

**Sustainable Peterborough Economic Development (SPED)
Working Group
Meeting Minutes – January 7, 2013**

In Attendance: Alex Mortlock, Sheridan Graham, Brigid Ayotte, Rob Arkell, Craig Mortlock, Diane ?

Regrets: Mike Hendren, Dan Taylor, Melanie Kawalec, Scott Mancini

Recap Key Points

- Foundation – SP Working Group
- Definition – Business balancing prosperity well-being and nature
- Objective – Foster Sustainability in local SME's
- Strategy – Educate, Motivate and Empower

Sustainable Business Initiative

- Illustrate business case for sustainability
- Panelists – Dan McWilliams, Greg Elmhirst and Scott Murison
- Keynote speaker Bob Willard

Agenda

- Welcome
- Key note speaker - 45 min
- Panel Discussion Q&A approximately 45 min
- Closing and thank you.

Update

- 40 people registered
- Input for future events
 - Ask the question re barriers to adopting sustainability at the event
 - Survey email follow up.
- Parametres
 - Zero wate
- Bursary – Fleming College
- Potential Initiatives
 - Workshops, networking events, local case studies, speaker series, site tours and social media.
 - Other activities
 - Creative Cocktail Event
 - CFGP Partnership – 7 days of green
 - Business After hours partnership
 - Sustainable manufacturing
 - Partner with KMA events

- Sustainability Audits – partner with Fleming/Trent Case Studies
 - Peterborough Construction Association and Ptbo Homebuilders Association.
- Develop survey - no more than 8 questions – 5 is best – send out Monday after the event.
 - How can we help
 - What is stopping you
 - Barriers & Challenges
 - Would you come to any of the following workshops, seminars etc.

Next Meeting: February 6th, 2013 at 3pm.