

PEARSON ECO-BUSINESS ZONE POLICY TOOLKIT

COMMUNICATIONS TOOLS

OVERVIEW OF PARTNERS IN PROJECT GREEN FOR MUNICIPAL STAFF



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Description

This communications tool is designed to help staff learn about Partners in Project Green, which touches on the work of almost every key municipal department. This document discusses some of the key synergies between various municipal activities and Partners in Project Green. Ultimately, all staff are ambassadors for Partners in Project Green. So it is also important that municipal staff across the Pearson Eco-Business Zone have the same understanding and can use the same language to communicate the objectives and activities of Partners in Project Green.

Partners in Project Green and Municipal Planning Departments

Sustainability within the Pearson Eco-Business Zone is already supported by various municipal policies, such as Brampton's revised Official Plan and Mississauga's Strategic Action Plan. Other policies and regulations like Official Plans, Zoning Bylaws, Community Energy Plans, and Integrated Community Sustainability Plans are documents that can all play a positive role in helping the businesses within the Pearson Eco-Business Zone achieve sustainability. Because of the special importance of municipal planning to Partners in Project Green, the Policy Harmonization Team (www.partnersinprojectgreen.com/policy-harmonization-team) was established. That team led the development of this Toolkit.

Partners in Project Green provides municipal partner Planning Departments an unique opportunity to pursue sustainability activity in employment lands within the Pearson Eco-Business Zone and to adapt the results to the rest of their communities. Partners in Project Green aims to demonstrate green industrial policy and regulations, and best practices in facilitating eco-business activity. Some of the direct benefits to the planning department include:

- **Green development** – An opportunity to bring the same attention and rigour to sustainability in employment lands as that communities have generally witnessed in residential and retail development.

Toronto is already leading the way: new Industrial, Commercial and Institutional development now has to meet the Toronto Green Standard.

- **Pilot site** – New regulations like zoning or Development Permit Systems to encourage eco-business activity can be tested in the Partners in Project Green area before being expanded to other jurisdictions. This could support the development of new planning tools that are unique to Partners in Project Green, for instance, alternative dimensional requirements, new industrial building typologies, shared facilities, etc. Although new regulations might be created initially for brownfield / redevelopment activity within the Pearson Eco-Business Zone, once tested, these can be expanded and adapted to greenfield opportunities in other parts of the partner municipalities.
- **Training** – Staff training programs for green development can be shared between municipal partners, for instance, by building on the model already developed by Toronto. On-going staff training opportunities not only helps to share knowledge, but also ensures Partners in Project Green partners the best means of expediting green development activity.

Partners in Project Green and Municipal Engineering/ Public Works

Partners in Project Green aims to increase green building and development practices and the use of green technologies among businesses in the Pearson Eco-Business Zone. Partners in Project Green envisions that activities such as: creating and retrofitting renewable energy and district energy systems; managing transportation management for both goods and commuter movement; and waste reutilization, like wastewater reclamation or cascading, will all play a role in helping to achieve the sustainability goals within the Pearson Eco-Business Zone⁴.

⁴A number of other projects are currently underway, for more information see: www.partnersinprojectgreen.com/projects

Therefore, partner municipal Engineering Departments will play a key role in Partners in Project Green, especially in evaluating, implementing, and regulating the above-mentioned activities. Some of the direct benefits to municipal engineering activities include:

- **Green Infrastructure Pilots** – The Pearson Eco-Business Zone provides municipal Engineering Departments with a pilot site for new green infrastructure projects, such as piloting new ‘green roads’ design and tender language for road maintenance or business-to-business wastewater cascading that reduces demand for municipal water and wastewater services. Regardless of whether these projects are initiated by the municipality itself or by a landowner redeveloping a large parcel in the area, the lessons from such pilots will be valuable to municipal Engineering Departments, and might identify the need for new design standards and higher-level regulations to support these types of green infrastructure projects within and outside the Pearson Eco-Business Zone.
- **Improved Stormwater Management** – One of the Partners in Project Green project teams is looking at stormwater improvements that could be developed and implemented in the Pearson Eco-Business Zone. Engineering departments will have an interest in evaluating and testing new stormwater design approaches identified in the Partners in Project Green strategy. New designs for retrofit projects, such as the GTAA Green Parking Lot Demonstration Site, can be evaluated for adaptation to use in future greenfield projects (department has tested and approved design standards, materials and equipment).
- **Water** – Reduced wastewater discharge quantity and improved discharge quality, as well as reduced potable water consumption, can be achieved.
- **Transportation** – Reduced traffic congestion and physical demands on municipal roads.

Partners in Project Green and Municipal Economic Development

By establishing new types of collaborative efforts between businesses and taking direct steps to support green business activity, Partners in Project Green gives municipal partners a clear economic advantage over other regions. A focus on strategic collaboration results not only in new types of business opportunities, but also increases the efficiency and helps keep costs low for existing business in the Pearson Eco-Business Zone.

As the first point of contact for new business inquiries, Economic Development Departments play a key role in communicating the many advantages of locating and conducting business in the Pearson Eco-Business Zone. Some of the direct benefits to the department include:

- **Green Jobs** – Municipal Economic Development Departments will find Partners in Project Green an invaluable tool for attracting and retaining green and progressive business. Industries that are seeking to adopt more sustainable activities for their own market gain will find clear advantage in locating within the Pearson Eco-Business Zone; and other industries choosing to locate in the area will find it easier to ‘green’ their operations. As a result, all activity in the area contributes to increasing expectations for the department to create and retain green jobs, and support existing green business/employment objectives noted in Official Plans and Economic Development strategies.
- **New Niche Markets** – One of the Partners in Project Green project teams is focusing on by-product synergy opportunities. Economic development departments will find new niche market opportunities arising from this team’s efforts at finding value in waste streams, and from other eco-business zone activity like business-to-business collaboration that would not be possible outside of the Pearson Eco-Business Zone area.
- **Competitive Advantage** – Partners in Project Green facilitates new development and ongoing business operations that reduce impacts, resource use and overall costs within the Pearson Eco-Business Zone. As markets are increasingly favouring, if not demanding, sustainable business activity, Partners in Project Green offers the department a new tool with which to secure this growing share of the market.

REFERENCE CASE STUDIES

- **Synergy Industrial Park** – using green infrastructure to attract target sectors.
- **City of Edmonton** – involving Planning, Engineering and Economic Development departments in identifying how eco-industrial activity benefits all spheres of municipal activity.

To view the case studies, please visit www.partnersinprojectgreen.com/policytoolkit

Partners in Project Green Value Proposition
www.partnersinprojectgreen.com/valueprop