

ELEVATOR PITCH (SHORT)

Partners in Project Green is a growing community of businesses working together to green their bottom line by creating an internationally-recognized Eco-Business Zone around Toronto Pearson.

Through new forms of business-to-business collaboration, Partners in Project Green delivers programming that helps businesses reduce energy and resource costs, uncover new business opportunities, and address everyday operational challenges in a green and cost-effective manner.

ELEVATOR PITCH (LONG)

Why Should Businesses Care about Partners in Project Green?

- Sustainable business practices are becoming a competitive necessity. The eco-business approach offers organizations diverse opportunities to streamline business operations through resource and knowledge sharing, and proven eco-efficiency approaches.
- The business community can do more for the environment working together than apart. By facilitating innovative collaborative partnerships, Partners in Project Green will help companies achieve results faster, cheaper and with less individual risk.
- The Pearson Eco-Business Zone has the potential to become a world-class region for eco-innovation. Turning this vision into a reality and true competitive advantage demands collaboration between local businesses, governments, and communities.

PARTNERS IN PROJECT GREEN GOALS - MESSAGING

Key Goals	External Messaging
1. Build general awareness and capacity for eco-business and eco-development among partners and throughout the business community, demonstrating that the simultaneous pursuit of economic and ecological goals results in greater benefits for business.	<p>What is an Eco-Business Zone?</p> <p><i>“An eco-business zone is simply an area of coordinated business activity aimed at producing positive environmental outcomes and process efficiencies across multiple business sites. Partners in Project Green plays an active role in facilitating collaborative partnerships that can help companies achieve results faster, cheaper and with less individual risk.”</i></p>
2. Implement collaborative green business projects and programs that create triple bottom line benefits for all involved, assisting businesses in improving their financial and environmental performance.	<p><i>“Through new forms of business-to-business collaboration, Partners in Project Green delivers programming that helps businesses reduce energy and resource costs, uncover new business opportunities, and address everyday operational challenges in green and cost-effective ways.”</i></p>
3. Build municipal capacity and support for eco-economic development on the regions employment lands, and attract and retain investments in the region.	<p><i>“Opportunities to gain competitive advantage through sustainable business practices are more within reach than you might think. Partners in Project Green is a growing community of businesses working together to green their bottom line by creating an internationally-recognized Eco-Business Zone around Toronto Pearson.”</i></p>

PARTNERS IN PROJECT GREEN ROADMAP & VALUE PROPOSITIONS

Value Propositions	External Messaging
<p>1. Drive Procurement Decisions: Partners in Project Green works to reduce the cost of green products and services in order to stimulate market uptake while reducing the return-on-investment for businesses.</p>	<p><i>“By leveraging the size of the Pearson Eco-Business Zone, Partners in Project Green can negotiate cost reductions for green technologies by leveraging the incremental sales opportunity the area represents. By working with Partners in Project Green, companies can reduce the cost of greening their operations, while accessing the latest technologies.”</i></p>
<p>2. Create and Foster Partnerships: Bringing people together through networking sessions, consortiums, and knowledge sharing workshops encourages business to business collaboration – allowing on the ground development of solutions to environmental issues.</p>	<p><i>“The business community can do more for the environment working together than apart. By facilitating innovative collaborative partnerships, Partners in Project Green helps companies achieve results faster, cheaper and with less individual risk.”</i></p>
<p>3. Partners in Project Green Programs: Providing programming and project development that allows companies to improve financial and environmental performance by providing knowledge, tools and experience in green business practices.</p>	<p>Partners in Project Green Approach to Eco-Business Innovation</p> <p><i>“With energy costs and public demand for environmental stewardship on the rise, sustainable business practices are becoming a competitive necessity. Forward-thinking organizations are embracing the eco-business approach to get and stay ahead. Here’s how:</i></p> <ul style="list-style-type: none"> <i>• High Performance Business: Cutting costs and minimizing waste by more efficiently and effectively utilizing resources, energy, land, infrastructure, and people.</i> <i>• Collaborative Synergies: Generating shared savings through pooled materials and energy purchasing, or by-product exchanges that can turn waste into assets and new revenue streams.</i> <i>• Proven Practices: Driving results faster – and with less individual risk – by forging collaborative relationships between businesses, governments, and communities with a track record of success.</i> <i>• Maximizing ROI: Building sustainable infrastructure rooted in modern technologies and processes that generate returns year after year.</i> <i>• Leadership in Building a Sustainable Economy: Enhancing public profile by creating social, ecological, and economic value for employee and community stakeholders – building the backbone for a cleaner, healthier and more sustainable economy.”</i>
<p>4. Innovative Projects with Area Businesses: Partners in Project Green collaborates with business leaders to test innovative cutting edge technologies. These projects stimulate innovation and market adoption of new environmentally responsible practices by making the business case for advanced environmental technologies.</p>	<p>Benefit of Business Ambassadorship</p> <p><i>“Personalized support to identify service providers, coordinate regulatory/ stakeholder meetings, advance company-specific eco-business opportunities, and draft and sustainability award applications.”</i></p>