



Partners in Project Green – Marketing and Networking Team  
Minutes – Meeting #01/12 – Wednesday, March 21 @ 12:00 pm  
GTAA Admin Building – 3111 Convair Drive, Mississauga

**In Attendance:** Jennifer Taves (GTAA), Nancy Johnston (City of Brampton), Russ Cruickshank (GTAA), Gord Angus (Lowe Martin Group), Susan Amring (City of Mississauga), Florence Gabriel (Toronto Hydro), and Larissa Fenn (CVC)

**Regrets:** Karen Ras (Enersource), Chris Rickett (TRCA), Sinem Kilic (TRCA), Jaipaul Singh (BBOT), Susanna Vas (City of Toronto), and John Alderdice (City of Toronto).

### **1. People Power Challenge Update**

The team was provided with an update on the People Power Challenge, and input was requested on the 2012/13 program design. The team recommended that the current structure (3 sub-challenges over 1 year) remain the same. As the model has been very successful, and there was a high level of participation despite the high time commitment required by companies, there is no need to change it. As well, it will allow companies to benchmark themselves over time if they participate year after year. In addition, maintaining the model allows the program to build equity and brand recognition.

To facilitate benchmarking, the three sub-challenge areas will remain the same (waste, water, and energy).

Currently, companies must compete in all three challenges. To resolve the issue of time pressures on companies, the program will be changed to allow participants to compete in one, or all three, sub-challenges. Only participants who participate in all three will be eligible for the People Power Challenge grand prize.

***Action Item: TRCA staff will develop and promote the 2012/13 People Power Challenge program.***

### **2. 2012 Sustainability Awards**

The team was asked to select a category for the 2012 Sustainability Awards. After discussing the options, the team selected the category 'Employee Engagement in Sustainability'. This will leverage the work that Partners in Project Green has been doing in the area, reward companies for participating in the People Power Challenge, and solicit best practices on employee engagement that will be developed as case studies and disseminated through the Partners in Project Green network.

It is important that the award is developed in such a way that ensures companies that did not participate in the People Power Challenge can win the award. The award submission questions will be crafted to ensure the winning company is one that has a culture of conservation.

Submission questions should include:

- Percentage of employee's participating in environmental initiatives (such as a Zero Waste program)
- Percentage of employee's participating in environmental activities (such as Earth Day, lunch and learns, other events)
- Established Green Team
- Projects that were implemented as a result of engaged employees (such as an employee suggestion)
- Innovations that were implemented as a result of engaged employees (such as an employee suggestion)

***Action Item: TRCA staff will develop draft submission form and circulate to the team for comment.***

### **3. 2011 Annual Report**

The team was provided with an overview of the concept and site map for the online 2011 Annual Report. Input was requested on the overall tone of the report, and 'walking the talk' was suggested as an overarching theme. It was also recommended that the report leverage the re-launched Partners in Project Green website. As the website furthers the goals of Partners in Project Green to increase collaboration among companies to accelerate their sustainability journeys, the 2011 Annual Report should reflect that work.

***Action Item: TRCA staff will develop the content for the 2011 Annual Report.***

### **4. Spring/Summer Events**

The team was provided with an overview of upcoming spring and summer events. The schedule was approved, and the team will continue to disseminate information on upcoming events through their networks.

### **5. Sustainable Supply Chain Speed Dating Session**

Input was requested from the team on the proposed Sustainable Supply Chain Speed Dating Session concept. The team made the following suggestions:

- Make sure the vendors in attendance are companies that have listed with the Green Vendor Directory. This will leverage the website and encourage participation.
- Instead of the speed dating session focusing on different products, focus on education. This can be achieved by having the vendors act as experts in their relevant fields – for example, lighting. The participants would sign up for each target area and visit one of

five or so experts in that area. The companies will still be able to make contacts with the different vendors that are there, but the focus remains on education.

- Built in time at the end of the session for a vendor showcase would ensure that all participants can visit all the different booths, and give exposure to the vendors.

***Action Item: TRCA staff will continue to refine the event structure, and will update the team on its progress.***

## **6. Other Business**

No other business was raised.