

Green
Economy
Canada



Green Economy SGB Regional Hub Pilot

Purpose



- To provide background on the Hub Pilot
- How it will support the business/community/residents
- The Ask of The Town of the Blue Mountains

Background



- Appreciation of the TBM Summit on April 25, 2024 providing the launch pad for this pilot project
- Green Economy Canada is the lead for the Green Economy SGB Hub Pilot
- CCAT is the local charitable supporting organization for the Pilot
- Key local stakeholders are working with CCAT to find, attract and sign up businesses and organizations to join one of two cohorts (10 per cohort) for the pilot
- The pilot will run between June 2024 and December 2025. Cohort One launches November and Cohort Two will launch in May 2025

Background



- To Date: The Institute of Southern Georgian Bay has provided core seed funding and the SGB Innovation has provided funding for marketing and outreach.
- We are actively seeking other funding to match that amount + more.
- A staff report has been submitted to the TBM Council for consideration on this supporting this undertaking along with a funding request.
- Deputations are being made to all other municipalities in SGB.

Status of the Pilot to Date



- Built a project plan and working team
- Created a business development, marketing and communications strategy
- Launched our business development efforts in July with a series of waves of messaging and reach outs to over 250 businesses in SGB (continue to build out)
- Set up initial interest calls with CCAT and then move to conversations with GEC
- To date we have 3 businesses signed up for Cohort One (need a minimum of 8)
- Media and reach out campaign: Chambers of Commerce, BIA, economic development, local governments, funders
- Hosting in person event in Wasaga Beach October 3rd – more to follow; including one planned for TBM in late Fall
- Creating an Advisory Group to support the work effort – includes key stakeholders, funders, business representation, community

How it will support the Region



For businesses and organizations:

- Lower operational costs through energy, water, and waste reduction
- Strengthen brand identity and customer loyalty
- Attract more customers and clients
- Mitigate business risks and costs related to climate change
- Attract and retain employees.
- Increase their connections with community
- Demonstrate they care and support sustainability

How it will support the Region



For the people and community:

- Working for businesses who are/want/will become more sustainable – attracts people who care about the environment and want to have influence at work;
- Support/purchase from businesses who are sustainable and offering a way to make a difference. Becoming a part of the overall solution;
- Build an expanded community with a “we’re all in this together” mindset – strengthen community bonds, and pride;
- Socially for our region it creates a healthier, safer and more productive environment;
- Increase opportunities for local employment;
- Encourage younger people to stay or come back to our community.

The Ask:



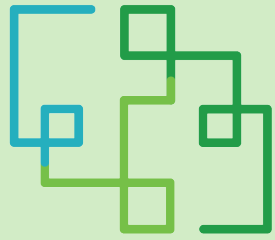
Support this undertaking recognizing its benefits, and meeting the goals of the Future Story



Pass the recommendations of the submitted Staffing Report



Have a seat at the table of the Advisory Group as a funder



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Questions?