



# Deputation – April 29 2025

You want a sustainable future for your  
businesses and community  
**We want that too!**

# Agenda



- Introduction
- Update on Project to Date
- Way Forward
- Ask for Continued Support

# Update on Project to 01/25



## Results to Date:

- Municipality connections - deputations, BIAs, Chambers, Events
- Began Cohort One development: **3 businesses** enrolled and launched January 1st
- **6 potential candidates** identified for Cohort Two.
- Built a working relationship with Green Economy Canada.
- Advisory Committee Engagement established November 2024

## Challenges & Learnings

- Building meaningful business relationships requires a minimum of **7 touchpoints per business** and **time**.
- Conversion rates remain **low and time-intensive**
- Limited internal capacity for outreach and relationship-building

# Funding & Financials



- **Raised:** \$35,500 to date
- **Spent:** \$16,715 (to Dec 2025)
- **Committed:** Additional \$7,500 from TBM, Collingwood,
- **Outstanding Need:** \$47,000 required to meet the full project budget through the end of 2025
- **Funding Capacity:** Competing demands for CCAT's fundraising efforts impact sustainability.

# Green Economy Canada Changes



- Leadership transition by June 2025
- New strategic direction for the next 2-3 years focuses on **scaling for impact, increased awareness/education, refining national hub models, and adapting to changing business engagement trends.**
- Shift in approach may impact our engagement strategy and partnership model.
- The GEC current formula doesn't work and unlikely to work here



# You cannot change the direction of the wind, but you can adjust your sails



# Same Objectives – Shift to Get There



- The current scope is too large given the available **time, funding, and resources**, putting the project at risk.
- A **modified approach** is recommended to align with capacity and funding constraints while maintaining momentum.
- If we have a strong connected local network of sustainable businesses, we will be well positioned to jump at whatever comes next.

# Reframed Project Scope



1. Support the three businesses/organizations (Georgian Bay Spirit Co, Rockside Campbell and Beaver Valley Outreach) . Share their stories through case studies.
2. Build a network of businesses and nonprofit organizations who want to learn how to become more sustainable.
3. In the spirit of not reinventing the wheel, research and evaluate up to 3 existing sustainable/green economy models to see which most effectively aligns with what businesses want or need.



# Now What?



Grow Green Together  
Connect Us With Others  
Share Stories  
Get Curious



Take Our Survey  
Attend Events, Workshops  
Seek Right Fit for SGB

# So What?



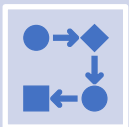
About 20 - 23% of our climate pollution in SGB comes from business, industrial, manufacturing



To make system change we must change behaviour first



This is complex and takes always longer than we expect



Linear is out – circular is in! That means doing more than one thing and learn along the way – with vision in mind

# Seeking Continued Support



Asking TBM Council to continue your support through 2026



Invitation to join our events/ workshops



Through your staff representation on the Advisory Committee keep updated and provide feedback/advise to increase our progress and results



# Questions?