

### Green Sector International Marketing Plan – Tactics Summary

Tactic	Description
1. Green Global Advocate Network	Convene and provide support to a global network of influencers charged with proactively advancing regional green sector development through positive representation, relationship-building, and commercial engagement.
2. Green Leaders Forum	Comprised of leaders of diverse industry associations, this informal committee will serve as a forum for dialogue and collaboration aimed at promoting shared agenda-setting and collective action around international marketing and green sector development.
3. Green Experts Speaker Series	Promote the Region's green expertise through a coordinated effort to showcase local industry experts at high profile speaking venues
4. Regional Branding Campaign Materials	Develop a suite of communications materials that will be used in targeted visibility, branding and education initiatives aimed at showcasing the Region's green sector value proposition in priority overseas markets.
5. World Media Familiarization Mission	Create positive exposure for the Region by inviting journalists from leading publications to experience the Region's green sector success stories first hand.
6. Marketing Alliance Network	Formalize partnerships with Canadian global trade bodies and business networks to disseminate a suite of standardized campaign materials and messaging.
7. Trade Show Penetration	Establish a <i>Toronto Green Pavilion</i> at key international industry trade shows and conferences to promote the Region's capabilities and provide international exposure to local businesses.

8. MUSH Sector Green Procurement Conference	Create and host a unique conference/trade show experience that caters to an international audience of MUSH sector buyers seeking education on emerging green procurement trends and best practice.
9. Green Executive Centre of Excellence	Partner with regional academic institutions offering green-focused executive and technical training programs in a joint campaign to promote Toronto as an executive training destination for tomorrow's green economy leaders.
10. International Commercialization Agents	City officer responsible for mining high-leverage opportunities for inbound/outbound green sector activity. Principal responsibilities include providing sector intelligence to local businesses and promoting collaboration between regional commercialization centres to promote more rapid response to international opportunities.
11. BRIC Green Enterprise Task Force	An economic development team dedicated to engaging key BRIC nation stakeholders in inbound and outbound regional green sector activities.
12. Green Commercialization Portal (Outbound)	A collaboration zone for green sector innovators seeking a fluid environment to mobilize around market opportunities. Modeled after recent innovations in "open source" corporate innovation, this online community will amplify local capacity for meeting international demands with increased speed, scale and differentiated product/service offerings.
13. One-Stop Investment Portal (Inbound)	A coordinated regional online hub that unifies and amplifies existing economic development and trade portals with green-specific information, resources and business services.
14. Investor Immersion Missions	Targeted investor recruitment missions that build excitement for regional investment opportunities and convert priority Foreign Direct Investment (FDI) prospects.

