal of sourcing 10 per cent of energy required in the Pearson Eco-Business Zone from renewable energy by 2015, new modes of energy generation need to be explored and implemented. Rooftop solar photovoltaic installations were identified of interest by Partners in Project Green stakeholders.

Barriers and Solutions

To help companies in the Pearson Eco-Business Zone implement rooftop solar opportunities, TRCA worked with its partners to identify the barriers and solutions to rooftop solar in the Pearson Eco-Business Zone. The results of this study were reported to the Building Performance Team on March 12, 2010 and highlighted barriers in four broad categories: technical, economic, legal and policy, and institutional knowledge and capacity. The team proposed the following next steps:

1. Investigating a community power pilot project
2. Conducting educational outreach
3. Creating a template rooftop solar lease for smaller property owners and management companies

Information Session

On June 1st, 2010, Partners in Project Green, in partnership with Canadian Manufacturers and Exporters, Supply Chain and Logistics Association, Automotive Parts Manufacturers Association, and Enersource Corporation, hosted an information session for local businesses: "Understanding the Economic Opportunity from Rooftop Solar: Getting Your Project Underway and Installed".

The event was filled to capacity with over 100 people in attendance and addressed some of the major barriers identified in the report. It included a discussion of community power projects, an overview of the FIT program and connection process, technical insights, lessons learned from

vendor selection, and local case studies featuring both leased rooftop and tenant installed and operated solutions.

PROCUREMENT WORKING GROUPS

At the completion of the June 1st information session, Partners in Project Green suggested creating two working groups to help businesses move forward with their procurement of a rooftop solar solution. There would be one group for property owners looking to lease their rooftop space and a second group for businesses looking to own and operate a rooftop solar installation.

Businesses will benefit from access to shared knowledge, the confidence of having robust procurement tools at minimal cost and effort for individual businesses, as well as potential to reduce costs and/or increase lease revenues by working together..

Twenty-six businesses have initially expressed interest in participating in at least one of the working groups, with most of these indicating a preference towards a leased solution. A conference call will be setup to discuss the format of the working groups with interested companies and determine participation to be followed by a meeting in mid-August, 2010.

Leased Rooftop Group

Three levels of participation are proposed for the leased rooftop group:

1. Access to a template RFP for the selection of a rooftop solar operator;
2. Participation in a joint rooftop solar operator evaluation and selection process; and,
3. Access to a template rooftop solar lease

Own and Install Rooftop Group

Two levels of participation are proposed for businesses that wish to purchase and install rooftop solar systems on their rooftops:

1. Access to a template RFP for the procurement of a rooftop solar system and installation; and,
2. Participation in a joint vendor evaluation and selection process.

The template RFP's will be developed by TRCA staff by adapting existing RFP's either publicly available or provided by local partners. Businesses will then be able to modify the RFP for their unique requirements.

The template rooftop lease will be developed from available rooftop lease sources with professional legal assistance. The lease will be developed to account for a variety of circumstances that may not apply to each building and owner. Owners will then select or remove sections as appropriate.

Program Costs

TRCA staff proposes to cover the costs of this process by spreading the cost of management, professional fees and administration, across the participating businesses.

NEXT STEPS

TRCA staff will be looking to the Green Purchasing Team for insight into the procurement process and to assist in reviewing the aspects of the process as it moves forward. The following is the proposed timeline for the process:

1. Initial Meeting – a conference call at the end of August with those interested in procuring a rooftop solar solution to lay out the process provided above.
2. Initiate Process – pending the outcome of this discussion move forward with the two procurement streams.

Report prepared by: Dennis Braun, extension 5594

For more information contact: Dennis Braun, extension 5594

Date: July 15, 2010

ITEM 5

TO: Members of the Partners in Project Green - Green Purchasing Team

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

RE: **DEMAND RESPONSE PROGRAM DEVELOPMENT**

KEY ISSUE

To seek input from the Green Purchasing Team on the development of a Demand Response Program.

RECOMMENDATION

THAT a Demand Response Program be developed for Partners in Project Green;

AND FURTHER THAT a _____ model be pursued for the development of the Partners in Project Green Demand Response Program.

BACKGROUND

The Ontario Power Authority's (OPA) Demand Response Program is about reducing energy consumption in the province when there are peak demands on the system – the idea is to reduce the amount of energy being used at a specific time when energy is at its highest price and may be imported from polluting sources south of the border.

The Demand Response Program has three levels of engagement, including:

- Demand Response 1 – is a voluntary program that provides participants with a financial incentive to reduce their energy consumption during peak periods.
- Demand Response 2 – is a load shift program with contractual obligations that moves production from on-peak periods (7 a.m. to 7 p.m.) to off peak periods (all other hours). Participants are rewarded with revenue for shifting their production schedules.
- Demand Response 3 – is a contract-based program that provides participants with a financial incentive for both being available to reduce energy and to actually reduce energy when asked to by the IESO.

The OPA is currently reviewing its industrial conservation measures for 2011 as part of the Green Energy Act and Demand Response is expected to continue to play an important role.

DEMAND RESPONSE 3

The Demand Response 3 Program currently focuses on customers with a minimum 50kW load and works with them to identify how they can curtail their power consumption when asked by the IESO. To be enrolled in the program, customers contract a demand response aggregator, who helps them identify their potential for curtailment and provides a payment. Since customers are required to be available 1,500 to 1,600 hours per year, they receive payment for being available based on \$/MW ranging from \$28,000 to \$130,000 a year per MW, with an additional 200 per MWh actually reduced when the customer is asked to activate their

reductions. However, if the customer cannot actually reduce their power consumption when requested, they can be penalized financially.

As part of the OPA's review of their industrial conservation programs, the Demand Response 1 Program is planned to be more aligned with the Demand Response 3 Program (albeit offering less in payments and no financial penalties). The idea is to utilize the first program as a feeder to the Demand Response 3 Program and help more companies realize the financial benefits of managing their energy during times of peak costs and demand.

PARTNERS IN PROJECT GREEN ROLE

Given the interest in Demand Response Programming from the business community, for both the financial benefits and the tools to better manage their energy consumption, Partners in Project Green could play a role in promoting Demand Response Programming to companies in the Pearson Eco-Business Zone.

By playing a role in promoting Demand Response 1 and 3, Partners in Project Green could benefit in a number of ways, including:

- Providing a tool for businesses to assist in reducing energy consumption to meet 20 per cent energy reduction target for the Pearson Eco-Business Zone by 2015;
- Providing a revenue source by securing a finder's fee and/or ongoing commission for the successful engagement of local companies into the Demand Response 1 or 3 Program.

POTENTIAL PROGRAM STRUCTURE

There are three potential structures a Partners in Project Green Demand Response Program could take, including:

- Direct Referral – there are a number licensed demand response aggregators who sign-up companies for Demand Response 1 and 3 and aggregate their contracts for curtailment with the OPA. Under a direct referral model, TRCA would issue an expression of interest to all of the licensed aggregators with the goal of developing a partnership with one of them to promote involvement in Demand Response 1 and 3. In return for this partnership, TRCA would then request a finder's fee and/or an ongoing commission that would be based on the payments received by the customer.
- Broker – given the complexity of the demand response market and the number of players, TRCA could issue an expression of interest to consultants in the energy industry that would then negotiate on behalf of clients with the various demand response aggregators. The benefit here would be that the customer could get the best price in the market by engaging a third-party educated in the market to do their negotiating for their organization. In return for this partnership, TRCA would then request a finder's fee and/or an ongoing commission that would be based on the payments received by the customer.
- Hybrid – both of the above options could be provided to the customer and they could decide which route they would like to utilize.

NEXT STEPS

Based on the input of the Green Purchasing Team, if the development of a Demand Response Program for Partners in Project Green is agreed upon as a tool to help reach its goals, TRCA staff will complete the following:

- Develop and issue an expression of interest for one of the three program structures detailed above;
- Review and consult with the Green Purchasing Team the results of the expression of interest to determine a provider(s) for the program; and,
- Develop and deploy marketing for the program.

Report prepared by: Chris Rickett, extension 5316

For more information contact: Chris Rickett, extension 5316

Date: July 12, 2010

ITEM 6

TO: Members of the Partners in Project Green - Green Purchasing Team

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

RE: **GREEN PROCUREMENT PROGRAM**

KEY ISSUE

To get input and direction from the Green Purchasing Team on the development of a formal Green Procurement Program.

RECOMMENDATION

THAT a the Green Procurement Program be developed for Partners in Project Green;

AND FURTHER THAT a marketing program be developed to bring all of the various products and services under one program.

BACKGROUND

The Green Purchasing Team's mandate is to develop purchasing models to drive down the costs of green technologies and services in the Pearson Eco-Business Zone through bulk procurement and marketing collaborations.

Currently there are two types of procurement programs:

- Marketing Collaborations – where marketing collaborations are developed with companies to promote their products and/or services in exchange for a reduced cost for local businesses and a finder's fee/commission for TRCA and Partners in Project Green. Examples of these include the Green Power Challenge and the Green Cleaning Program.
- Bulk Procurement Programming – where TRCA staff coordinate one-time procurement solutions for local companies. An example of this is the rooftop solar project where TRCA is planning to take a leadership role in coordinating the procurement of a rooftop solar vendor for local companies.

The rationale for these programs for Partners in Project Green is to reduce the cost of green products and services in order to stimulate market uptake while increasing the return-on-investment for businesses. In addition to this, these programs are seen as a way to raise revenue by realizing finder's fees and commissions that return some of the value created by the program to help fund Partners in Project Green.

PROGRAM FRAMEWORK

As a way to bring a marketing focus and additional products/services to this program, TRCA staff is suggesting the development of a Green Procurement Program. The program would be included as a Partners in Project Green membership benefit and would bring all of the various programs under one roof – so that instead of a number of different programs being marketed

under their own auspices, the overall Green Procurement Program will be marketed and an online directory of products/services developed to promote their utilization.

The process for populating the program with marketing collaborations would take the following route:

1. Identification of Products/Services – based on input from the business community and market research, the Green Purchasing Team would identify products/services that should be included in the program.
2. Procurement – utilizing the TRCA Procurement Policy and the Partners in Project Green Public-Private Collaboration Criteria, marketing collaborations will be established with companies offering green products/services.
3. Launch – new products/services will be included in the directory and marketed as part of the program.

The development of bulk procurement programming, similar to the rooftop solar process, will be developed on the basis of need from the business community and opportunities that are presented.

Program Organization

The Green Procurement Program is proposed to be built around the following structure, with products/services organized around the following areas:

- Building Technologies
 - Lighting, roofing, etc.
- Renewable Energy
 - Photovoltaics, solar thermal, Bullfrog Power, etc.
- Operations
 - Green cleaning products, office supplies, etc.
- Services
 - Consulting, software, etc.

Value Proposition

The value proposition for vendors to be included in the Green Purchasing Program would include:

- Marketing assistance for their products/services in the Pearson Eco-Business Zone;
- Access to Partners in Project Green partners and Business Ambassadors; and,
- Broader marketing benefits for being associated with Partners in Project Green.

For Partners in Project Green members, the value from the program will include:

- Reduced costs on green products and services;
- Reduced information costs on identifying green procurement solutions; and,
- Broader marketing benefits from being associated with the Partners in Project Green – Green Procurement Program.

The benefits for Partners in Project Green will include new revenue sources through the development of finder's fees and/or commissions, while adding to the overall value of being involved in Partners in Project Green.

NEXT STEPS

Based on the input of the Green Purchasing Team, TRCA staff will begin to further refine the structure of the Green Purchasing Program, develop the marketing elements of the program and begin to schedule the review of priority products and services for the program.

Report prepared by: Chris Rickett, extension 5316

For more information contact: Chris Rickett, extension 5316

Date: July 12, 2010