



Partners in Project Green – Green Procurement Committee Meeting

Minutes – Tuesday, September 22nd, 2009

GTAA Admin Building – GTAA Boardroom – 3111 Convair Drive, Mississauga

In attendance: *Chandra Sharma (TRCA), Chris Rickett (TRCA), Jennifer Taves (TRCA), Renee Spurrell (GE), Carole Burnham (ONEIA), Wolfgang Wild (GTAA), Russ Cruickshank (GTAA), and Robert Lumia (RBC Dominion Securities)*

Regrets: *Tim Van Seters (TRCA), Larry Byrdon (Reliance Electric) and Bernie McIntyre (TRCA).*

1. Introductions

2. Team Mandate

- The team will develop purchasing models to drive down the costs of green technologies for companies around Toronto Pearson by utilizing tools such as bulk procurement and marketing partnerships.
- Time Commitment: meetings to be held approximately four (4) times per year, or as required.
- Legal liability concerns were raised by the team. The team is an advisory body; therefore, as the team is just providing guidance, there is no liability.
- Although we are a defined geographical area, referrals are sometimes hard to prove. How this is determined will have to be defined on a case by case basis.

3. Procurement Partnership Vendor Selection Criteria

- TRCA purchasing policies will govern procurement partnerships, but there should be an additional level of criteria for Partners in Project Green.
- Questions regarding the number of criteria companies must meet in order to be chosen, and how strictly criteria are applied were raised. Criteria should be flexible enough to allow new companies to enter into the Pearson Eco-Business Zone market.
- ONEIA suggested that there is overlap between the 'environmental leader' and 'environmental certifications' criteria. It was proposed that the 'environmental certifications' criteria be changed to 'product certifications' and that 'environmental leader' be more specific.
- The team saw value in developing the criteria.

ACTION ITEM:

TRCA to revise criteria to include innovation of the service and/or product and forward to the Partners in Project Green Steering Committee for approval.

ACTION ITEM:

TRCA to revise criteria to ensure specificity of language such as environmental leader.

ACTION ITEM:

TRCA to develop criteria with input from the Business Development Team, TRCA finance staff and the Partners in Project Green Steering Committee.

4. Green Cleaning Program

- Marketing partnership proposed between Partners in Project Green, Johnson Diversey and Unisource.
- Outline of the program: interested companies would go through an initial green cleaning audit, after which Johnson Diversey would develop specific standard operating procedures (SOPs) for the company's green cleaning program. If the company then chose to purchase green cleaning supplies through Unisource, there would be a reduced cost for the company and a commission for Partners in Project Green.
- Presented by Davin Ciglen of Johnson Diversey
 - Johnson Diversey developed SOPs and communications to help businesses go green while being economically viable.
 - While many different companies offer green cleaning supplies, there is no other company on the market that provides SOPs, communication support and Green Guard certified products.
 - Price reductions on products would be comparable to the largest national accounts price reductions being extended to all businesses in the area no matter their size.
- TRCA identified an opportunity for green jobs training for youth and new Canadians through the program; Johnson Diversey thought it might be possible to train some individuals who could then take the information back to their respective companies.

ACTION ITEM:

The proposed Green Cleaning Program partnership with Johnson-Diversey and Unisource was approved and TRCA will take to the Steering Committee for approval

5. Green Energy Procurement Partnership

- Presentation from Bullfrog Power (Anthony Santilli, Alex Fuentes)
 - Questions
 - Benefits of purchasing renewable energy credits (RECs) include emissions reductions (especially for companies that report emissions), marketing benefits, LEED points, employee attraction and retention, and supply chain management.
 - The importance of ensuring that the program offers real environmental benefits was stressed.

- Presentations from Direct Energy (David Franks)
 - Questions
 - Concerns over where the energy came from and the type of REC were raised.
- Debrief
 - Strong concerns were raised over the price of Bullfrog in comparison to Direct Energy.
 - A small segment of the market will choose the program, such as the bigger companies and offices, or smaller shops that are committed to sustainability.
 - The possibility of using both Bullfrog and Direct Energy was raised. However, there were concerns that there would be issues of mixed messaging to companies.
 - The major difference between the two is that Bullfrog uses Type III energy, which means they are bringing new renewable energy online, and they have strong environmental brand name recognition.,
 - RBC was concerned that Bullfrog may have to rely on government subsidies and suggested it was important to conduct due diligence on Bullfrog to ensure they are financially sound.
 - Bullfrog has a strong track record of good marketing and communications, and there are more PR opportunities available should they become the vendor. An added advantage is that Bullfrog would campaign for Partners in Project Green.
 - Direct Energy has a lot of other program offerings, and there is concern that they will use this as an opportunity to promote their other products. This program suite could also be of benefit to Partners in Project Green in working with other companies.
 - The question that needs to be answered is whether Partners in Project Green associates itself with the best-in-class for renewable energy retailers or not. This will impact both the brand, but also the potential for revenue generation. This decision needs to be made by both TRCA and the Partners in Project Green Steering Committee.
 - At meeting close, there was no resolution to the issue.

ACTION ITEM:

TRCA to create a table with criteria ranking to the team, and the team is to respond with comments. Once completed a recommendation will be forwarded to the Partners in Project Green Steering Committee.