

Sustainable Peterborough can be proud to welcome new partners:

4YG: To connect and empower grandparents and prospective grandparents who are concerned about the impending effects of climate change, and enable them to join a movement to counter and prepare for these effects on behalf of all of our children and grandchildren.

Fleming CREW: Is an employment Ontario service provider. Fleming Crew offers a resource centre, training, career counselling services, and job development to employment seekers. The organization offers employer connections to a qualified candidate pool.

Peterborough Farmers Market: Connecting farmers and community with fresh local food.

Peterborough Mitsubishi: Mitsubishi vehicle dealer, leader offering car charging stations.

LURA Consulting: LURA's approach, is focused on innovation, meaningful engagement, integration, and ownership, results in stronger and more effective plans and outcomes – whether this involves sustainability planning, building infrastructure, engaging the public in a new implementation strategy or program, or assessing the current state of our environment or society.

Recruitment

There have been recruitment challenges throughout the summer. Response rates and interest have been low, especially with local business. There are currently 15 potential partners that have informally committed, but have yet to sign an agreement. Many have expressed intent to sign up, however have asked to do so in the late fall due to scheduling.

There have been concerns expressed by businesses regarding the language of the Partnership Agreement. Concerns expressed relate to language being too formal, as if businesses were entering into a business contract rather than making a commitment to sustainability. This has been a significant barrier for business recruitment. A suggestion from partnership development and recruitment lens would be to adjust the Partnership Agreement from a formal document, to a Sustainable Peterborough Pledge. This would still be in keeping with the vision, and goals of Sustainable Peterborough, but would soften the language and formality of an agreement.

To move recruitment forward, I have been developing new strategies to connect with potential partners. A priority target is within the Municipalities, to increase representation and showcase a wider community breadth of sustainability initiatives.

Currently, I am referencing the Kawartha Choice Farm Fresh map for potential partners. This would cover both economic development and local food and agriculture themes within the plan, as well increase representation from the County and Municipalities. I am also referencing local business databases, Municipal Cultural map, and the Age Friendly map as a data set for potential new partners. I have connected with economic development coordinators within the City and County to further discuss strategy moving partnership forward.

Events

The Curve Lake health fair was well attended. I was able to discuss sustainability and partnership with a number of community members and organizations, as well hand out 2014 report cards to showcase initiatives.

The LoveLocalPTBO Business Expo was also well attended. I connected with number of vendors to discuss partnership, and sustainability. I will continue with recruitment and Sustainable Peterborough promotion during the Purple Onion festival.

Work plan

I have completed a detailed work plan including tasks, milestones/progress for the remainder of 2015. Included is a preliminary work plan detailing 2016 tasks.