

**To Our Partners,**  
The development of Partners in Project Green:  
A Pearson Eco-Business Zone is the culmination of  
over a decade of partnership between the Greater  
Toronto Airports Authority (GTAA) and the Toronto  
and Region Conservation Authority (TRCA).

This partnership began with a mutual understanding  
and a drive to restore, protect and enhance the  
region's natural resources. The founding of  
conservation authorities in the late 1940s was  
based on the need to protect and promote Ontario's  
resources, but with a clear focus on its related resource  
economy. The TRCA continues to work with industry  
leaders to promote green technology adoption as a  
way to reduce threats to the region's resources while  
building a sustainable economy.

Meanwhile, Canada's largest employment area  
has grown not only around, but as a direct result of,  
Toronto Pearson International Airport generating a  
significant economic benefit to the region. Along with  
the increase in business development, the area's  
residential communities have also grown. Recognizing  
the impact of the airport's operations, the GTAA  
promotes environmental stewardship within the  
communities it serves as a longstanding core  
mandate.

Today, it is with the goal of a sustainable green  
economy that the GTAA and TRCA launch Partners in  
Project Green. The project's vision is to work with local  
businesses in transforming the lands surrounding  
Toronto Pearson into an internationally recognized  
eco-business zone. Our goal is to have the companies  
recognized globally as the greenest in their sectors,  
and have the area itself become the first place  
progressive green-tech companies look to locate.

We invite you to take this journey with us and become  
a partner in Project Green. Work with us to create  
value for your business, your industry and your  
community. Together we can make the Greater  
Toronto Area the greenest place globally to do  
business.

  
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Executive Summary



# Vision

Partners in Project Green is creating the Pearson Eco-Business Zone, envisioned to be an internationally recognized community known for its competitive, high performance and eco-friendly business climate. Partners in Project Green will:

- Demonstrate that the simultaneous pursuit of economic and ecological goals results in greater benefits for the business community;
- Assist businesses to improve their financial and environmental performance; and,
- Attract and retain investments in eco-economic development initiatives.

With successful implementation of the eco-opportunities described in this strategy, Partners in Project Green will create the Pearson Eco-Business Zone, where the existing major sectors will become the greenest in their class globally, and the area will be home to a world-scale cluster of like-minded, integrated, and highly competitive businesses with a reputation as the place to do business in a high performance, eco-friendly way.



## Eco-Opportunities

Through its business-led steering committee, Partners in Project Green will deliver programs, services, and projects, targeted at improving the financial and environmental performance of businesses in the Pearson Eco-Business Zone. The following are eco-opportunities Partners in Project Green will pursue:

### Green Purchasing Blocks

Through green purchasing blocks, businesses can access green products and services, ranging from office supplies to building technologies, at a reduced rate. Partners in Project Green can handle the research and sourcing for local companies, making it easier for businesses to go green.

### Eco-Efficiency Audit / Implementation Program

Partners in Project Green will deliver a one-window eco-efficiency program. The program will provide a free walk-through assessment; a cost-shared eco-efficiency audit with a pre-qualified consultant; an implementation plan; and assistance with finding grants and other incentives.

### Smart Commuting Initiatives

With its understanding of business locations and job densities, Partners in Project Green will work with Metrolinx and Smart Commute to identify groups of businesses or sectors facing transportation issues and create transportation initiatives within the Pearson Eco-Business Zone.

### Waste Reutilization Projects

“Waste” represents resources that businesses have paid for, but have been unable to extract value from. Partners in Project Green will assist in completing sector-specific feasibility studies, and facilitate waste aggregation, to make reutilization more feasible. Finding new uses for food processing wastes will be an early focus.

### District Energy System

With its knowledge of business types and locations, Partners in Project Green is in a good position to bring potential customers to district energy providers. In addition to linking current energy suppliers to existing consumers, viable business cases for new district energy systems will be developed by identifying energy demand clusters throughout the region.

### Coordinated Green Building Retrofit

There is almost 20,000,000 m2 of building area in the Pearson Eco-Business Zone. Retrofitting even a fraction of this space would save enormous amounts of energy. Partners in Project Green will bring together building owners and property

management companies to reduce their costs and green their building stock.

### Municipal Eco-Development Policy Harmonization

Partners in Project Green will work with municipal partners to share and build knowledge, and to identify and adopt common practices. Ultimately, policy innovations developed for Pearson Eco-Business Zone could be transferred to other industrial areas.

### Business Park Sustainability Benchmarking

There are 23 business parks in the Pearson Eco-Business Zone. Partners in Project Green will lead a project to measure the sustainability performance of the business parks. The results might uncover best practices that could be transferred to other areas or highlight opportunities for action.

### Green Business Retention & Attraction Strategy

In addition to greening existing businesses, Partners in Project Green will help to attract new green businesses. In partnership with its municipal partners, Partners in Project Green will develop a formal strategy for green job development and retention.

### Business Best Practices & Regulatory Alignment

Feedback from business participants indicated a disconnect between business practices for going green, and the regulations introduced to encourage such activity. Partners in Project Green will act as a bridge between businesses and regulators, and will work to ensure policies and regulations support businesses’ best green practices.

### Ongoing Education & Outreach Programs

Partners in Project Green will deliver education and outreach programs to the business community and municipal staff. Education and outreach will be passive (e.g.,posting case studies on the website), and active (e.g., developing and delivering‘courses’), as well as fostering social networking.

### Greenspace Expansion

The Pearson Eco-Business Zone features approximately 1,000 hectares of natural cover, with the potential for expansion to 1,230 hectares. In its efforts to enhance local greenspace, Partners in Project Green will work with local businesses to expand natural systems and employee access to these areas.

### Stormwater Improvements

With roughly 8,000 hectares of impervious surface, the Pearson Eco-Business Zone faces a number of stormwater management challenges. Partners in Project Green will work with businesses and municipal partners to promote onsite stormwater solutions, including vegetated swales, permeable parking, or natural landscaping.

# Facts & Figures

- The Pearson Eco-Business Zone is North America’s largest eco-business zone at over 12,000 hectares or 120 km2.
- It is home to over 12,500 businesses, with over 350,000 employees, making it Canada’s largest employment area.
- Major sectors include automotive supply chain, logistics and warehousing, food processing, plastics and airport-related industries.
- Annually, the Pearson Eco-Business Zone consumes:
  - 46,447,000 GJ of natural gas
  - 108,563,000 m3 of water
  - 5,801,000 MWh of electricity

