

Sustainable Business Initiative Working Group

Meeting Minutes – June 16th, 2014

Attended: **Rob Arkell**, Cambium Inc. (Co-Chair)
Cathy Mitchell, GreenUP/Green Business Peterborough (Co-Chair)

Brigid Ayotte, Sustainable Peterborough
Natalie Ambler, Swish Maintenance Ltd.

Sarah Thomson, Sustainability4SMEs Canada

Melanie Kawalec, City of Peterborough

Regrets:

Diane Camelford, Lansdowne Place

Terry Rees, Community Representative
Andrew Laing, TD Bank Group
Craig Mortlock, Mortlock Construction

Katie Allan, P3 Sustainability

Approve May 26th Meeting Minutes and revised Terms of Reference

All present members approved the newly revised terms of reference and meeting minutes from May 26th, 2014.

Vacancies in membership

It has been determined that there is only one vacancy in the membership according to the ToR that the committee should not exceed 12 members. We currently stand at 11 members.

Jamie or Danielle from the Peterborough Economic Development would be a good fit for the committee as the PED holds the SPBI committee account. The Business Advisory Center would be a good fit as they support the development of SMEs with their programming. It was noted that other businesses representatives should still be scouted as guest and may perhaps develop into membership as membership open up inevitably.

Natalie mentioned that if we hope to have a transparent process and recruit beyond our current network that we should have a social media post available through the Sustainable Peterborough about our need for another member to all interested parties across the city and county.

Action item: Katie could put out a message social media post to the SP membership and guest opportunities, Cathy to the Green Business Peterborough Network through a Green Blast and

maybe an examiner column. Cathy will add SPBI members to the Green Blast list that have requested it.

Action Item: Cathy will formally approach Danielle and Jamie for the remaining seat on the SPBI

Fleming Project Management - Sustainability Assessment

Fleming's Project Management Program to complete sustainability assessment reviews of local SMEs in order to compliment both Sustainable Peterborough Business Initiative and Green Business Peterborough.

SPBI Sponsorship entails supporting the students by including them in a SPBI meeting in order to offer feedback as a stakeholder group and to support the development and delivery of the Sustainability Assessments for SME in the Peterborough Area . Green Business Peterborough is already a project sponsor and has begun to work with the students who are using the GBP on-line self assessment and member feedback to develop into a walk through assessment.

To offer this Sustainability Assessment service at no cost to the SME. This project also engages 4th year students of multiple disciplines in sustainability training.

Proposal: SPBI to co-sponsor the businesses behind the stakeholder group and sounding board.

The Project Charter draft was presented to the committee which includes the process of gathering information, the project timeline and the desired outcomes.

Decision: This project contributes to the SPBI mandate is to educate, motivate and empower SME to adopt sustainable practices.

Ownership of the walk through assessment service would be the sponsor/client GBP and SPBI in exchange for ongoing project management. Phase one is creating the draft the model, Phase two roll it out, SPBI co-advisory, GreenUP client. Future students become the delivery agents of the assessment.

Question: Does any company offer this service already, as we do not want to take away from business development? Answer: We are not aware of companies that offer this entry level assessment, we hope that it will give SME a starting point and make them aware of other opportunities including high level environmental and energy audits and grant incentives offered by local companies.

Question: Students are not trained in sustainability, but will offer this Sustainability assessment walk through? Answer: The project will work much like a "Train the Trainer" program and have the support of the project sponsors to ensure that the assessment tool includes an orientation for new students that enroll in the project course every semester handing off of the shared knowledge and training how to make sure that they are legitimate in their assessment knowledge. A schedule will be worked out with the students (i.e. January is the role that will be training.)

Action: Cathy will speak to our partners at Peterborough Utilities to see if they have interest in helping to develop and train based on their conservation programs and incentives.

Currently the contact is GBP as the client as specified in the Project Charter and SPBI can be named the advisory group committee. One point person is a more streamlined approach then the students are accountable to present their deliverables, approach and get advice from the client (GBP) As an advisor the students could present their draft to the SPBI group and obtain their feedback.

It was stated that we should separate out the representatives and clearly identify the group roles specifically: Co-sponsor vs. advisory committee. However to be sure that the project continues both Rob and Cathy felt that SPBI would be best suited to an equal co-sponsorship of the project. Both Rob and Cathy would remain leads on the project and liaise with students; Cathy as the rep for GBP and Rob the rep for SPBI.

- SPBI co-sponsor in an (advisory role)
- Melanie Kawalec motioned that the SPBI group become the co-sponsor to the Fleming College SME Assessment Project.
- Natalie raised concern with the wording that is true to our role (as an advisory committee)
- Deliverables to come to the committee via Rob as the lead, SPBI stakeholder co-sponsor

Action: Cathy will revise the project Charter and work with Rob to clarify the roles of both co-sponsors and clearly note the responsibilities for both.

Collaborations:

Brigid mentioned that the Government grant workshop in May at least 25 businesses came out and 4 are looking at further grants, technology advancement. Also mentioned was an agricultural specific event in the fall focusing on local food by the agriculture working group of Sustainable Peterborough. Economic and agriculture working groups could together partner with Transition Town to promote of their localization study and the benefits as the key to our growing the local economy.

- If this is an event we hope to pursue it would be great to have an agricultural rep sit in on the sub-committee for that event (Pat co-share, Sue Chang (guest))

Natalie motioned and the group agreed that we do not have any trouble coming up with great event ideas or to be asked to support and partner on community events but that we need an established process to push forward the ideas, if they are significant and meet the terms of reference and our mandate.

Objective: To Educated, Motivate and Empower SME toward sustainability – what kind of decision making process do we have to evaluate the events and collaborations – how do we reach our objectives in the best way.

Decision: A clear SPBI process of determining what collaborations SPBI will get involved with and which events the group contribute to and host as a committee would be an asset to our planning and will ensure our ability to meet success indicators with the most efficient use of time and resources.

Further thoughts:

- Are we being true to the direction and our objectives – the Fleming project for example?
- Realize what is practical to do in a year or one quarter given 90 minute monthly meetings
- Launch of the Fleming project could be a potential fall event
- A good game plan is better than a quick event

Action: Some of our preparatory work will be done virtually between monthly SPBI meetings

We will build on the SPBI Business Contacts to the work plan list: Please send your contacts to Cathy or Rob. This list could be used for panel discussions, future events, guests' spots and membership to the committee

Brainstorming ideas on collaborations, sustainable businesses and events please send to Sarah.

Next Meeting: Monday, June 21th, 3-4pm Cambium Inc., 52 Hunter St. East

Please note that the Fleming College Students will be presenting their draft Sustainability Assessment to the SPBI stakeholder group and be asking for feedback. This will be approximately 40 minutes of the 90 minute meeting.