

## Item 8.2

### Items for the Information of the Partners in Project Green Executive Management Committee

**TO:** Co-Chairs and Members of the Partners in Project Green Executive Management Committee  
Meeting #3/20, Tuesday, November 17, 2020

**FROM:** Darryl Gray, Director, Education and Training

**RE: UPDATE ON RE-ENERGIZING THE PPG MEMBER BASE THROUGH BOARDS OF TRADE, CHAMBERS OF COMMERCE AND ECONOMIC DEVELOPMENT OFFICES**

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#### KEY ISSUE

Update on Partners in Project Green's (PPG) efforts to strengthen relationships and collaboration with Boards of Trade, Chambers of Commerce and Economic Development Offices ("BOT, COC and EDO") to enhance PPG's reach and more effectively promote sustainable business operation across the Greater Toronto Area.

#### RECOMMENDATION

**WHEREAS Partners in Project Green was launched in 2008 to advance the adoption of sustainability practices within the Pearson Airport economic zone;**

**AND WHEREAS a Strategic Refresh to the Partners in Project Green program was completed in 2019 that affirmed objectives related to the expansion and advancement of eco-business programming and services to additional economic clusters across TRCA's nine watersheds;**

**AND WHEREAS the Partners in Project Green Executive Management Committee ("PPG EMC") received the information report in Meeting #1/20 on the Partners in Project Green 2020 Strategic Priorities;**

**IT IS RECOMMENDED THAT the following information report on progress updates related to engagement with Boards of Trade, Chambers of Commerce and Economic Development Offices by Partners in Project Green be received.**

#### BACKGROUND

Partners in Project Green: A Pearson Eco-Business Zone was launched in 2008 by Toronto and Region Conservation Authority (TRCA) and the Greater Toronto Airports Authority (GTAA), with support from the Regional Municipalities of Peel and York, the City of Toronto and from the nearby business community to transform the employment lands surrounding Toronto Pearson, and located within TRCA's Etobicoke-Mimico Creeks Watershed into an internationally recognized community of eco-friendly businesses.

The creation of Partners in Project Green (PPG) stemmed from an eco-business model recommendation identified in a 2006 joint TRCA and GTAA report that provided restoration strategies for the natural and aquatic systems surrounding Toronto Pearson.

At Board of Directors Meeting #4/19, held on April 26, 2019, Resolution #A51/19 was approved as follows:

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*THAT the Partners in Project Green Strategic Refresh 2019-2023 and Executive Management Committee Terms of Reference 2019-2023 ... be approved*

This strategic refresh was intended to guide the next generation of eco-business activities through PPG focused on increased engagement, improved performance outcomes and enhanced alignment with municipal and business priorities.

As part of the 2020 priority-setting exercise, TRCA staff identified specific areas of activity for 2020 that are intended to increase the reach and potential of PPG while building additional capacity for long-term growth of the program. One such activity area is outlined below:

- Re-energize the PPG network through improved programming, outreach and membership, with a particular emphasis on engagement of Boards of Trade (BoT)/ Chambers of Commerce (CoC) and municipal economic development offices.

### **RATIONALE**

The following progress updates are provided for the information of the Executive Management Committee in relation to PPG's identified priority of engagement with BOT, COC and Economic Development Offices (EDO):

- PPG will be hosting a virtual "Economic Development Office Roundtable" event on Friday, November 20, 2020. The purpose of the roundtable will be to identify synergies in economic development programs and priorities across the GTA in support of a stronger and more sustainable COVID-19 economic recovery. PPG will also make use of the event to raise the EDO contacts' awareness of available PPG programs to support businesses in their regions. Nine economic development offices confirmed interest in the event, and the full list of invitees is provided in the table below.

<b>Name</b>	<b>Region</b>	<b>Title</b>	<b>Status</b>
Daryl Van Moorsel	City of Brampton	Sector Manager, Advanced Manufacturing	TBC
Claire Barnett	City of Brampton	Director, Economic Development	TBC
John Barber	City of Mississauga	Research Analyst	Confirmed
Walter Garrison	City of Mississauga	Officer, Advanced Manufacturing Business Integrator	Confirmed
Matthew Premru	City of Toronto	Officer - West Office (Etobicoke Civic Centre)	Confirmed
Raphael Costa	City of Vaughan	Acting Director, Economic and Cultural Development at City of Vaughan	Confirmed
Sandra Dolson	Town of Caledon	Economic Development Officer	Confirmed
Sonia Salomone	Durham Region	Manager Business Development & Investment, Planning & Economic Development	Confirmed

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Taran Sambhi	Durham Region	Economic Development Officer	TBC
Meena Hassanali	Region of York	Agriculture and Agri-Food Business Specialist	Tentative
Anthony Ierullo	City of Richmond Hill	Manager of Economic Innovation and Partnerships	Confirmed
David Tuley	Town of Whitchurch-Stouffville	Economic Development Officer	Confirmed

- PPG initiated a collaborative effort with two local economic development offices (Vaughan and Brampton) and TRCA's Sustainable Neighborhood Action Plan (SNAP) teams. The collaboration involved increased business engagement in each municipality, with a particular emphasis on the regions surrounding existing SNAP neighborhoods ([Bramalea](#) and [Thornhill](#)). One webinar was hosted for each region on Wednesday, November 4; in each webinar, PPG, SNAP and the local EDO shared available programs, incentives, case studies and other actionable materials with local businesses to promote increased engagement and awareness of sustainable business practices.
- PPG facilitated a joint PPG / Mississauga Board of Trade [podcast interview](#), published by the Mississauga Board of Trade and featuring PPG EMC co-Chair Todd Ernst (Director, Aviation Infrastructure, Energy & Environment at GTAA). Topics discussed included the PPG program and network, as well as the airport's updated environmental targets and reporting.
- PPG has joined or renewed membership in key strategic BOT and COC, including Mississauga Board of Trade, Vaughan Chamber of Commerce, Brampton Board of Trade, Ontario Chamber of Commerce and Canadian Chamber of Commerce.
- PPG staff have met with multiple BOT, COC and EDO to increase awareness of PPG's programming and strengthen relationships for future collaboration. In addition, PPG has formally presented its programming to several BOT, COC, EDO and committees, including most recently the Mississauga Board of Trade's Environmental Sustainability & Infrastructure Committee.
- PPG staff developed a summary of contacts and engagement level across all BOT, COC and EDO within TRCA's watershed, and developed an action plan for engagement across all BOT, COC and EDO by December 31, 2020.
- PPG will leverage its network of contacts at BOT, COC and EDO, and additional channels, to promote the upcoming PPG Fireside Chat event with MP Francesco Sorbara (see Attachment 1).

### Relationship to Building the Living City, the TRCA 2013-2022 Strategic Plan

This report supports the following strategies set forth in the TRCA 2013-2022 Strategic Plan:

**Strategy 1 – Green the Toronto region's economy**

**Strategy 7 – Build partnerships and new business models**

**Strategy 8 – Gather and share the best sustainability knowledge**

**Strategy 12 – Facilitate a region-wide approach to sustainability**

### DETAILS OF WORK TO BE DONE

PPG staff will continue to strengthen relationships with BOT, COC and EDO across TRCA's watershed and investigate opportunities for collaboration. In particular, PPG staff will increase engagement with all identified BOT, COC and EDO by December 31, 2020.

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Attachments: 1

Attachment 1: Promotional bulletin: PPG Fireside Chat with MP Francesco Sorbara