



**MINUTES OF PARTNERS IN PROJECT GREEN  
EXECUTIVE MANAGEMENT COMMITTEE MEETING #1/19**  
May 16<sup>th</sup>, 2019

The Partners in Project Green Executive Management Committee met at The Living Arts Centre, Mississauga, Ontario

John Coyne called the meeting to order at 3:00pm

**PRESENT**

John Coyne (Unilever Canada)	Co-Chair
Todd Ernst (Toronto Pearson)	Co-Chair
John Mackenzie (TRCA)	Voting Member
Brad Chittick (Hydrogen Business Council) *	Voting Member
Chris Fonseca (Region of Peel)	Voting Member
Michelle Brown (Bentall Kennedy) *	Voting Member
Scott Pegg (Ernst & Young LLP)	Voting Member
Jack Heath (Region of York) *	Voting Member
Jim Karygiannis (City of Toronto) *	Voting Member
Teresa Schoonings (Bimbo Canada) *	Voting Member
Tim Faveri (Maple Leaf Foods) *	Voting Member
Doug Whillans (City of Brampton) *	Advisory Member
Scott Hendershot (Pratt & Whitney Canada)	Advisory Member
Learie Miller (Region of Peel) *	Advisory Member
Chandra Sharma (TRCA)	Staff
Dianne Zimmerman (TRCA)	Staff
Joel Longland (TRCA)	Staff

**REGRETS**

Maxx Kochar (Silver Dart Group)	Voting Member
Erica Brabon (Black and McDonald)	Voting Member
Paul Vicente (Region of Peel)	Voting Member

*\*Participant attended via teleconference*

## ACTION SUMMARY

Meeting	Action #	Description	Owner
#1/19	#PPG A1/19	In order to ensure that PPG's website is up to date, EMC members were requested to provide headshots and any updated titles for PPG website.	EMC members provide to PPG staff
#1/19	#PPG A2/19	EMC members were requested to identify and/or recruit other individuals who may have communications and marketing expertise to join the C&E Performance Committee.	EMC members provide to PPG staff
#1/19	#PPG A3/19	PPG staff to create charts illustrating how GHG emissions have been reduced year over year by PPG members.	Nathaniel Magder
#1/19	#PPG A4/19	PPG staff to work with PPG members to track performance (usage and frequency rates) of the initial installation of the 132 electric vehicle charges and to determine if PPG members have installed additional stations.	Nathaniel Magder
#1/19	#PPG A5/19	PPG staff to investigate whether it is within the scope of PPG to identify what we, as a region, could do to stay within 1.5 degree warming.	Dianne Zimmerman
#1/19	#PPG A6/19	PPG staff reach out to municipalities or waste companies to see if it is possible to gather better waste data from the ICI sector in the Pearson Eco-Business Zone.	Malaz Sebai
#1/19	#PPG A6/19	PPG staff investigate why program administration expenses were slightly higher than budgeted.	Dianne Zimmerman

## RESOLUTION SUMMARY

Meeting	Topic	Motion	Moved	Seconded	Status
#1/18	ADJOURNMENT	THAT the Meeting of #1/19 be adjourned.	Chris Fonseca	Todd Ernst	CARRIED by consensus

NEXT MEETING – July 25<sup>th</sup>, 2019 1-3:30pm

GTAA

3255 Elmbank Road, Mississauga, ON

## SUPPORTING MATERIALS

### *Review of roles and responsibilities of Executive Management Committee members*

John Coyne welcomed back existing and new EMC members and provided an overview of EMC roles and responsibilities that include:

- Provide strategic leadership and communication to Senior Manager, PPG
- Act as an ambassador for Partners in Project Green (PPG) and recruit new members
- Review and approve the PPG strategy and programs providing feedback on improvements and new ideas
- Responsible for prudent financial management – a fiduciary
- Provide resolution guidance and input with support from TRCA staff and management who are also dedicated to this function
- Reviewing and submitting the annual report and presenting it for the board

***Action PPG#1/19: In order to ensure that PPG's website is up to date, EMC members were requested to provide headshots and any updated titles for PPG website.***

### *Review of roles and responsibilities of Communications and Engagement Performance Committee*

In addition to the EMC, PPG also has a Communications and Engagement Performance (C&E) Committee. Roles and responsibilities of this committee include:

- advising staff and providing expertise on C&E related PPG programs and initiatives
- leading the design and/or execution of PPG programs and initiatives
- owning C&E program performance metrics and reporting progress to the Executive Management Committee
- serving as ambassadors for PPG among peer/industry groups

Current members of C&E include:

#### **Business members**

- Beverly MacDonald, Manager of Corporate Communications for Toronto Pearson
- Zenia Wadhwani, Director, Community Relations, Government and Corporate Affairs
- Rachel Guthrie, Head of ESG Reporting and Impact Measurement

## Municipal members

- Councillor Doug Whillans (Chair and EMC Committee representative)
- Councillor Jeff Bowman
- Matthew Premru, Economic Development Officer
- Duncan MacLellan, Environment & Energy (invited)

***Action PPG#2/19: EMC members were requested to identify and/or recruit other individuals who may have communications and marketing expertise to join the C&E Performance Committee.***

## PPG 2018 - A Year in Review

Committee members were provided an overview of PPG in 2018. Highlights include:

10-year anniversary events:

- 1,900 attendees
- PPG's first conference (will be replicated for 2019)
- Breakfast tours and meetings (will be replicated for 2019)

Program results:

- 3,554 tonnes eCO<sub>2</sub> reduced
- 3,473 tonnes avoided from 90 materials exchanges
- 443.9 million litres of water footprint offset
- 79 PPG members

The 2013-2018 collective impact results for the last 6 years were also shared and include:

- 121,830 Tonnes eCO<sub>2</sub> reduced annually
- 1.83 Billion litres of water offset annually
- 392 Circular economy exchanges
- 19,932 Tonnes of waste diverted
- 132 EV Charging stations installed
- 90 Members yearly average
- 8,547 Event participants
- 2,500 Projects implemented

## EMC Discussion and highlights

While overall membership was lower than the previous year, PPG welcomed 25 new members in 2018.

Year over year, accumulated reductions in eCO<sub>2</sub> have led to more than 120,000 tonnes of eCO<sub>2</sub> being reduced annually. This is a good news story and should be highlighted (e.g. graph of cumulative eCO<sub>2</sub> reductions) to explain what actions were taken, where these reductions occurred and by whom.

The installation of 132 electric charging stations by PPG members is impressive; however, equally important is to understand how these electric charging stations are being used. For example, what are the usage and frequency rates? Have other chargers been installed by our members as a result of the initial program? For example, Maple Leaf has installed 12 new EV charging stations since the PPG project ended.

***Action PPG#3/19: PPG staff to create charts illustrating how GHG emissions have been reduced year over year by PPG members.***

***Action PPG#4/19: PPG staff to work with PPG members to track performance (usage and frequency rates) of the initial installation of the 132 electric vehicle charges and to determine if PPG members have installed additional stations.***

A request was also made by an EMC member to investigate whether it is within the scope of PPG to identify what we, as a region, could do to stay within 1.5 degree warming.

***Action PPG#5/19: PPG staff to investigate whether it is within the scope of PPG to identify what we, as a region, could do to stay within 1.5 degree warming.***

### ***PPG Strategic Refresh***

In 2018, Partners in Project Green completed a refresh of its strategy that provides a road map for the program over the next five years. In the Strategic Refresh: 2019-2023, PPG made important updates that will guide the program as we continue to support our members and partners in the design and implementation of environmentally sustainable projects and business practices.

Committee members were provided an overview of the strategic refresh 2019-2023, which was presented at (by Todd Ernst, GTAA) and approved by the Toronto and Region Conservation Authority Board of Directors on April 26, 2019.

- **Growing the Partnership:** PPG will expand its program offerings to the entirety of the TRCA jurisdiction and forge relationships with new organizations that approach sustainability from different perspectives.
- **Systems Approach and Reporting:** Bringing a systems-thinking approach to sustainability, PPG will work with members to identify and implement technology or processes that have benefits across a variety of sustainability areas such as energy, waste, and water. We will also encourage and support our members in setting targets and reporting on environmental initiatives and impacts that demonstrate progress and guide future action.
- **Embedding Sustainability:** We will place a greater emphasis on conducting research to support municipalities and the business community on topics such as urban planning and development

opportunities that unlock further growth and the adoption of sustainability measures and green infrastructure.

- **Expanding Performance Areas:** We have expanded the energy performance area to include low carbon transportation.
- **Accelerating Innovation:** We will accelerate innovation through collaboration, engaging different stakeholders, and expanding our business models.

To read the full strategy visit <https://www.partnersinprojectgreen.com/news/refreshing-our-guiding-strategy/>

### *EMC Discussion*

On the topic of waste within the ICI sector, there was a question about the ability to gather data from waste management companies within the Pearson Eco-Business Zone. It is difficult to collect data from the ICI, which therefore leads to low waste diversion rates. It was suggested that PPG staff reach out to municipalities or waste companies to see if it is possible to gather better data.

***Action PPG#6: PPG staff reach out to municipalities or waste companies to see if it is possible to gather better waste data from the ICI sector in the Pearson Eco-Business Zone.***

### *PPG Upcoming Events and Initiatives*

Committee members were provided an overview of PPG upcoming events, which include:

**Spring Networking & Strategy Launch (May 16):** being held at City Hall and is expected to have more than 100 attendees. Highlights will include booths, Councillor welcomes, the launch of the PPG strategic refresh and a panel discussion, moderated by John Coyne, Unilever. Panelists will include representatives from GTAA, Air Canada and E&Y

**PPG Breakfast Series:** PPG has hosted two events this year – one on plastics and one on provincial energy and water benchmark reporting. Both were well attended.

**People Power Challenge (Aug – Nov):** PPG has relaunched the people power challenge; a turn-key employee engagement program. The new program has been designed to be more efficient and impactful.

**PPG Conference (Nov):** Planning is underway for the November conference, which is scheduled for the end of November.

**PPG Book (Nov):** Development of the book is underway, and the launch is timed to align with PPG's November conference. The key objectives of the book are to:

- **Tell the Story of the Toronto Region:** Commemorate TRCA and GTAA's 10 years of history of PPG, including key people and partners
- **Build Partnerships:** Inspire those not yet part of PPG to join

- Demonstrate what a **region-wide approach to sustainability** can look like
- **Foster Sustainable Citizenship:** Inspire action on sustainability issues
- **Build our Brand:** Fulfilling vision of an internationally recognized Pearson eco-business zone

### *EMC Discussion*

It was recommended that the book also be designed to have a digital version that can be interactive and designed to be capable of separating content and be used in other forums such as building lesson plans within school curriculums.

### *2018 Statement of Operations and Accumulated Deficit*

Committee Members were provided with a variance report for for 2018. Overall, PPG came under budget for 2018. This was largely due to reduced staff salary expenses for vacant positions. It is anticipated that the \$29,000 in surplus will go towards PPG deficit.

### *EMC Discussion*

Program administration expenses were slightly higher than budgeted for 2018.

***Action PPG#7/19: PPG staff investigate why program administration expenses were slightly higher than budgeted.***

### *2019 Budget*

Committee members were provided with the overall budget for 2019, which is \$1,574,000.

PPG have successfully secured 78% of its 2019 budget as of April 21, 2019. Revenue generation will continue throughout the year through event fees, memberships, sponsorships, fee-for-service contracts and grants and contributions from governments.

The provincial funding budgeted in the 2019 budget has already been received and in a separate trust to deliver of the EVCO project with the GTAA.

### *EMC Roundtable Discussion*

Committee members shared their priorities for the upcoming year and in some cases identified ways PPG could support these priorities. This included:

- PPG to help with sourcing unique and innovative ideas that create the “wow” factor regarding energy, waste, water improvement opportunities

- Gaps remain in the SME sector; PPG could find solutions to engage SMEs (e.g., mentoring; matching an SME to other PPG members; including universities)
  - PPG continue to act as a collaborator with large and small businesses, municipal governments and vendors, etc.
  - PPG to play a role in supporting region-wide procurement – scale to green products
  - Integrating business units into corporate environment targets
  - How to benchmark effectively
  - Helping to implement Mississauga key elements of their Living Green Master Plan (e.g. setting an example, encouraging others and compelling others); PPG can support the 49 actions within the plan
  - Support Mississauga's stormwater management fee/incentive program that will engage businesses
  - Waste related initiatives:
    - attaching dollar value to waste
    - Reduction of plastic at PPG and other events
    - Textile recycling – review of donation bins
    - Food waste (e.g. how to capture and re-distribute as well as understand regulation challenges)
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## TERMINATION

ON MOTION, the meeting terminated at 5:00 p.m., on May 16<sup>th</sup>, 2019.

John Coyne

**Co-Chair**

Todd Ernst

**Co-Chair**