



**MINUTES OF PARTNERS IN PROJECT GREEN  
EXECUTIVE MANAGEMENT COMMITTEE MEETING #3/15**  
July 9, 2015.

The Partners in Project Green Executive Management Committee met via teleconference.

Hillary Marshall called the meeting to order at 3:05 p.m.

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**PRESENT**

Mike Brandt	Voting Member
Michelle Brown	Voting Member
Brad Chittick	Voting Member
Jonathan Davies	Voting Member
Brian Denney	Voting Member
Mike Layton	Voting Member
Hillary Marshall	Co-Chair
Doug Whillans	Voting Member

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**STAFF**

Alex Dumesle	TRCA
Chandra Sharma	TRCA

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**GUESTS**

Jeff Bowman	City of Brampton
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**REGRETS**

Sean Brady	Voting Member
Bonnie Crombie	Voting Member
Chris Fonseca	Voting Member
Mike Puddister	Voting Member
John Coyne	Co-Chair
Learie Miller	Advisory Member

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**ACTION SUMMARY**

ACTION NUMBER	TOPIC	DESCRIPTION	OWNER	ECD	STATUS
#PPG A14 /13	Membership	Recruit or facilitate the recruitment of prospective PPG members, ambassadors, and eco-solution providers.	All	01-Mar-14	ONGOING
#PPG A4 /14	Membership	Identify 2-3 organizations that each committee member will contact at the start of the 2015 Membership campaign.	All	09-Feb-15	ONGOING
#PPG A9 /14	Membership	Provide results of member survey to Executive Committee.	Alex Dumesle	09-Jan-15	ONGOING
#PPG A10 /14	Membership	Congratulatory statement/letter to senior Pratt & Whitney executives.	Alex Dumesle	09-Jul-15	ON HOLD
#PPG A11 /14	Waste Management	Create opportunity to meet with Ministry of the Environment regarding waste management.	Chandra Sharma	09-Jul-15	ONGOING
#PPG A14 /14	Membership	Execute Regular Recruitment Strategy <ul style="list-style-type: none"> <li>• Leverage Executive Management Committee contacts</li> <li>• Committee Members to include PPG involvement in their personal LinkedIn profiles</li> <li>• Committee Members to bring PPG summary slides to appropriate speaking opportunities Make use of gamification amongst PPG members and Committee Members</li> </ul>	Alex Dumesle	09-Apr-15	ONGOING
#PPG A3 /15	Membership	Facilitate introductions to Financial District Business & Industry Association.	Mike Layton	09-Apr-15	ONGOING
#PPG A4 /15	Membership	Task force to identify strategic recruitment targets and potential Committee Member support.	B. Denney, John C., H. Marshall	09-Apr-15	ONGOING
#PPG A5 /15	Budget	Provide breakdown for 2014 surplus ("Prior Year Revenue for Future Projects") spending.	Alex Dumesle	09-Jul-15	ONGOING
#PPG A6 /15	Membership	Provide list of PPG committee members who are not yet formal PPG members.	Alex Dumesle	09-Jul-15	ONGOING
#PPG A7 /15	Membership	Provide membership blurb for social media.	Alex Dumesle	09-Jul-15	ONGOING
#PPG A8 /15	Strategy	Conduct survey to characterize the Leaside-Thorncliffe employment area.	Alex Dumesle	30-Sep-15	ONGOING

**RESOLUTION SUMMARY**

RES. NUMBER	TOPIC	MOTION	MOVED	SECONDED	STATUS
#PPG 4 /15	MINUTES OF MEETING	THAT the Minutes of Meeting #2/15, held on Apr. 9, 2015 be approved.	Brad Chittick	Michelle Brown	CARRIED by Consensus
#PPG 5 /15	ECO-BUSINESS DEVELOPMENT	THAT the pursuit of the Leaside Eco-Business Zone opportunity be approved for further study.	Brad Chittick	Doug Whillans	CARRIED by Consensus
#PPG 6 /15	SERVICE CENTRES	THAT the Service Centre Advisory Committee and staff be authorized to move forward with the business planning stage and beta-launch, including: <ul style="list-style-type: none"> <li>- Development of a condensed business plan</li> <li>- Outreach and fundraising to secure support</li> <li>- Launch of beta service</li> </ul>	Brad Chittick	Jonathan Davies	CARRIED by Consensus

\*See Supporting Materials below for more information.

## SUPPORTING MATERIALS

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### RES. #PPG4/15

#### MINUTES OF MEETING

To approve the previous meeting minutes.

**THAT the Minutes of Meeting #2/15, held on Apr. 9, 2015 be approved.**

**CARRIED**

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### RES. #PPG5/15

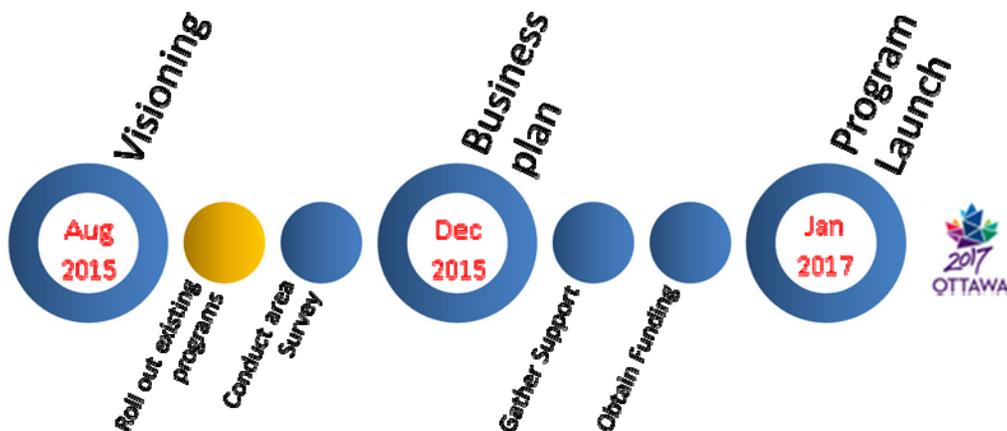
#### LEASIDE ECO-BUSINESS ZONE

To approve the pursuit of the Leaside Eco-Business Zone opportunity.

**THAT the pursuit of the Leaside Eco-Business Zone opportunity be approved for further study.**

**CARRIED**

The Leaside Business Park Association (<http://www.leasidebusinesspark.com/>) approached Partners in Project Green and agreed to act as leaders in support of a process that might lead to the roll out of existing Partners in Project Green programs in the Leaside-Thorncliffe employment lands and open the door to developing a new eco-business zone in this area.



**Figure 1. Preliminary roadmap**

#### Opportunities

- Strengthen reputation in case of success.
- Open the door to new sources of funding.
- Expand program reach.
- Strengthen relationship with City of Toronto.
- Create synergies that will enhance value for Pearson members.
- Create new collaboration opportunities.

**Considerations**

- Impact on reputation in case of failure.
- Limited resources available. Important consideration should be given to the source of start-up funds, the opportunity cost, and potential structure (e.g. phased independence, arm's length partnership, etc.).
- Different context, organization sizes, activities and needs may present challenges for the adaptation of Partners in Project Green programs. A survey is proposed to characterize the Leaside-Thorncliffe employment area [PPG A8/15].

**RES. #PPG6/15****SERVICE CENTRE FEASIBILITY**

To approve Service Centre feasibility next steps.

**THAT the Service Centre Advisory Committee and staff be authorized to move forward with the business planning stage and beta-launch, including:**

- **Development of a condensed business plan**
- **Outreach and fundraising to secure support**
- **Launch of beta services**

**CARRIED**

Committee Members were presented with the major outcomes of a feasibility study carried out by Ideovation to assess the development and implementation of a new self-sustained service centre program that would promote innovation and sustainability, and generate funds that could be re-invested back into non-profit programming.

Building on Partners in Project Green's core competencies and considering an important gap in the marketplace for innovation adoption and propagation support, it is proposed that Partners in Project Green develop a service model that will:

- Remove innovation adoption barriers for Industrial, Commercial and Institutional (IC&I) organizations.
- Enhance visibility of impactful proven (or semi-proven) clean technologies.
- Create match making opportunities between IC&I and promising Cleantech companies.

**Next Steps**

In order to accelerate the team's progress towards the creation of a new service centre model while mitigating risk, the following next steps were proposed:

- Development of a condensed business plan
- Outreach and fundraising to secure support
- Launch of beta services

Committee Members welcomed the outcomes of the feasibility study as well as the proposed next steps, indicating that careful consideration should be given to how Cleantech companies will be committed to and rewarded through the proposed service model to ensure that all parties are equally motivated to produce successful outcomes and that projects may be replicated on a meaningful scale. It was also indicated that part of the centre's success might depend on our ability to incorporate more and more untraditional measures into the business case.

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**For Information****Performance Committee Updates**

Present Performance Committee progress and discuss challenges.

Progress presented by Performance Committee Chairs was well received. See attached [Item4\\_Performance\\_Committee\\_Report.pdf](#) for more information.

**Highlights**

- 'Get Nosey Bus Tour' went behind the scenes: Delviro- LED light manufacturers, Region Of Peel Integrated Waste Facility- Recycling and Organics and ended at the formal launch event of Calstone's storm water infrastructure project ([292 attended](#))
- Metcalf Foundation approves EV Network Project funding proposal ([\\$51,000 value](#))
- Ongoing Ash tree project with City of Toronto ([432 tonnes diverted per month](#)). Markham pilot completed in June. Richmond Hill project to take place in July.
- GTAA grease interceptor implementation: received certification testing from vendors ([savings value of ~\\$100,000](#)), negotiating vendor network discounts, business case development for financial incentive offered (Fall 2015)

**Challenges**

- Engagement: Securing Presenting Sponsor (\$20,000) for our Duke Out/EV Launch Event on October 7
- Energy: Looking for help to encourage Brampton, Mississauga, and Toronto mayors to participate in EV Launch event on October 7<sup>th</sup>.

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**TERMINATION**

ON MOTION, the meeting terminated at 4:30 p.m., on July 9, 2015.

Hillary Marshall

**Co-Chair**

John Coyne

**Co-Chair**

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**NEXT MEETING**

**October 7, 2015**

**Living Arts Centre, Mississauga**

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