



STAFF REPORT ACTION REQUIRED

Green Economic Sector Development Strategy Update

Date:	June 2, 2009
To:	Economic Development Committee
From:	General Manager, Economic Development, Culture and Tourism
Wards:	All
Reference Number:	P:/2009/Cluster A/EDCT/ECON DEV/June/0906-025

SUMMARY

The Economic Development, Culture and Tourism (EDCT) Division has undertaken the development of a Green Economic Sector Development Strategy to support the growth and recognition of Toronto's environmental and renewable energy industry sector. This strategy which aligns with the objectives of the *Agenda for Prosperity* identifies a number of initiatives that will promote environmental best practices among employers, enhance competitiveness and support retention of existing employment and job creation.

This report provides an update on the Green Economic Sector Development activities that have been accomplished to date to implement the strategy and provides an overview of the development of Building the Future of Green: Toronto's Green Sector International Marketing Plan that will raise international awareness of Toronto's green sector businesses to attract new investment and increase employment.

RECOMMENDATIONS

The General Manager, Economic Development, Culture and Tourism recommends that:

1. City Council acknowledge the green sector economic development initiatives that have been accomplished to date and endorse the continuing implementation of the Green Economic Sector Development Work Plan;
2. refer Building the Future of Green: Toronto's Green Sector International Marketing Plan to Invest Toronto; and

3. the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

There are no financial implications arising from the adoption of this report.

DECISION HISTORY

At its meeting on July 16, 17, 18 and 19, 2007, City Council approved the recommendations contained in the Green Economic Sector Development Strategy report. A subsequent report on the Green Economic Sector Development Work Plan and Required Resources was approved at the November 19 & 20, 2007 City Council.

<http://www.toronto.ca/legdocs/mmis/2007/ed/reports/2007-07-05-ed06-cr.pdf>

<http://www.toronto.ca/legdocs/mmis/2007/ed/reports/2007-11-07-ed09-cr.pdf>

COMMENTS

An overview on the status of the ten action items recommended in the Green Economic Sector Development Strategy can be found in Attachment No. 1. These actions focus on assisting existing businesses to conserve energy and implement green/renewable energy solutions; develop, commercialize and showcase new products, technologies and services; use green procurement practices to pull environmental products and services into the market, and establish eco-business networks to catalyze innovation. All of these actions require and benefit from collaboration and partnerships among and between business, labour, academia and government. Once fully implemented, these initiatives will have a significant impact on improving the sector and Toronto's economic position as demand rises for clean technology and services.

To assist with the implementation of these recommendations the City has partnered with a number of green/renewable energy sector non-profit associations and organizations as well as with the private sector. These organizations have proven experience and expertise to engage stakeholders and build capacity.

The Building the Future of Green: Toronto's Green Sector International Marketing Plan is a new initiative that responds to a common call to action identified by stakeholders to raise the profile of the Toronto region's emerging green sector on the world stage. The Plan explicitly recognizes that the whole of the Toronto region is greater than the sum of its parts. Marketing the expertise and capacity of the entire region is the most effective way to achieve critical mass and visibility on the world stage. This strategic plan brings clarity to opportunities, priority actions, tactics and communications that will build stronger global awareness of the region's green economic potential.

The Plan puts forward a strategy designed to capitalize on high-leverage channels, promote regional message alignment, and facilitate speed-to-market. The recommended tactics are built around three principal Action Areas:

- i. **Global Ambassadorship:** Harnessing the relationship networks and cultural affinity of our diverse citizenry to raise the region’s profile and facilitate commercial activity in priority markets.
- ii. **Positioning:** Showcasing the region’s expertise and market potential through influencer networks that can be leveraged to communicate Toronto’s story forcefully and authentically.
- iii. **Market Facilitation:** Amplifying the ability of firms within the sector to capitalize on global opportunities on a timely basis through targeted relationship-building and market penetration support.

The Building the Future of Green: Toronto’s Green Sector International Marketing Plan proposes 14 tactics (Attachment 2) that can be implemented over time using a phased-in approach. Each tactic is designed to enable the City to tailor investments around varying degrees of engagement, ownership and oversight with respect to implementation. Notably, these tactics have been designed to invite shared participation and investment from regional stakeholders and industry partners, be scaleable, and in many instances can be phased-in to accommodate a broad spectrum of implementation scenarios. Together, these tactics offer the potential to generate long-term returns through a focus on forging strategic relationships and channel partnerships – essential building blocks for successfully showcasing the many paths to prosperity made possible by Toronto’s emerging green sector. The Green Sector International Marketing Plan will also provide the newly established Invest Toronto with a roadmap to increase international awareness of Toronto’s capabilities in this burgeoning sector.

Taken together, the Green Economic Sector Development Strategy and the Green Sector International Marketing Plan are designed to build and increase Toronto’s capacity to retain and grow green businesses locally as well as to attract new foreign direct investment (FDI).

CONCLUSIONS

The Economic Development, Culture and Tourism (EDCT) Division is continuing to implement the recommendations of the Green Economic Sector Development Strategy to support the growth and recognition of Toronto’s environmental and renewable energy industry sector. In order to further leverage many of the recommended activities, the City has partnered with a number of green/renewable energy sector non-profit associations and organizations as well as with the private sector to engage stakeholders, build capacity and stimulate opportunity for new “green jobs” and the greening of existing businesses.

The Building the Future of Green: Toronto's Green Sector International Marketing Plan further builds on the direction from the Green Economic Sector Development Strategy to enhance the City's position as a globally recognized green industry hub. The Plan provides a blueprint to help the City of Toronto, Invest Toronto and other strategic partners to implement many of the tactics that will raise international awareness of Toronto's green sector businesses. The Plan also points to a number of strategic opportunities to help showcase Toronto as a hub of environmental innovation that provides environmental solutions for the world at the same time as it evolves into a centre for environmental and renewable technology research, development, commercialization and production as demand rises for clean technology and services world wide.

CONTACT

Rob Berry, Manager, Sector and Strategic Partnerships
Tel: 416-392-3387
Fax: 416-392-3374
E-mail: rberry@toronto.ca

John Alderdice, Senior Business Development Officer
Tel: 416-392-1004
Fax: 416-394-5537
E-mail: jalderd@toronto.ca

SIGNATURE

Michael Williams, General Manager
Economic Development, Culture and Tourism

ATTACHMENTS

Attachment No. 1 – Green Economic Development Strategy Status Chart
Attachment No. 2 – Green Sector International Marketing Plan Tactics Summary