



**MINUTES OF PARTNERS IN PROJECT GREEN
EXECUTIVE MANAGEMENT COMMITTEE MEETING #3/19
November 28th, 2019**

The Partners in Project Green Executive Management Committee met at Pearson Convention Centre – 2638 Steeles Avenue East, Brampton, Ontario.

John Coyne and Todd Ernst called the meeting to order at 12:30 pm

PRESENT

John Coyne (Unilever Canada)	Co-Chair
Todd Ernst (Toronto Pearson)	Co-Chair
Learie Miller (Region of Peel)	Advisory Member
Michelle Brown (Bentall Kennedy)	Voting Member
Maxx Kochar (Silver Dart Group)	Voting Member
Tim Faveri (Maple Leaf Foods)	Voting Member
Doug Whillans (City of Brampton)	Advisory Member
Scott Hendershot (Pratt & Whitney Canada)	Advisory Member
Jack Heath (City of Markham)	Voting Member
Darryl Gray (TRCA)	Voting Member
Joel Longland (TRCA)	Staff
Eric Meliton (TRCA)	Staff

REGRETS

Brad Chittick (Hydrogen Business Council)	Voting Member
John Mackenzie (TRCA)	Voting Member
Scott Pegg (Ernst & Young LLP)	Voting Member
Teresa Schoonings (Bimbo Canada)	Voting Member
Erica Brabon (Black and MacDonald)	Voting Member
Chris Fonseca (City of Mississauga)	Voting Member
Paul Vicente (City of Brampton)	Voting Member

**Participant attended via teleconference*

ACTION SUMMARY FOR MEETING #3/19

Meeting	Action #	Description	Owner
#3/19	#PPG A7/19	Deferral of selection of 2020 EMC meeting dates	Joel Longland
#3/19	#PPG A8/19	Deferral of discussion for support of Toronto Pearson multi-modal transit hub	Joel Longland
#3/19	#PPG A9/19	Investigate opportunities to reuse/donate or recycle office furniture through Material Exchange and learn from other companies doing similar activities (e.g. IKEA)	Eric Meliton
#3/19	#PPG A10/19	Research opportunities to expand offerings of Recycling Collection Drive and/or pairing it with educational materials around 'fast fashion'	Eric Meliton
#3/19	#PPG A11/19	For the Plastics "hackathon" ensure that provincial and federal stakeholders are invited; make use of City of Brampton's experience in organizing hackathon events	Eric Meliton
#3/19	#PPG A12/19	Explore ways to further monetize PPG's membership and value proposition (e.g. website screen capacity, exclusive promotional opportunities, customized membership revenue opportunities)	Joel Longland

RESOLUTION SUMMARY

Meeting	Topic	Motion	Moved	Seconded	Status
#3/19	APPROVAL OF MEETING MINUTES #2/19	THAT the Minutes of Meeting #2/19, held on July 25th, 2019 be approved.	N/A	N/A	Deferred to next meeting due to minutes not being made available in advance.
#3/19	ADJOURNMENT	THAT the Meeting of #3/19 be adjourned.	John Coyne	Todd Ernst	CARRIED by consensus

NEXT MEETINGS

TBD

Locations to be confirmed

SUPPORTING MATERIALS

Review of Meeting #1/19 Action Items. No new Action items identified in Meeting #2/19.

Meeting	Action #	Description	Owner/Status
#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.	Underway. Will be part of Region of Peel ZEV strategy development. 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.	Determined that Municipalities are leading this.
#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.	Ongoing. Will be inviting to Waste Challenge in Q1 2020. Eric Meliton / Alyssa Kelly.

PPG UPDATES

Highlights of 2019 member engagement activities and program performance

EMC members received a high-level update on member engagement activities and program performance for 2019. Highlights included:

- 86 total members (as of November 28, 2019)
- New ambassadors for 2019: Ainsworth, Black & MacDonald, Global Electric Electronic Processing (GEEP), Smart Centres, and Schneider Electric
- New members for 2019: B12Give, EnviroPod, Starlight Investments, Swiss EcoLine, Vaughan Chamber of Commerce, SodaStream, and Renteknik Group
- New Eco-Solution Providers for 2019: Volta Energy and WMC Water Management
- Program updates from Water Stewardship, Energy Performance & Low Carbon Transportation, Waste Management, and Communications & Engagement
 - Water Stewardship – Municipal Water Efficiency Eco-Cluster, Federation of Canadian Municipalities (FCM) Green Municipal Fund grant submission, Tom Longboat Raingarden / Pollinator habitat project award recognitions received

(John Coyne) Has there been any consideration to replicate the FCM funding with other municipalities in our TRCA jurisdiction? (e.g. City of Brampton, City of Markham)

- Energy Performance & Low Carbon Transportation – Energy Leaders Consortium, Region of Peel Zero-Emissions Vehicle Strategy, Region of Peel Alternative Fuels and Fuel Efficiency
- Waste Management – Material Exchange, Recycling Collection Drive

(John Coyne) Is there an ability for the team to generate more impactful exchanges? (e.g. volume, participation, alignment of incentives, recognition programs)

(Todd Ernst) Can there be a shift in focus on low-hanging fruit opportunities?

(Michelle Brown) Can there be a capacity in assisting with the re-purposing of furniture for commercial stakeholders?

(Tim Faveri) Can we learn from national/international organizations (e.g. IKEA) and align with larger scale programs (e.g. ReStore Network or Habitat for Humanity) to assist with deconstruction and salvage related efforts?

(Scott Hendershot) Can we incorporate learnings from Green Standards in the industry?

(Maxx Kochar) We need this program to focus on social innovators and NGO's who specialize in this space.

(John Coyne) Identify stakeholders who can assist with deconstruction and dismantling as an added program support to be explored.

(Jack Heath) Companies and organizations are seeking ways to replace/procure existing office furniture with ergonomic versions. Can companies re-purpose and recover furniture to be ergonomic?

(Todd Ernst) Is there a program capacity to increase the offering of the Recycling Collection Drive? Diabetes Canada has established fixed drop-off boxes at GO Stations.

(Eric Meliton) Sharing that Malaz Sebai, Program Manager for Waste Management has left PPG as of November 2019. Program Management will be supported by Eric Meliton on an interim basis.

(Michelle Brown) We should focus the program on fast fashion and the environmental impacts of those trends.

- Communications & Engagement – PPG Breakfast Series 2019, Planting events sponsored by Toronto Pearson, Marquee events, People Power Challenge (PPC) 2019

(Todd Ernst) What were the results in terms of uptake for PPC 2019 after the hiatus in 2018?

(Joel Longland) Because the program was to be redeveloped starting in February, there was limited time for promotion and recruitment. 2020 will allow for more recruitment time, starting in January/February 2020 vs. April/May as occurred in 2019.

EMC Input on Future Projects

EMC members received an update of future projects in development, which include:

Small-to-Medium (SME) Energy Management Consortium

Two-year program that guides SME manufacturers through “low-hanging fruit” energy efficiency projects, graduating to larger capital investments and installing an energy management system for continuous reporting and optimization. 10 SME manufacturers being recruited in the GTA for December 2019 onboarding.

Plastics Challenge

Plastics challenge in April/May 2020 (in partnership with Pollution Probe) to provide a space for the development of innovative solutions to support increased plastic waste diversion within the business sector and the transition to a circular economy. One-day “hackathon-like” event to develop tangible solutions to common challenges faced by businesses in addressing the issue of plastic waste. Challenge format will allow participants to explore solutions in an experiential atmosphere that encourages active participation.

(John Coyne) We need to ensure that there are provincial and federal stakeholder invitations to this event.

(Doug Whillans) City of Brampton has specialized staff who have run a variety of stakeholder hackathons. An offer to introduce to PPG has been provided.

(Jack Heath) City of Markham has made a declaration to stop using single use plastics in operational and community buildings.

2020 Communications, Engagement, Events

EMC was provided a list of 2020 communication priorities for input and commentary:

- Update and clarify value proposition
- Update communication of programs and services
- Update membership benefits to reflect current programs, events
- Communication updates to be reflected in: website, membership package, marketing collateral

(John Coyne) What would PPG Communications do in 2020 with unlimited resources?

(Joel Longland) Priority would be to focus on membership structure, obtain tier organizational input/strength/resources, adjust/fix membership benefits, classify differences, and make information accessible and sharing of best practices the focus.

(Learie Miller) Is there a way to debrief and obtain feedback from PPG 2019 Forum? Have you established a mechanism to canvas for new suggestions? Have you found a way to circle back to the 166 registrants to the event?

(Joel Longland) We are going to provide a post-event thank you survey. We have a planned debrief meeting a week after the event. We will continue to review insights, input, constructive feedback and ideas.

(Michelle Brown) Is there a way to incorporate more showcase opportunities of PPG at Pearson Airport (e.g. terminal showcase)?

(Todd Ernst) Terminal showcases are prioritized for paid advertisers, however with a new CEO focused on sustainability and environmental initiatives, our environmental presence may be well received.

(Doug Whillans) Wanted to thank PPG for the CEERP showcase at this event as it provides a strategic alignment for our launch in 2020.

(Tim Faveri) Has PPG explored ways to further monetize their existing marketing/advertising space (e.g. website screen capacity, exclusive promotional opportunities, customized membership revenue opportunities)?

ADJOURNMENT

ON MOTION, the meeting adjourned at 1:30 p.m., on November 28th, 2019.

John Coyne

Co-Chair

Todd Ernst

Co-Chair