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2025 OPERATING BUDGET BRIEFING NOTE

Activities Supporting the Growth of Toronto's Green Sectors

Issue/Background:

This briefing note responds to a request from Budget Committee, at its January 17, 2025 meeting, that the General Manager, Economic Development and Culture provide a briefing note on the work underway to support the green economy, including funding and full-time equivalents (FTEs) for:

- a) The Green Market Acceleration Program;
- b) Initiatives in support of individual green businesses;
- c) Supports for Toronto's green economy; and
- d) Other relevant programs

Key Points:

- Economic Development and Culture Division (EDC) is leading or engaged in various activities to support the growth of Toronto's green sectors.
- These initiatives align with the Council-approved [TransformTO Net Zero Strategy](#) and [Sidewalks to Skylines: An Action Plan for Toronto's Economy](#).
- The City's new economic development plan notes the importance of this sector and includes several key actions that will ensure a focus on growth in green industries.
- Toronto's green sector comprises over 750 companies and employing approximately 51,000 workers and generates an estimated \$5.23 billion in GDP (2021). These industries are categorized into five sub-sectors:
 - Bio-economy (plant based material not used for food or life sciences)
 - Clean energy
 - Green buildings
 - Resource management (including water, recycling and elements of the circular economy)
 - Sustainable transportation
- In 2024, EDC had approximately 2.5 FTE staff supporting the green sector, and the team will continue to leverage internal staff resources to support this work in 2025.
- Key green sector staff will be focused (but not limited to) the following larger scale initiatives in 2025, depending on resources sought through 2025 Budget:

- **Green Market Acceleration Program (GMAP)**

Ongoing initiative supporting the testing and demonstration of new green technologies not currently in the marketplace, through access to City infrastructure. Complementary to GMAP, EDC will continue to support Transportation Innovation Zone challenges, advancing innovation in such areas as automated vehicle enforcement, congestion management and automated snow clearing.

- *New initiatives (2025 Budget/supporting Sidewalks to Skylines action 25):*

- Re-launching GMAP to the public including a re-vamped intake process, refreshed application, updated webpages and marketing.
 - EDC will support the partnership between Transportation Services and the Ontario Vehicle Innovation Network with GMAP projects for designated companies piloting innovative urban mobility technologies.
 - A dedicated FTE will take the lead on all GMAP activities, including engagement with other City divisions, program operations, and developing a plan for the program's re-launch.

- **Initiatives in support of individual green businesses**

- *Ongoing initiatives:*

EDC offers ongoing targeted support to green businesses, including:

- Support for Green Startups and Incubators: Continued support to green incubators and startups by fostering connections, offering business advisory services, and providing access to resources that promote innovation and scale-up opportunities.
 - Green Industry Directories: Continue to develop, design, publish and host green industry directories.

- **Supports for Toronto's Green Economy**

- *Ongoing initiatives:*

- Partnerships and Advocacy: Continued collaboration with City divisions, industry stakeholders, and other levels of government to address regulatory barriers and promote sector growth.
 - Implementing the Actions from the Sustainable Transportation Roadmap:
 - In 2024, the Roadmap for Sustainable Transportation was completed, and key actions recommended for Implementation in 2025 include the development of a Micromobility Deployment Plan. This plan involves integrating all micromobility-related initiatives currently led by various City divisions and Agencies, Boards, and Corporations that impact and encourage the increased use of bicycles and e-bikes.
 - Staff will work to establish a Green Regulatory Action Team to identify and address regulatory barriers limiting the growth of sustainable transportation solutions. EDC would lead this task force and engage key City divisions, as well as representatives from industry, academia, and major City corporations (e.g., Toronto Hydro, TAF, Toronto Parking Authority).

– *New initiatives (2025 Budget):*

- Green Sector Industry Sector Strategies
 - These strategies are directly related to actions 17 and 22 of the Sidewalks to Skylines action plan.
 - EDC has committed to completing a Green Buildings Sector Roadmap in 2025.
- Hosting a Workforce Symposium for Advancing Green Workforce Development and Talent Attraction
 - This project directly relates to Actions 17, 58 and 71 of the Sidewalks to Skylines action plan.
 - The City of Toronto will advance workforce readiness and training in the green sector by hosting a 2025 Green Workforce Symposium. This event will promote career opportunities within the green economy, helping to attract and inspire the next generation of talent. It will also identify reskilling and upskilling opportunities to better equip the current workforce for emerging demands in green industries.
- Implementing Green Job Strategies.
 - In 2024, a study was completed by EDC that analyzed manufacturers, suppliers, investment partners and other industry professionals involved in the products and services directly impacted by the City of Toronto's TransformTO Net Zero Strategy. The study uncovered significant supply chain and workforce issues that will need to be addressed. In particular it projected that the green workforce is not large enough, nor does Toronto's talent have all the required skills to meet the needed growth that would be needed for the City to hit its Net Zero targets.
- Establishing a Toronto Green Cluster Management Organization.
 - This project relates to Action 70 of the Sidewalks to Skylines action plan.
 - The development of a Cluster Management Organization (CMO) will help industry collaborate and cooperate to drive growth, supporting Toronto's green economy at large.
 - A 2023 report developed in partnership with Foresight Canada identified Work is underway with the Environmental and Related Technologies Hub (EaRTH District) consortia to explore the creation of a CMO.

○ **Other Relevant Programs:**

– *New initiatives (2025):*

- The Action Plan commits EDC to undertake a global competitiveness study, which will include green as a high growth sector.

Table 1: Summary of Green Sector Support Initiatives and Required Funding and FTEs*

Activity	FTEs	2025
The Green Market Acceleration Program	1	\$125,485
Initiatives in support of individual green businesses	0.25	\$36,037
Supports for Toronto's green economy	2	\$453,302
Other relevant programs	0.25	\$136,037
TOTAL 2025 Budget	3.5	\$750,861

*EDC included a \$0.025 million New and Enhanced funding request in the division's 2025 Budget to support green sector initiatives. All other expenditures, including salaries and benefits, will be covered through EDC's base budget and existing staff complement.

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