

## Sustainable Business Initiative Working Group

### Meeting Minutes – March 31, 2014

Attended: **Rob Arkell**, Cambium Inc. (Co-Chair)  
**Cathy Mitchell**, GreenUP/Green Business Peterborough (Co-Chair)  
**Sarah Thomson**, Community Member (Coordinator)  
**Katie Allan**, P3 Sustainability/Sustainable Peterborough/GPA EDC  
**Natalie Ambler**, Swish Maintenance Ltd.  
**Andrew Laing**, TD Bank Group  
**Craig Mortlock**, Mortlock Construction/GPA Chamber of Commerce  
**Terry Rees**, Community Member  
**Linda Slavin**, Sustainable Peterborough/Community Opportunity & Innovation Network (COIN)

Regrets: **Steve Brownell**, E.G. Gray Transportation Ltd.  
**Diane Camelford**, Lansdowne Place  
**Sheridan Graham**, County of Peterborough

### Introductions

There were several new members, so there was a round of introductions. Rob also welcomed Cathy as co-chair and Sarah as coordinator.

### Review of Terms of Reference & Past Activities

Supplemented with a slide presentation, Rob reviewed the primary goal (“**to educate, motive and empower**” small to medium-sized enterprises/SMEs) and the activities of the working group since its inception in 2012. That included a successful kick-off event in January 2013 with keynote speaker Bob Willard and another in April 2013. There was also a successful Peterborough Business Exchange event around the theme of sustainability at Trent University in February 2014. Rob noted that the working group will focus on SMEs because they typically don’t have the resources to put toward sustainability initiatives.

A survey distributed to businesses and NGOs in 2013 showed that respondents valued, in order of priority, networking events, workshops, and speakers. Responses revealed that the impetus for considering sustainability was not, to date, consumer-driven. However, it was noted by Cathy that other GreenUP and Sustainable Peterborough initiatives are successfully building consumer interest in sustainability issues.

### Discussion, Decisions & Action Items

Working group members noted that there is lack of clarity around the **business case for sustainability**, and the business case needs to be the primary and repeated emphasis.

Funding for working group initiatives could include grants, seed money, event sponsorships and event fees.

It was suggested as well that there are interesting and successful business-related initiatives in other communities in Ontario, and the working group will profit from monitoring initiatives elsewhere (as others will learn from us).

**Decisions:**

- The chair/co-chair position needs to be held by at least one member of the business community – it was agreed that part of the function of the chair/co-chair is to serve as a spokesperson for both the working group and participating businesses who are sustainability leaders
- Number of local business members on the working group needs to be doubled
  - **Action:** Craig will promote participation through his involvement with the GPA Chamber of Commerce and, ideally, that will include at least one new high-profile member of the business community – other working group members are invited to suggest names as well
- There needs to be clarity around the scope of the group's work, given that there are two or three other initiatives that may overlap (Sustainable Peterborough, including other working groups, GreenUP, etc.) – this must be clarified before any events are planned, so it is premature to plan an event in the next few months – it was observed that local businesses will be unlikely to participate in more than one sustainability-related program, and that there should ideally be one steering committee to get real sustainability traction within the GPA business community
  - **Action:** Prior to next meeting, Rob will convene a meeting of a sub-group (Rob, Cathy, Katie and Sarah) to clarify how the working group fits in with other sustainability initiatives of Sustainable Peterborough and GreenUP that target businesses, and especially SMEs – where the working group would be collaborating with pre-existing projects and where it can be completely creative within its terms of reference
  - **Action:** Cathy and Katie will circulate to the committee some background on sustainable business-related initiatives outside this working group and key players
- Meetings will be held monthly on the third Monday of the month - where official holidays conflict, the meeting will be moved to the fourth Monday of the month
  - **Action:** Sarah will circulate meeting dates to the end of 2014 with meeting minutes
  - **Action:** Rob will circulate Terms of Reference (June 2013 version) and related materials

**Next Meeting:      Monday, April 28, 2014, 3-4pm**