



REPORT FOR ACTION

Fall 2019 Missions to Europe

Date: December 30, 2019

To: Economic and Community Development Committee

From: General Manager, Economic Development and Culture

Wards: All

SUMMARY

From October 6 to October 13, 2019, the City undertook three concurrent outbound missions to Europe centred on the C40 Global Mayor's Summit held in Copenhagen, Denmark. In all, the missions covered seven cities: London (UK), Paris (France), Marseille (France), Torino (Italy), Milan (Italy), Copenhagen (Denmark) and Stockholm (Sweden). The missions were led by Mayor Tory, Deputy Mayor Thompson and Councillor McKelvie. Councillor Layton also attended the C40 Summit but did not participate in any of the aspects of the City outbound missions.

These missions focused on advancing increased interest in the Toronto Region by promoting the City as a gateway to the North American market; meeting with several companies interested in Toronto; enhancing local relationships; sharing best practices; meeting with industry leaders in various economic sectors; promoting the capabilities of Toronto's green sector; and engaging global mayors and business leaders supporting sustainable action on climate change. They also consisted of meetings with business and municipal officials in the financial services, fintech, innovation, film and digital media, transportation, biomedical, technology, infrastructure and green sectors.

The missions supported City Council's objectives outlined in the International Trade Funding Report approved in February 2017, and the climate change strategy TransformTO approved by City Council in December 2016.

This report provides a high level summary of the missions, highlighting key activities and future next steps.

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. The Economic and Community Development Committee receive this report for information.

FINANCIAL IMPACT

At the time of writing, the estimated net cost to the City for the composite missions was \$49,500, which is included in the Economic Development and Culture Division, and the Environment and Energy Division 2019 Approved Operating Budgets. This include expenses as follows:

Travel and Ground Transportation	\$15,400
Accommodation and Daily Expenses	\$23,100
Business Roundtable and Receptions (2)	\$11,000

The City received support from outside organizations to cover a portion of the costs. The C40 Group covered some of the travel, accommodation and cost of the summit. Scotiabank supported a business roundtable in London (UK). The costs for a staff member from Toronto Public Health to attend the Summit were fully covered through the Milan Urban Food Policy Pact Award funded by Fondiazione Cariplo, an Italian foundation. Business delegates covered their own costs.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

In May 2002, City Council adopted an integrated policy framework for the City of Toronto's international activities. This policy framework rationalized the City's international activities and suggested ways of increasing coordination among City divisions and elected officials in international relations.

<https://www.toronto.ca/legdocs/2002/agendas/council/cc020521/pof8rpt/cl009.pdf>

The Economic Development Strategy, Collaborating for Competitiveness, adopted by City Council in February 2013 presents specific recommendations and actions to accelerate economic growth and job creation in Toronto. A key pillar to the strategy focuses on leveraging the City's international relationship and bi-lateral business associations to establish cross border business oriented partnerships, develop new markets and trade alliances, and act as a catalyst for new investment, as well as business, educational and cultural exchanges.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.ED19.4>

The Memorandum of Understanding – City of Toronto and C40 Cities Climate Leadership Group Inc., adopted by City Council May 2015 sets out Toronto's commitment to participate in the C40 Cities group including participating in the bi-annual C40 Mayors Summit at a senior level:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.EX5.15>

In December 2016, City Council approved TransformTO, the City's climate action strategy. TransformTO lays out a set of long-term, low-carbon goals and strategies to

reduce local greenhouse gas emissions and improve our health, grow our economy, and improve social equity.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.PE15.1>

The international trade funding report adopted by City Council in February 2017 directs the General Manager, Economic Development and Culture to report to Economic and Community Development Committee on the results of all politically led outbound missions within three months of the mission.

<http://www.toronto.ca/legdocs/mmis/2017/bu/bgrd/backgroundfile-100375.pdf>

COMMENTS

The objectives of the European missions were to:

- Explore opportunities for the financial services sector and sustainable finance in London and the UK.
- To promote the City of Toronto as a competitive global centre for business, innovation and filming, as well as, a global centre for research and knowledge development.
- Engage global Mayors and businesses on strategies and approaches to combat the effects of climate change.
- To investigate best practices in areas such as: sustainable actions on climate change, infrastructure development, growing the green sector, organizing/enhancing the night economy and transportation.
- Promote Toronto's strategies in developing sustainable and resilient approaches in mitigating the effects of climate change.
- Pitch the Toronto advantage to specific companies looking toward Toronto and support Foreign Direct Investment (FDI) leads.
- Meet with local Canadian and Ontario government trade representatives.
- Enhance existing relationships, and develop new ones, with local government officials and other partners focused on identifying future opportunities for collaboration.
- Create trade and export opportunities for Toronto's green sector.
- Support the Toronto business delegation attending the C40 Global Business Summit.

The Mayor led a mission to London, UK and Copenhagen (Denmark) to engage government and industry leaders in the financial services, fintech and green sectors. The Mayor also met with companies working with Toronto Global and Toronto Financial International (TFI) that are currently or have expressed interest in investing in Toronto. See Attachment A for a listing of delegates for each of the missions.

Concurrently, Deputy Mayor Thompson's mission travelled to Paris, Marseille, Copenhagen and Stockholm. In France, the Deputy Mayor's mission met with two Paris-based companies interested in expanding into the Toronto market; pitched the Toronto narrative to French start-ups and next stage growth companies; advance local relationships; explored potential joint initiatives with the Cities of Paris and Marseille;

and exchanged best practices on variety of issues. The Deputy Mayor then moved to Copenhagen where he held bi-lateral meetings with official from the City of Copenhagen and to participate at the C40 Mayor's summit. Afterwards, Deputy Mayor Thompson proceeded to Stockholm where he advanced the City of Toronto's existing relationship with the City of Stockholm and local Canadian officials, shared best practices and met with senior business executives, including those from the largest Scandinavian bank, to promote Toronto's economic advantages.

At the same time, Councillor McKelvie travelled to Milan and Torino, Italy, to engage with industrial, academic and government leaders in the green sector and to explore innovative partnership models to drive meaningful, measurable and sustainable action on climate change and resilience.

Mayor Tory, Deputy Mayor Thompson, Councillor McKelvie and Councillor Layton met in Copenhagen to attend the C40 Global Mayor's Summit and promote Toronto's green strategy and to compare best practices, with other global leaders, on supporting sustainable action on climate change. Four City staff also attended the C40 Global Mayor's Summit to support the delegation and represent the City at various working groups and meetings. The staff complement included one staff from EDC, one staff from Toronto Public Health representing the Toronto Food Policy Council and two staff from the Environment and Energy Division.

The City of Toronto has been a member of the C40 group since its inception in 2005. The C40's aim is to accelerate the member cities' programs to combat climate change. C40 cities have pledged to work together to share best practices and to take action in reducing greenhouse gas emissions. In order to achieve this, the C40 entered into a partnership arrangement with the Clinton Climate Initiative in 2006.

Representatives from three Toronto businesses, from the green sector, participated in the one-day Business Summit which was attended by over 500 leading companies from the C40 cities. The Summit showcased best practices on increasing the use of green technologies to reduce environmental impacts and allowed the delegates to network with their global peers.

Another component of the C40 Global Mayor's Summit was a press event to launch the C40 Good Food Cities Declaration. The City of Toronto is a signatory to the Declaration that sets targets and action plans to promote a Planetary Health diet across the city. The City of Toronto has a long history in supporting food policy and sustainable food systems with the Toronto Food Policy Council (TFPC) over the past 30 years and the Toronto Food Strategy for the past 10 years. The Declaration supports and enhances the work of both the TFPC and the food strategy.

Highlights of the Missions

London, UK – Mayor Tory

- Met with Canadian High Commission in London to receive a briefing on the latest intelligence on Canada/UK relations and latest update on Brexit and related issues.

- Met with executives of five corporations, in the transportation, film / digital media and artificial intelligence sectors, to promote the Toronto advantage and support the efforts of Toronto Global and TFI in attracting FDI to Toronto.
- Hosted an innovation networking roundtable for London based fintech firms interested in exploring investment opportunities in Toronto.
- Met with executives of the United Nations Environmental Financial Centres for Sustainability to discuss sustainable financing strategies and opportunities.
- Co-hosted business reception with the Canada-UK Chamber of Commerce to promote Toronto as a global business centre and gateway to the North American Market.
- Mayor Tory spoke at a Networking Breakfast Roundtable with representatives from Entrepreneurial Finance Investors (EFIs) to explore leads from companies in their portfolios that might be interested in investing in Toronto.
- Mayor Tory met with incoming London Lord Mayors-elect to establish a relationship, discuss how Toronto is perceived internationally and identify areas of for improvement.
- Mayor Tory was interviewed by the Financial Times.

Copenhagen, Denmark – Mayor Tory (outside of the C40)

- Met with the Ambassador of Canada to Denmark to receive a briefing on latest intelligence on Canada/Denmark bilateral relations, Denmark's climate and green transition and the strength of Canada's green sector in Denmark.
- Mayor Tory spoke at the Danish Canada Business Lunch and Roundtable, a C-level event, hosted by the Canadian Embassy, bringing together Canadian and Danish business leaders to discuss leadership in innovation and sustainable city solutions as well as promoted Toronto as a global business hub.
- Mayor Tory met with Wunderman, a global digital agency, which currently has a presence in City of Toronto and are investing in a new Centre of Excellence that will act as the North American headquarters for their digital division.

Paris, France – Deputy Mayor Thompson

- Promoted the Toronto story to executives from nine companies, including two potential FDI opportunities, in the infrastructure, innovation and biomedical sectors.
- Met with Canadian Embassy and Ontario Trade Office to receive a briefing on Canada France relations.
- Met with City of Paris to better understand the City's strategy to diversify the night economy.
- Had a wide ranging discussion with officials from the City of Paris covering the municipality's approaches to various issues including:
 - connecting economic development and urban planning in the transformation of public space;
 - developing regulations to control skyrocketing house prices and rents;
 - transforming their city to meet the goals in the Paris climate agreement;
 - launching a new vision for public spaces that increases space for pedestrians, bikes, the green landscape and reduces space for cars;

- changing building regulations to encourage developers to renovate, reuse materials when possible and switch to wood and bio materials rather than demolishing buildings;
- promote local food;
- improve quality of life to attract more young people; and
- transform Paris into a tech hub.
- Met with the Greater Paris Investment Agency to receive a briefing on the Greater Paris Project which aims at investing €26 billion to improve the sustainability and resilience of Paris through a global competition to attract applications to reimagine public land into mixed-use space.

Marseille, France – Deputy Mayor Thompson

- Met with Euroméditerranée and discussed their experiences, issues and approaches to developing their City waterfront.
- Met with La Cite de L'Innovation et des Savoir d'Aix-Marseille and explored opportunities for collaboration with Toronto based incubators MaRS and Launchpad.
- Spoke at a luncheon with entrepreneurs and companies from the media and film industries.
- Site visit of the film studios of Plus Belle La Vie.
- Bilateral meetings with Marseille city officials to exchange best practices.
- Met with head of security for City of Marseille to learn about the 55 point strategy to fight drug trafficking and learn about other tactics being implemented to reduce the city's crime rate.

Copenhagen, Denmark - Deputy Mayor Thompson (outside of the C40)

- Deputy Mayor Thompson attended a site visit to receive an overview on the Danish approach to designing buildings and cities, with an emphasis on affordability, practicality and accessibility.
- Deputy Mayor Thompson met with representatives from the City of Copenhagen to learn more about the Bloxhub initiative that's breaking down barriers between city divisions and using technology to move towards improving efficiencies. Bloxhub is working with City staff on various projects such as developing a new rat traps with sensors to eliminate the need for their limited staff resources to have to check each trap every 24 hours and developing garbage bins with sensors so they are only emptied when they need to be instead of having drivers complete the same route daily. This will save work hours, and reduce carbon emissions.

Stockholm, Sweden – Deputy Mayor Thompson

- Met with four companies in the financial services sector interested in FDI opportunities in the City of Toronto.
- Had four bilateral meetings with government agencies that share similar portfolios as Deputy Mayor Thompson to discuss best practices.

- Met with Canadian Embassy to receive a briefing on Canada Sweden relations and increased interest from Swedish companies in exploring opportunities in Canada.
- Luncheon meeting with the Swedish Association of Local Authorities and Regions (SALAR), an organization that represents and advocates for local government in Sweden whose membership includes all of Sweden's municipalities and regions.

Milan, Italy – Councillor McKelvie

- Met with municipal staff to discuss best practices and successes for action on climate change and resilience as well as to investigate climate change strategies and programs being undertaken in Milan through industrial and government partnerships.
- Met with Fondazione Eni Enrico Mattei to discuss net zero approaches.

Torino, Italy – Councillor McKelvie

- Met with Deputy Mayors and staff from the City of Torino's Environment and Innovation departments to explore how Torino is supporting the growth of their local green sector including best practices in supporting the development of companies and collaborations between academia and government.
- Met with professors at the Politecnico de Torino to explore opportunities about developing innovation for environmental issues.
- Met with the management and industrial researchers at the Environment Park, a business park and hub for the green sector, to understand best practices in supporting the growth of the Italian green sector.

C40 Global Mayor's Summit, Copenhagen, Denmark – All delegates

- Mayor Tory had bilateral meetings with Mayors of Tel Aviv (Israel), Seattle (Washington) and Portland (Oregon).
- Mayor Tory launched the Green Will initiative to over 1,700 summit delegates profiling Toronto's collaborative approach to decarbonizing over 500 million square feet of commercial and institutional floor space.
- Mayor Tory attended the Cities and Business side event to profile to international political and business leaders the work of Toronto's green sector.
- Councillor McKelvie attended the "Building the Climate Neutral Circular City" event.
- Delegates participated in site visits to investigate the Rail Deck Park and Cycling/Pedestrian initiatives undertaken by the City of Copenhagen.
- Toronto representatives participated in a workgroup of the C40 Food Network to help develop the new Mayoral "Good Food Cities Declaration".
- Represented Toronto at the "Global Green New Deal" and "C40 Good Food Cities Declaration" announcements.
- Councillor McKelvie participated in the "Women4Climate" tech challenge event.
- Promoted the City of Toronto successes under TransformTO and the Resilience Strategy and discussed collaborative approaches.

- Deputy Mayor Thompson had a bilateral meeting with the Deputy Mayor of Chicago. Toronto's four green businesses participated in the meeting to discuss the strengths and weaknesses of the green sectors in both cities.
- Councillor McKelvie attended a site visit to Energylab Nordhavn.

Toronto C40 Business Delegation

- Two business delegates participated in a green sector roundtable with Danish firms that was organized by Global Affairs Canada and held at the Canadian Embassy in Copenhagen.
- Delegates met with the head of the cleantech cluster group, Cleantech Scandinavia, to understand the cleantech market in Scandinavia and discuss opportunities for collaboration.
- Delegates met with the officials from the City of Helsinki to better understand Helsinki's Energy Challenge Initiative which is seeking to engage private sector partners globally to develop a carbon neutral thermal energy network in Helsinki.
- Delegates met with City of Vancouver economic development officials to share best practices and to discuss closer cooperation between the two Canadian cities to support the growth of the two local green sectors.
- Delegates toured the House of Green venue in Copenhagen and met with its staff. The House of Green is a display and marketing centre for Danish green products and allows international visitors to connect with Danish green solution providers, which assists in expanding the market internationally for Danish firms.
- Two of Toronto's business delegates attended the City-Business Climate Alliance Dinner, which was hosted by the C40 organization. The Alliance is a global network of leading companies who are integrating green solutions into their operations.

Mission Outcomes

- Gathered intelligence on best practices on various issues relevant to the City of Toronto.
- Signed the Global Green New Deal at the C40 Global Mayor's Summit.
- Signed the C40 Good Food Cities Declaration.
- Promoted the City of Toronto successes under TransformTO and the Resilience Strategy and discussed collaborative approaches.
- Advanced the City of Toronto's participation in the "Women4Climate" tech challenge event at the C40 Summit in Copenhagen.
- Pitched the Toronto advantage to 12 companies looking toward Toronto thereby supported advancement of FDI leads, six to nine of which show positive signs of proceeding with Toronto investments.
- Promoted Toronto as an economic hub and gateway to North America to a business audience of approximately 2,200 at seven roundtables and speaking events.
- A number of potential joint initiatives were identified between individual business delegates participating as part of the Toronto Business Delegation and either the Cleantech Scandinavia trade organization or its individual members.

Next Steps

- Work with Toronto Global and TFI on follow-up and advancing FDI meetings London and Copenhagen.
- Advance FDI meetings Deputy Mayor Thompson had in Paris and Stockholm.
- Explore partnership opportunities with other cities in Canada and Europe.
- Explore possibility of follow-up missions to advance leads identified as a result of bilateral meetings.
- Advance relationships with other global cities.
- Explore how Toronto can adopt the House of Green model to support expansion of trade opportunities for Toronto's green sector businesses.
- Undertake discussions to bring a Parisian artist and art exhibit to Toronto for Nuit Blanche.
- Continue to study how to adopt various aspects of Paris' Nightlife Strategy into a Toronto Nightlife Action Plan.
- Organize a discussion for the creation of a "Culture Master Class" designation group to include the University of Toronto and local Toronto experts.
- Explore possibility for a French film production company to film an episode in Toronto for one of their series.
- Invite the Nordic Smart Cities Network to visit Toronto.
- Investigate the possibility of incorporating SAAB, a Swedish manufacturer, into the Downsview Aerospace Innovation & Research Hub (DAIR).
- Facilitate a dialogue between La Cite de L'Innovation et des Savoir d'Aix-Marseille, MaRS and Launchpad to explore possible collaboration.

Conclusion

The City achieved its mission objectives. Existing relationships have been advanced and new ones established. The Toronto business delegation attending the one day Business Summit networked with business and government representatives from C40 municipalities, and came away with some tangible prospects for increasing their international exports or potential joint venture opportunities. French business incubators have expressed strong interest in establishing collaborative links with Toronto based like organizations to work on projects to advance business start-ups. Delegates were also able to promote Toronto's research and development capabilities and infrastructure at various meetings.

On the global stage, Toronto signed on to two declarations at the C40 Global Summit that are important in the development of sustainable approaches to battle climate change, and support the development of sustainable food systems around the world. Delegates promoted strategies and approaches Toronto has undertaken and is developing to combat the effects of climate change. Mayor Tory and Deputy Mayor Thompson had multiple opportunities to promote Toronto as a major economic hub and gateway to North America.

Delegates had many discussions comparing best practices with officials from other municipalities in regards to infrastructure development, transportation, developing the

nighttime economy, start-up ecosystem, community housing and developing sustainable strategies and initiatives to mitigate the effects of climate change.

Toronto Global has also reported they have been receiving a significant number of foreign direct investment leads from Western Europe as well.

City staff will work on advancing the next steps that resulted from the mission.

CONTACT

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SIGNATURE

Mike Williams
General Manager, Economic Development and Culture

ATTACHMENTS

Attachment 1 – Mayor's Mission to UK/EU Mission 2019, List of Delegates

Attachment 1

Mayor's UK/EU Mission - List of Delegates

LONDON OCTOBER 5 TO 8 – DELEGATION
Mayor John Tory Matt Buckman, Senior Advisor, Legislative Affairs, Office of the Mayor Emily Hillstrom, Senior Advisor, Tour, Office of the Mayor Trevor Novak, Director, Investment Attraction – Europe, Toronto Global Jennifer Reynolds, President and CEO of Toronto Financial International
PARIS / MARSEILLE OCTOBER 4 – 8
Deputy Mayor Michael Thompson Ana Salvagna, Councillor Assistant to Deputy Mayor Michael Thompson
MILAN / TORINO OCTOBER 6 – 7
Councillor Jennifer McKelvie Rob McMonagle, Green Sector, Sector Development Office, Economic Development & Culture (Oct 6 only)
COPENHAGEN OCTOBER 9 TO 11 – DELEGATION
Mayor John Tory Matt Buckman, Senior Advisor, Legislative Affairs, Office of the Mayor Emily Hillstrom, Senior Advisor, Tour, Office of the Mayor Deputy Mayor Michael Thompson Ana Salvagna, Councillor Assistant to Deputy Mayor Michael Thompson Councillor Jennifer McKelvie Councillor Mike Layton Jim Baxter, Director, Environment & Energy Division, City of Toronto Linda Swanston, Program Manager, Policy & Research, Environment & Energy Division, City of Toronto Barbara Emanuel, Manager Healthy Living, Toronto Public Health Rob McMonagle, Green Sector Development Advisor, Economic Development and Culture

Trevor Novak, Director, Investment Attraction – Europe, Toronto Global

Mr. Stuart Lombard, CEO & Founder, ecobee

Mr. Nicolas Morgan, Vice President and Co-Founder, Morgan Solar

Ms. Tonya Surman, CEO & Co-Founder, Centre for Social Innovation (CSI)

Mr. Nicolas Parker, Advisor to Centre for Social Innovation

STOCKHOLM OCTOBER 11 - 13

Deputy Mayor Michael Thompson

Ana Salvagna, Councillor Assistant to Deputy Mayor Michael Thompson