

**To:** Members of the Sustainable Peterborough Coordinating Committee

**From:** Katie Allen, Partnership Developer

**Meeting Date:** June 23, 2016

**Subject:** Partnership Developer Staff Report

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## **Purpose**

A report to update the Sustainable Peterborough Coordinating Committee on the bimonthly activities of partnership development for Sustainable Peterborough.

## **Recommendation**

That the report with respect to the activities of the Sustainable Peterborough Partnership Developer for June 23, 2016 be received for information.

## **Budget and Financial Implications**

There are no budgetary or financial implications associated with the recommendation.

## **Details**

The past three years have been an amazing opportunity for me to further develop my sustainability programming, expand my local network, and broaden my community outreach skills. I am truly thankful to the Sustainable Peterborough Coordinating Committee for this opportunity. It has been an honour to be a part of implementing the Sustainable Peterborough Plan, building the community partnership network, and growing sustainable actions within the GPA.

I will continue to move forward with the newly developed partnership engagement strategy and partnership recruitment, as well as field any partner communications, engagement opportunities and training, as required.

### **New SP Partnerships:**

New partners that have joined the growing Sustainable Peterborough network include:

- Chimp Treats

As of June 6<sup>th</sup>, 2016, we have 129 SP Partners. Community partnership recruitment is ongoing.

### **Plan Alignment and Partnership Strategy:**

Based on a thorough review current vs. potential SP partnership services, I have identified some gaps in service. To compensate for these gaps, I have developed a strategy that will further engage and promote Sustainable Peterborough and its community partners with an extensive promotion, advertising, and celebration of our SP Partners campaign.

In response to challenges in recruitment experienced over the past year, I have explored new directions in order to connect with the community, build SP partnership, and celebrate our current partners. In doing so, a strategy that addresses the fundamental challenges emerged.

Firstly, more support and resources are needed to encourage new partnerships. This means changing it up a bit and broadening the scope of communications through a targeted social media campaign. We need to increase the “value add” to becoming a partner. Promotion and celebration of partners using a social media platform is an effective tool to reach a larger number of people and businesses with no further costs involved.

Further development of spotlights, testimonials, and storytelling regarding the great work going on in our community will increase potential partner interest, and stimulate current partners to communicate, showcase, and grow their own initiatives. The preferred method of communication for this approach would be through continuing the feature SP newspaper articles by Jim Hendry, and promoted through social media channels.

A TV media presence for Sustainable Peterborough does not currently exist. Since CHEX television is a SP partner, an exciting opportunity that has not been created is the potential development of a regular short segment on CHEX Daily. The show thrives on connecting local community, and this would be a great opportunity for promotion of our Partners, and connecting community with Sustainable Peterborough.

Another possibility would be to engage the partners on a web series that could be posted on the SP website, as well as through a YouTube channel and promoted on social media. Each show could connect with a partner to “tell their story”. The short videos could be filmed at the place of business, at an event, or specific location to promote the initiative.

My strategy plans focuses on increasing the “value add” of becoming a SP partner, celebrating and drawing awareness to current SP partners and their sustainable initiatives. It focuses on building “a buzz” and momentum for SP and sustainability actions throughout the GPA. Through these channels, not only is SP promoting sustainability initiatives within our community, celebrating partners, and building new networks, it is also telling SP’s story and promoting the integrated community work.

I look forward to implementing the value add strategy.

Submitted by,

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