



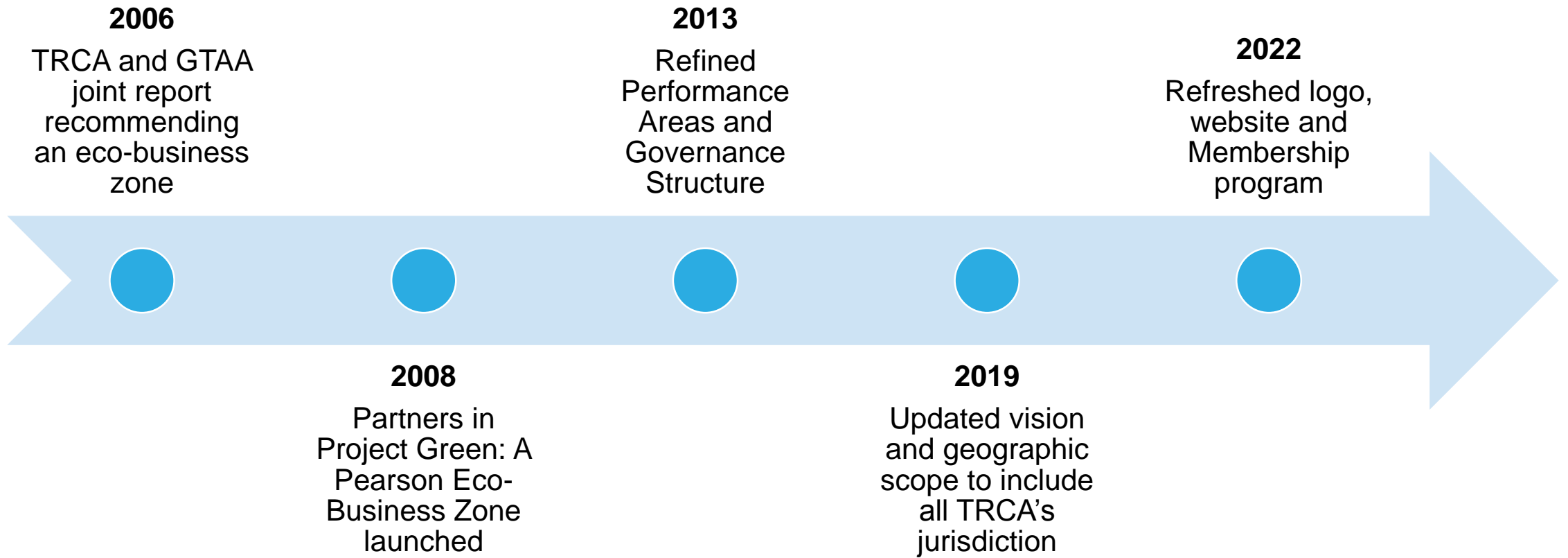
**Partners in
Project Green**

A Program of Toronto and Region Conservation Authority

Overview of Partners in Project Green

April 4, 2023

Timeline



Current State

A blue-tinted photograph of three people walking through a large industrial warehouse. On the left, a man in a white hard hat and safety vest. In the center, a woman in a dark dress and boots. On the right, a man in a suit and tie. They are walking on a polished floor towards the camera. The background shows high ceilings, metal structures, and tall shelving units filled with boxes.

Our Vision

2008: 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.

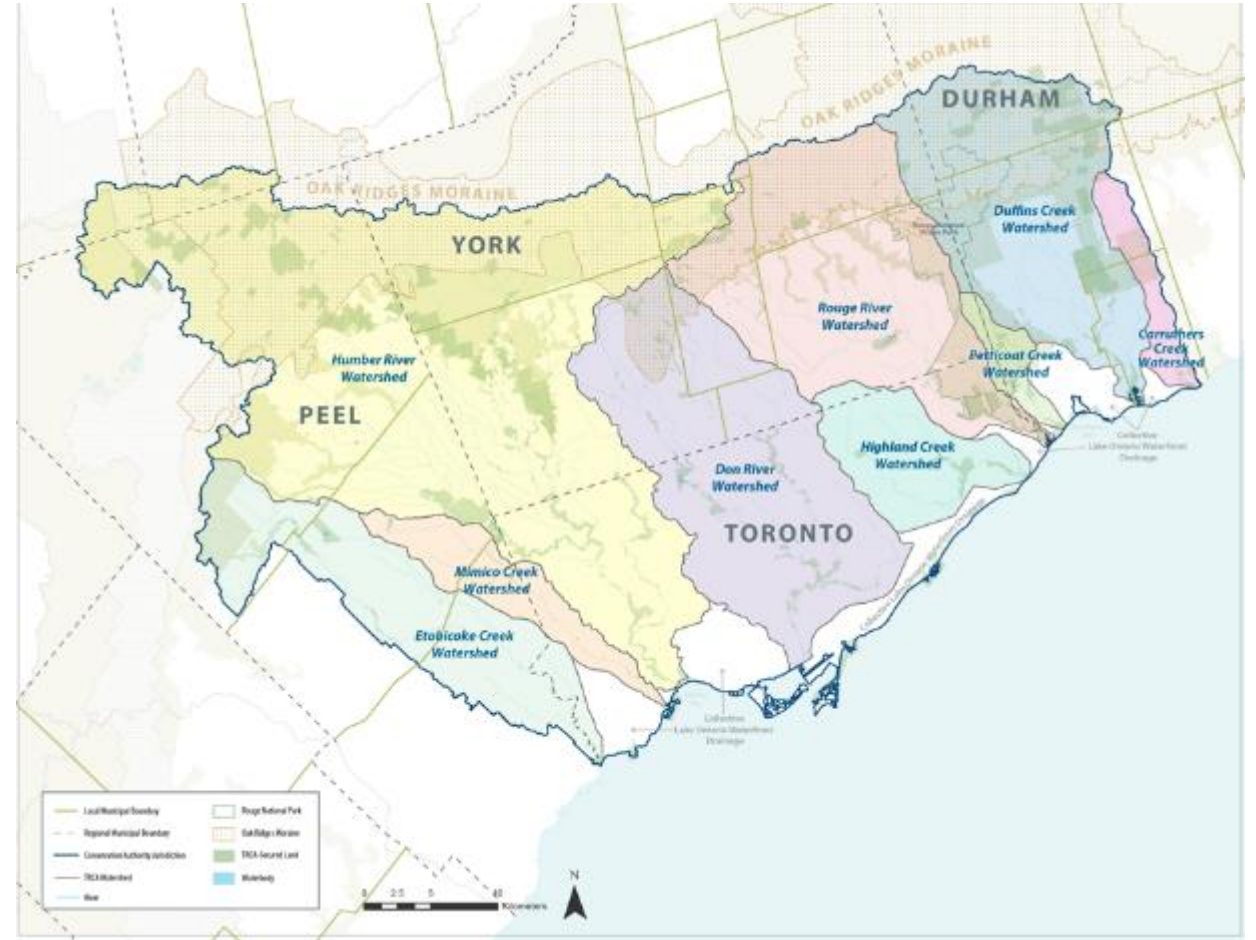
2019: Grow the Pearson Eco-Business Zone model as an internationally recognized community of leaders advancing environmental action and economic prosperity across the GTA.

Commonly used: Create a community of leaders advancing environmental action and economic prosperity across the GTA.



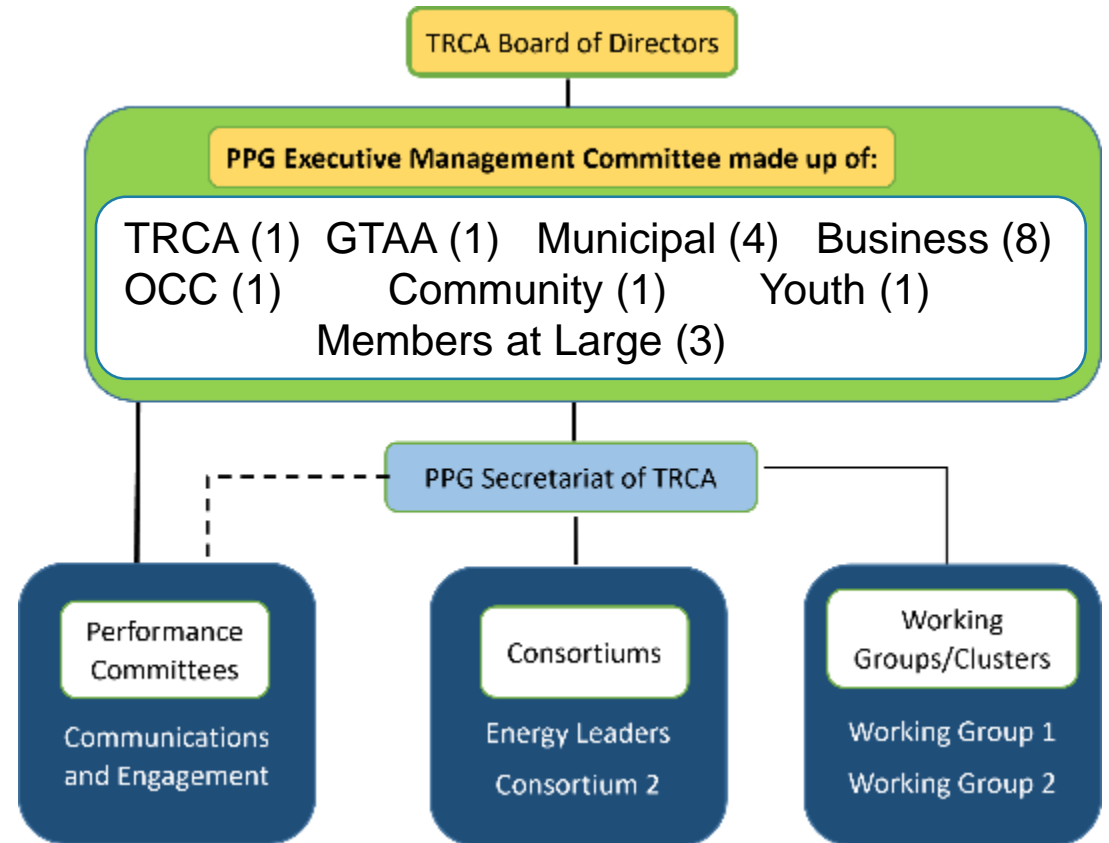
Our Service Area

- PPG is open to any business, municipality or individual who operates within TRCA's jurisdiction
- Primarily serve Region of Peel, and City of Toronto, Region of York



Our Governance

- EMC is a sub-committee of the TRCA Board
- C&E Committee being revised
- Current consortiums:
 - Energy Leaders Consortium (ELC)
 - Circular Economy Leaders Consortium (CEC)
- No current working groups



Our Team



Darryl Gray
Director, Education
and Training

Jennifer Taves
Senior Manager,
Sustainable
Communities

Matt Brunette
Program Manger

Chaya Chengappa
Program Manager

Saba Khan
Program Manager

Vacant
Program Manager

Julia Kole
Coordinator

Darlene Coyle
Coordinator

Hershil Sheth
Coordinator

Kiana Bonnick
Coordinator

2022 Results

PPG Events



38

PPG Events



1,627

Learner Hours

Employee & Engagement Programs



1929

Environmental
Actions

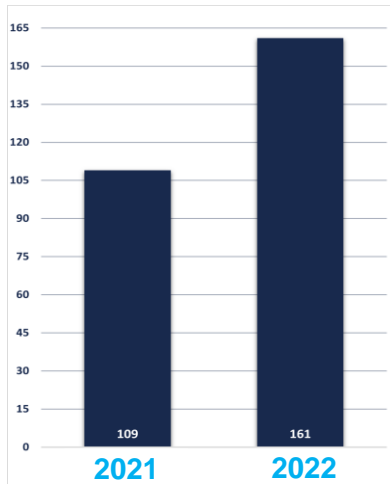
Top 3
UN
Goals



500
Trees Planted



Membership & Program Participation



Environmental Impact Programs



5

Programs



22

Projects



\$3.4M

in Savings

Environmental Impact Results



52

Tonnes Diverted
from Landfill



ANNUAL
INDUSTRIAL
WASTE



111

Annual Individuals



506.25

Tonnes eCO₂



CARBON
OFFSET



675

Roundtrip Flights
YYZ <-> YVR



210M

Litres of H₂O



3.49M

10-minute
showers



8.2

eGWh



6.15M

Homes

2022 Program Participation

Membership & Program Participation



17

New Members



19

ELC Members



12

CEC Members



5

PPC Participants



39

MEX Participants



15

RCD Participants

Results over Time

Metric	2019	2020	2021	2022
Events	13	27	37	38
Learner Hours	1716	1644	1603	1627
\$ Saved	\$5,800,250	\$3,092,631	\$4,218,905	\$3,443,655
Tonnes diverted from landfill	26	86	23	52
Tonnes of eC02	5100	6900	6708	506
M Litres of H2O	154	262	466	210
eGWh saved	49	43	45	8



Membership Stats

Sector	Number
Manufacturers	17
MASH	15
Service Providers	14
Associations / Non-Profit	5
Transportation, Warehousing, and Logistics	4
Real Estate & Property Management	3
Construction	2
Retail	2
Arts, Culture, & Hospitality Services	1
Finance	1

67 Members

Size by employees	Number
Professional	3
2 - 9	9
10 – 24	8
25 - 74	4
75 - 149	7
150 - 299	10
300 +	33
Region	Number
Region of Peel	27
City of Toronto	30
Region of York	7
Other	3

Membership Stats

2023 Goal: 80

By Tier	2022	2023 Target
Individual	3	10
Member	27	30
Member Plus	26	50
All Access	4	10
Funding	7	10
Total	67	110*

*Targets by tier exceed overall goal to ensure goal achievement

By Program	2022	2023 Target
ELC (+)	18	23
CEC (+)	12	17
MEX	17	20
PPC*(+)	5	-
GCG + Onsite Stormwater (+)	-	5
Social Impact Program (+)	-	10

*PPC Live has been retired, On Demand still available
+ Indicates Member Plus program



PPG 2023 Member Snapshot



Membership over time

Year	Members	Difference	Revenue	Difference
2015	108		\$81,760	
2016	105	-3	\$94,657	+ \$12,897
2017	92	-13	\$65,880	- \$28,777
2018	79	-13	\$49,300	- \$16,580
2019	86	+7	\$37,920	- \$ 11,380
2020	67	-20	\$26,740	- \$11,180*
2021	67	0	\$33,099	+ \$6,359
2022	71	+3	\$120,876	+ \$87,777

*In 2020, 23 of the 67 were unpaid memberships.



Funding Model

Funding Stream	Actual 2021	% 2021	Actual 2022	% 2022	Projected 2023	Projected % 2023
Toronto Pearson	\$100,000	12%	\$156,000	17%	\$159,000	17%
Region of Peel	\$450,000	55%	\$464,000	51%	\$478,000	51%
City of Toronto	\$86,000	11%	\$73,000	8%	\$74,000	8%
Region of York	\$37,000	5%	\$37,000	4%	\$38,000	4%
User fees	\$63,639	8%	\$139,197	15%	\$135,000	14%
Grants, sponsorships, fee for service	\$79,714	10%	\$40,703	4%	\$50,000	5%
Total	\$816,353	100%	\$909,900	100%	\$934,000	100%



Main Communication Channels

- Website (www.partnersinprojectgreen.com)
- Newsletters
 - Monthly General – 1,954 recipients
 - Monthly Event
 - As needed Member Only
 - Partner newsletters (EDOs, ONEIA, CANET, ES&E, BOTs)
- Events
- Direct outreach
- TRCA Social Media channels (primarily LinkedIn)



Key Challenges

- Developing a Long-Term Financial Strategy
- Scaling Membership
- Remaining competitive as new players emerge and existing players expand
- Maximizing impacts through stronger alignment with Government partner programs (where applicable)



Goals and Metrics

A faded background image of three people walking through a large industrial warehouse. On the left, a man in a white hard hat and safety vest. In the center, a woman in a dark dress and boots. On the right, a man in a suit and tie. They are walking along a long aisle with high industrial shelving on the right and large windows on the left. A dark blue curved banner is overlaid on the left side of the image, containing the text 'Goals and Metrics'.

TRCA Strategic Plan 2023 - 2034

- Built around a 12 year time frame, divided into three 4-year phases
- trca.ca/about/governance-reports/strategic-plan/

THE STRATEGIC PILLARS



Pillar 1 – Environmental Protection and Hazard Management

GOAL: Mitigating hazard risks to communities and protecting the natural environment



Pillar 2 – Knowledge Economy

GOAL: Contributing to environmental targets through knowledge advancement



Pillar 3 – Community Prosperity

GOAL: Building communities that drive local action and improve wellbeing



Pillar 4 – Service Excellence

GOAL: Customer service excellence for efficient service delivery to adapt to a changing environment



Pillar 2: Knowledge Economy

KPI: % of partners citing TRCA collaboration in actioning sustainability initiatives

- Goal: Contributing to environmental targets through knowledge advancement
- 2.2: Collaboration to advance a green transition
 - TRCA works with business and industry partners to inform sustainability initiatives that drive the adoption of green technologies through engagement.
 - Collaborate with partners and industry to inform sustainability initiatives
 - Provide training programs that support external partner efforts
 - Share knowledge that supports partners in building green infrastructure
 - Integrate green infrastructure into asset management planning



Impact

- **Impact:** Advance sustainability action through collaborative partnerships with municipalities, private sector, academia and NGOs
- **Target:** % of partners cite TRCA collaboration in actioning sustainability initiatives
- **Target for term:** Improvement over baseline



PPG Impact

Action	Metric (Reported Annually)
Provide high value resources that enable sustainable action	# of resources developed # of resource website hits
Provide high value programs to drive implementation of projects in member organizations and result in measurable impact	# of programs # of program participants # of learner hours # of tonnes of GHG avoided # of tonnes of materials diverted from landfill, water, natural gas and electricity reduced # of dollars saved
Provide high value networking and training events to build capacity and connections of participants	# of events # of learner hours delivered
Develop and implement a comprehensive marketing strategy to increase awareness of TRCA's Partners in Project Green	# of members # of newsletter subscribers # of referral network partnerships
Ensure we have the technology, staff and expertise to support the network	Employee engagement survey results Member survey results
Be a leader in new and emerging environmental issues, technologies, processes	# of trainings attended by staff
Expand and deepen membership-based network for organizations taking sustainability action	130 for Term 1 (2023 – 2026)

Program Offerings

A blue-tinted photograph of three people walking through a large industrial warehouse. On the left, a man in a white hard hat and safety vest. In the center, a woman in a dark dress and boots. On the right, a man in a suit and tie. They are walking towards the camera, with high industrial shelving on the right and structural beams on the left.

PPG Model



- Network & Collaboration
- Knowledge & Resources
- Technical Expertise
- Sharing stories



Overview of Programs and Projects

Water Stewardship	Energy Management & Low Carbon Trans.	Waste Management	Engagement
<ul style="list-style-type: none"> CVC Greening Corporate Grounds Partnership 	<ul style="list-style-type: none"> Energy Leaders Consortium 	<ul style="list-style-type: none"> Circular Economy Leadership Consortium 	<ul style="list-style-type: none"> Membership benefits and management
<ul style="list-style-type: none"> Onsite Stormwater Management (In development) 	<ul style="list-style-type: none"> Carbon Management Solution Pilot Project 	<ul style="list-style-type: none"> Material Exchange Program 	<ul style="list-style-type: none"> People Power Challenge On Demand
<ul style="list-style-type: none"> Toronto Inner Harbour Floatables Strategy 	<ul style="list-style-type: none"> Municipality based consortiums 	<ul style="list-style-type: none"> Recycling Collection Drive 	<ul style="list-style-type: none"> Events
<ul style="list-style-type: none"> Sustainable Salt Management Hub 	<ul style="list-style-type: none"> Building a Climate Resilient Business Kit 	<ul style="list-style-type: none"> Advancing Circular Economy in Canada's Real Estate Sector Project 	<ul style="list-style-type: none"> Resources
	<ul style="list-style-type: none"> Fleet Transition (In development) 		<ul style="list-style-type: none"> Social Impact (In development)

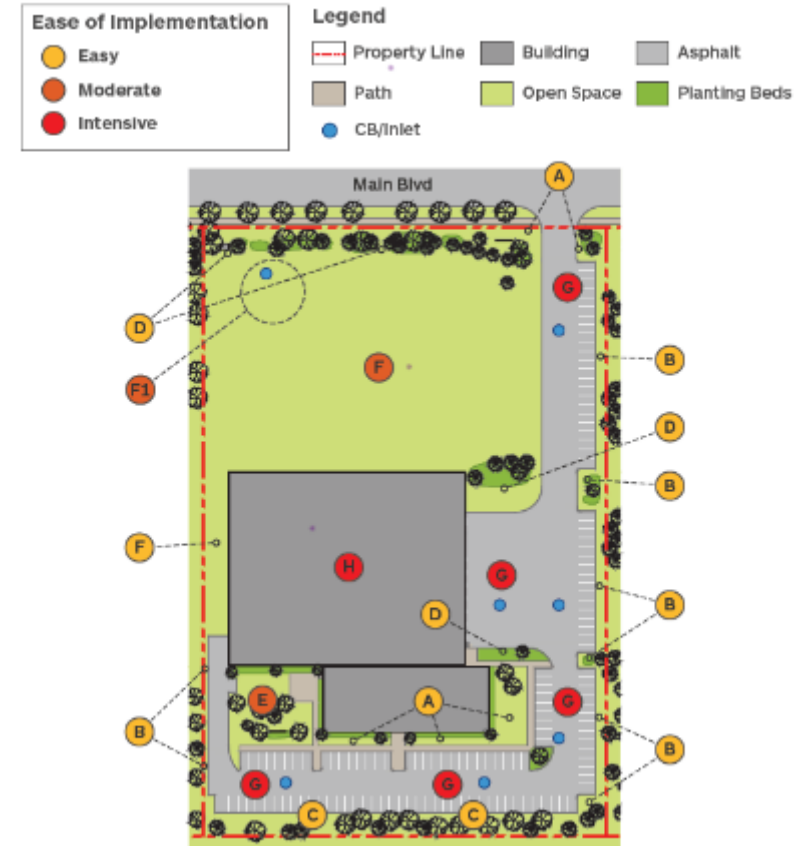
Water Stewardship

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CVC Greening Corporate Grounds Partnership

Greening Corporate Grounds helps businesses **achieve their sustainability goals** through sustainable landscaping assessments and on-site projects that also help **reduce flood risk** and **protect valuable property assets**, like buildings and parking lots, as well as **qualify for a stormwater credit**.

KEY PLAN



The above plan is for illustrative purposes only and should not be deemed as accurate nor to scale.

In development: Onsite Stormwater Management

- Building on the CVC GCG program, PPG will provide public educational modules to increase awareness of on-site stormwater management opportunities
- PPG will provide 5 members with small incentives to implement on-site stormwater management projects



Toronto Inner Harbour Floatables Strategy

An adaptive management strategy with a mission to reduce plastic pollution and other floating litter in the harbour.



There is a family of trash traps along the waterfront. They trap plastics and other litter to keep Lake Ontario clean. See if you can find them!



Toronto and Region
**Conservation
Authority**

**PORTS
TORONTO**



**WATERFRONT
BIA**

© Harbourfront centre



**SWIM
DRINK
FISH**

Sustainable Salt Management Hub

- Sustainable salt management resources for commercial, industrial and institutional property owners
- Mix of public and member-only content
- Webinars, presentations, certifications, training resources, guides and case studies

A blue-tinted photograph of three people walking through a large industrial warehouse. On the left, a man in a white hard hat and safety vest. In the center, a woman in a dark dress and boots. On the right, an older man in a suit and tie. They are walking towards the camera. The warehouse has high ceilings and metal shelving units on the right.

Energy Management & Low Carbon Transportation

Energy Leaders Consortium



ELC Collective Savings Since 2013



630
Projects



153 M
kWh Electricity



18.2 M
m³ Natural Gas



43,011
Tonnes CO_{2e}



\$40.4 M



1.7 B
Litres Water

Matt Brunette, Program Manager, Energy
Performance at matt.brunette@trca.ca

Julia Kole, Coordinator, Community
Learning at julia.kole@trca.ca



Carbon Management Solution Pilot

- PPG pilot program with Carbonhound
- 7 PPG members are participating
- Participants get:
 - 3 months free use of tool
 - Access to library of reduction initiatives (including PPG resources)
 - Support



carbonhound

For more information contact: matt.brunette@trca.ca



Municipality Based Consortia

Mississauga Climate Leaders

- In development
- Will provide training and access to carbon accounting software
- PPG will provide training and walk through assessments

GreenBiz Caledon

- 2019 cohort, part of T2050
- 2022 Program – suite of events and tools for SMEs
 - partnersinprojectgreen.com/greenbiz-resource-hub/
- 2023 Program – In development

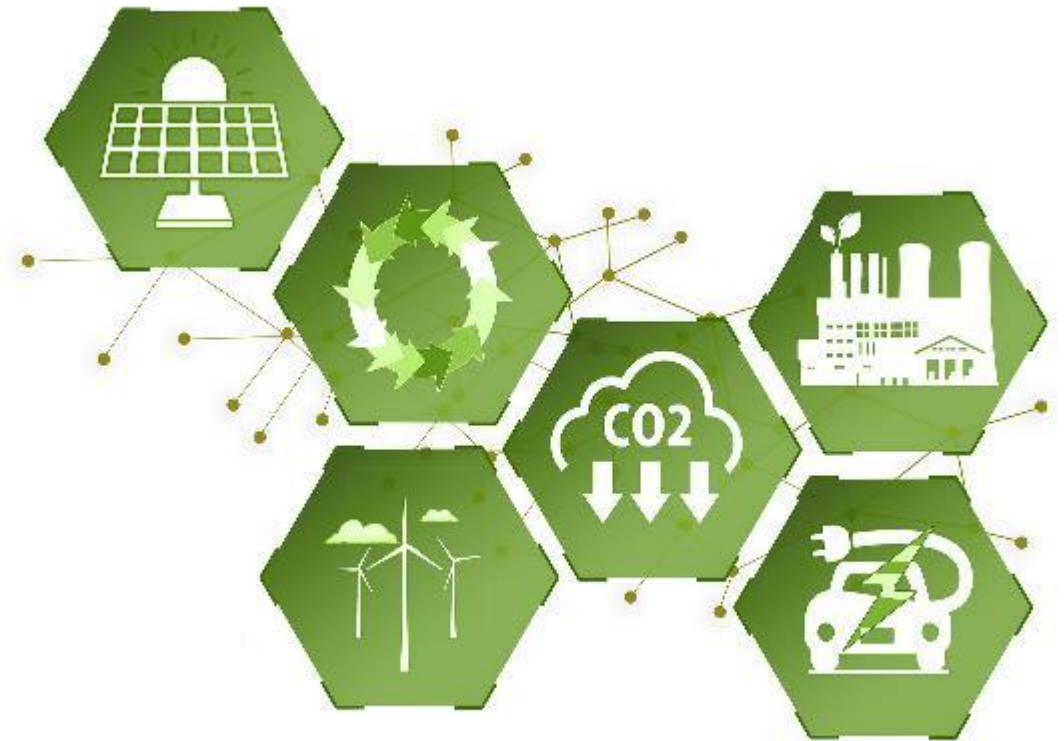


Building a Climate Resilient Business Resource Kit

The Resource Kit is intended to help businesses understand their climate change risks, how to prioritize them, and how to address them.

Modules include:

- Primers (available now)
- Impacts (coming soon)
- Mitigation (coming soon)
- Adaptation (coming soon)
- Case studies (coming soon)



In development: Fleet Transition Programs

- Applied to NRCan Zero Emission Vehicle Awareness Initiative - Medium and Heavy Duty stream
- Building upon a tool developed by CVC and TRCA to assist organizations in evaluating fleet transitions
- Toronto Pearson currently testing the tool



Waste Management

A blue-tinted photograph of three people walking through a large industrial warehouse. On the left, a man in a white hard hat and safety vest. In the center, a woman in a dark dress and boots. On the right, a man in a suit and tie. They are walking towards the camera. The warehouse has high ceilings, metal beams, and tall shelving units on the right side.

Circular Economy Leaders Consortium

This initiative is in partnership with TELUS.



CEC First Year Achievements



12
members



228 learner
hours



84% gained
knowledge



69%
collaborated



82% highly rated



92% continue
to participate

Chaya Chengappa, Program Manager, Water
Stewardship at chaya.chengappa@trca.ca

Darlene Coyle, Coordinator, Water
Stewardship at darlene.coyle@trca.ca



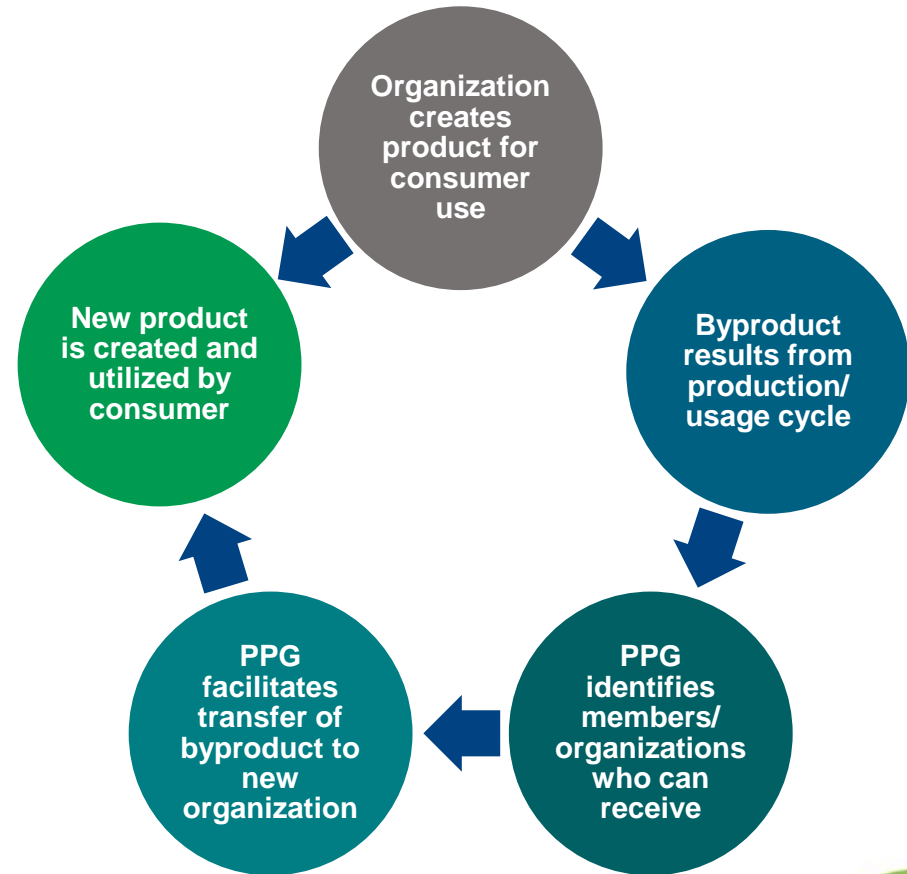
Material Exchange

Facilitating the exchange of material between businesses and non-profit organizations to divert waste from landfill, support local communities, and move towards a circular economy.

2013 – 2022 RESULTS:

- **18,795** tonnes diverted
- **516** Material Exchanges
- **\$3M** in product reused

Material Exchange Program (MEX) Overview



Recycling Collection Drive



Turnkey employee
engagement
campaign



Collect clothing,
household textiles
& e-waste



Engage employees
in sustainability



15 companies
diverted 17 tons in
2022











































Engagement

A blue-tinted photograph of three people walking through a large industrial warehouse. On the left, a man in a white hard hat and safety vest. In the center, a woman in a dark dress and boots. On the right, a man in a suit and tie. They are walking towards the camera, with high industrial shelving on the right and structural beams on the left.

PPG 2023 Member Snapshot



Membership

Feature	Community Access	Member	Member Plus	All Access
Resources & Tools				
Networking & Collaboration				
Insiders Newsletter				
Preferred Pricing on Events & Training				
Team Building & Employee Engagement*				
Materials Exchange Program (MEX)				
Discounts & Perks**				
Leadership & Award Opportunities***				
Implementation Support & Growth				
Advanced Programs				

Legend
 none
 some
 half
 most
 full



Membership Fees

Employee Counts: Total number employees at organization's facility/facilities	Membership	Member Plus (Membership plus access to one Advanced Program)	All Access (Membership plus access to all Advanced Programs)
Student	\$29	N/A	N/A
Early Professional	\$49	N/A	N/A
Professional	\$99	N/A	N/A
2 – 9	\$349	\$524	\$1,047
10 – 24	\$449	\$674	\$1,347
25 - 75	\$649	\$974	\$1,947
75 – 149	\$949	\$1,424	\$2,847
150 – 299	\$1,599	\$2,399	\$4,797
300 – 499	\$2,199	\$3,299	\$6,597
500+	\$2,599	\$3,899	\$7,797

*Registered non-profit, women-owned, visible minority & Indigenous owned organizations qualify for a 25% discount.



People Power Challenge On Demand

- Engage staff to realize your sustainability goals
- Tied to the UN SDGs
- 5 ready to go campaigns

PPC on Demand Campaigns Include:



**Campaign
Checklist**



**1 webinar
1 resource
guide**



**Scorecard
of Activities**



**Comms
materials &
templates**





Events

2013 - 2022

110 events

14,280 Learner hours

Resources



MEMBERS ONLY

WEBINARS CLIMATE RESILIENCY
SOCIAL IMPACT

Webinar: Next In Federal Policy: Climate & Local Business

A Fireside Chat with MP Leah Taylor Roy On June 16, Partners in Project Green (PPG) was honoured to sit with MP Leah Taylor-Roy for



MEMBERS ONLY

WEBINARS ENGAGEMENT
SOCIAL IMPACT

Webinar : Powered by Purpose: Investing in our Planet's Future

Powered by Purpose: Investing in our Planet's Future On Earth Day, Partners in Project Green hosted a fireside chat with



CASE STUDIES WASTE DIVERSION

Circular Economy Success Stories

As we celebrate Partners in Project Green's 10th anniversary, we turn the spotlight on some of the innovative efforts our community members have made to green their operations. Founded in...



MEMBERS ONLY

BUSINESS GUIDES CLIMATE RESILIENCY
WATER STEWARDSHIP

The Business Case for Natural Infrastructure

Flooding is a critical issue facing Canadian municipalities — one that will only become more challenging as we experience the



MEMBERS ONLY

BUSINESS GUIDES WASTE DIVERSION
WATER STEWARDSHIP

Preventing and Diverting Waste from our Watersheds: A Business Guide

On Thursday April 22, PPG released Preventing and Diverting Waste from our



MEMBERS ONLY

BUSINESS GUIDES WASTE DIVERSION

Food Resiliency and Food Waste During COVID-19

As the current COVID-19 pandemic continues, food resiliency remains a constant theme. One of the most noticeable trends highlighted has been grocery stores

partnersinprojectgreen.com/resources



Next Steps

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Priority Setting 2023-2026

- Next EMC Meeting is in person, TRCA Head Office
 - June 6th, 9:30 – 11:30AM
 - Brief sent prior to meeting
 - Brainstorm solutions to challenge areas
 - Set priorities for 2023 - 2026
- Is there specific information you would like included in the brief? Possible suggestions:
 - Past and current revenue generation activities
 - Past and current marketing activities
 - Competitor analysis
 - SWOT analysis
 - Membership processes





Partners in Project Green

A Program of Toronto and Region Conservation Authority



Thank you. Any questions?

Jennifer Taves
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Jennifer.Taves@trca.ca