

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

From: Katie Allen, Partnership Developer

Meeting Date: September 11th 2018

Subject: Staff Report

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 11th 2018 be received for information.

Budget and Financial Implications

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

New Partners:

- **Ashburnham Realty**
- **Kawartha Food Share**
- **Little Lake Coffee Roasters**

Plan Alignment and Partnership Strategy:

It has been a busy summer for partnership development. There have been a number of exciting opportunities highlighted below:

A meeting has been set with the Innovation Cluster to strategize a plan that will work towards connecting Sustainable Peterborough with the entrepreneurship incubator. This strategy will integrate sustainability into new businesses in the GPA, increase the SP partner network, and further promote sustainable business initiatives.

In order to increase partner representation from GPA Townships, I have connected with representatives to connect with community organizations and businesses. These meetings will continue throughout the fall, and I will continue to follow-up with potential partners that generate from these connections.

An exciting opportunity for Sustainable Peterborough to submit a collaborative funding application for Peterborough to host a Green Economy Hub. Throughout the summer I completed research on the operation of existing hubs, the funding application process, and communications with the collaborative partners. An application was submitted, however, the overarching organization that supports the development of the hubs was funded by the provincial Cap and Trade program. Once this program was canceled by the new provincial government, the award decision was placed on hold. As a part of this research I participated in the Green Economy Webinar.

Community Engagement: I attended Peterborough Pulse to network, promote and connect with the community. I promoted Sustainable Peterborough and the partnership via the 2017 Report Card and the 2017 SP Award Winner flyer. I also attended the tour of the Siemens facility.

I was contacted by Kaitlyn with partner, Lansdowne Place to discuss an exciting opportunity with partners Trent University and Fleming College to create a new sustainable business award as a partnership development opportunity. I brainstormed ideas with Lansdowne Place regarding opportunities to connect business, students and sustainability. The premise of the initiative would be to hold a competition between post-secondary students to create a new sustainable business idea. The initial discussions proposed a panel to judge a competition and the winner will receive resources in the form of a free booth offered by Lansdowne Place. This initiative is in the initial stages of planning, and I will follow-up with the executive committee with further planning details.

In August, Cathy Mitchell, Kaitlyn and myself met to discuss how to further engage the partnership at the Love Local Expo. This event is the most significant for partnership development for the year. I have engaged a few SP partner champions to table at the event. We have created a plan to make the “green zone” interactive. A PowerPoint presentation will be running throughout the day that will showcase partner testimonials, success stories, pictures/stats. I have set-up a shared file that will serve as a common space to work and store all relevant documents.

I attended the communications sub-committee meeting, and participated in the discussion for next steps.

Social media analytics:

Twitter

Month	Tweet Impression	Profile Visit	Mention	New Followers
June	40,800	151	12	15
July	19,800	86	5	9
August	30,100	94	12	-

Facebook

Month	Page Views	Page Likes	Post Engagements	Reached
August-September	23	12	123	1,013

Next Steps

I will continue to create partner showcase articles and promote social media articles relevant to SP, partner initiatives and their events. Partnership recruitment is ongoing. I will attend the Purple Onion Festival, Peterborough VegFest, and the Love Local Expo to network, and promote SP.

Submitted by,

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