

**To:** Members of the Sustainable Peterborough Coordinating Committee (SPCC)

**From:** Katie Allen, Partnership Developer

**Meeting Date:** September 8 2016

**Subject:** Staff Report

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### **Purpose**

A report to advise the SPCC 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 September 8, 2016 be received for information.

### **Budget and Financial Implications**

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

### **Details**

#### **New SP Partnership:**

New partners that have been added to the growing Sustainable Peterborough network include:

- Belmont Lake Brewery
- Free Food Films
- Locavorest

Community partnership recruitment is ongoing. There was much interest generated with vendors at the Love Local Expo, discussions are moving forward to sign on new partners. Follow-up and new partnership engagement continue to be a priority.

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

The partnership communications and outreach strategy continues to evolve. I have been developing SP social media for partner and SP promotion. This is a cost effective way to reach a large number of community members. It has also proven to be an effective platform to reach new partners. Due to increased social media followers, new social networks continue to be developed. Social media will continue to be a marketing and promotion tool. New posts are generated daily in order to support partners, as well as work through SP.

Community engagement events at the Kinmount Farmers Market, Pulse Peterborough and Love Local Expo was successful and opened dialogue with a new community segment that was not familiar with Sustainable Peterborough. There was positive feedback, and interest generated in partnership, working groups and CCAP. I will continue to target new niches that are not familiar with SP to diversify the partner network.

Partner Count: 132

### **Next Steps**

Next steps for partnership development: follow-up with Love Local Expo vendors, participants in the local food month events, develop partner showcase promotions as value add. The partner showcase will be a post on Facebook and Twitter that will promote a specific partner, highlighting one of their sustainability initiatives or event. The aim is to engage and promote current partners, celebrate local sustainability initiatives, and inspire new partnership. The posts will be delivered weekly.

Submitted by,

Katie Allen  
Sustainable Peterborough Partnership Developer  
kallen@gaedc.on.ca  
705.957.3118