



The Brampton  
Board of Trade  
Since 1887

# BRAD TALKS

JANUARY 2010  
CIRCULATION 8000  
VOLUME 39  
ISSUE 1

THE VOICE OF BUSINESS FOR BUSINESS

New man  
At Sheridan  
Page 2



SUBY Winner  
Page 2



Turning Green  
Into gold  
Page 4



Moving Goods  
A priority  
Page 5



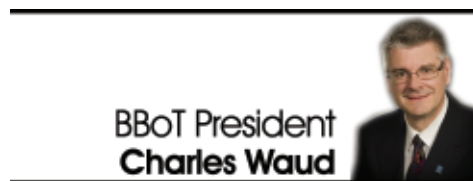
Opportunities to gain a competitive advantage through sustainable business practices are more attainable than you might think!

Partners in Project Green: Establishing a Pearson Eco-Business Zone is the culmination of more than a decade of partnership between the Greater Toronto Airports Authority (GTAA) and the Toronto and Region Conservation Authority (TRCA).

This partnership began with a mutual understanding and a drive to restore, protect and enhance the region's natural resources. The founding of conservation authorities in the late 1940s was based on the need to protect and promote Ontario's resources, but with a clear focus on its related resource economy. The TRCA continues to work with industry leaders to promote green technology adoption as a way to reduce threats to the region's resources while building a sustainable economy.

Meanwhile, Canada's largest employment area has grown not only around, but as a direct result of, Toronto Pearson International Airport generating a significant economic benefit to the region. Along with the increase in business development, the area's residential communities have also grown. Recognizing the impact of the airport's operations, the GTAA promotes environmental stewardship within the communities it serves as a longstanding core mandate.

It is with the goal of a sustainable green economy that the GTAA and TRCA launched Partners in Project Green – an initiative being spearheaded with the generous financial support of:



BBoT President  
Charles Waud

#### Founding Partners:



#### Founding Municipal Partners:



#### Founding Business Partners:



The Partners in Project Green vision is a growing community of businesses working together to green their bottom line by transforming the lands surrounding Toronto Pearson into an internationally recognized eco-business zone. The goal is to have the companies recognized globally as the greenest in their sectors, and have the area itself become the first place progressive green-tech companies look to locate.

Through new forms of business-to-business collaboration, Partners in

Project Green delivers programming that helps businesses reduce energy and resource costs, uncover new business opportunities, and address everyday operational challenges in a green and cost-effective manner.

Three reasons why businesses should care about Partners in Project Green

- Sustainable business practices are becoming a competitive necessity. The eco-business approach offers organizations diverse opportunities to streamline business operations through resources and knowledge sharing, and proven eco-efficiency approaches.

- The business community can do more for the environment by working together than apart. By facilitating innovative collaborative partnerships, Partners in Project Green will help companies achieve results faster, cheaper and with less individual risk.

- The Pearson Eco-Business Zone has the potential to become a world-class region for eco-innovation. Turning this vision into reality and true competitive advantage demands collaboration between local businesses, governments and communities.

How you can get involved

- Share your successes: To advance collective learning, businesses are encouraged to share success stories, and offer input into new projects, issue areas and desired learning themes.

- Get involved: Contact Partners in Project Green today to learn more about the wide range of programs currently available and in development. Participate in projects that best fit your needs and sustainability priorities.

- Tell others: Transforming the Pearson Eco-Business Zone into an internationally recognized region for green innovation is only possible through widespread participation, collaboration and communication. Encourage your peers and partners to join you in your journey to build a prosperous, sustainable business in a prosperous, sustainable world.

Partners in Project Green: Green Teams The Partners in Project Green Steering Committee establishes 'action-oriented' project teams, comprised of steering committee members, as well as volunteers from businesses, government, and NGOs. The following are the project teams that have been established:

- Marketing and Networking Team
- Building Performance Team
- Resource Reutilization Team
- Transportation Solutions Team
- Green Site Team
- Green Purchasing Team
- Green Job Team
- Policy Harmonization Team
- District Energy Team

These project teams assist Partners in Project Green in meeting the broad goals set in the Partners in Project Green Strategy. During the development of programs and projects, the various project teams set targets for each of their initiatives and relate these back to the overall goals set for Partners in Project Green.

If you would like to join any of these project teams and lend your expertise, visit the Partners in Project Green website at [www.partnersinprojectgreen.com](http://www.partnersinprojectgreen.com) or email [admin@partnersinprojectgreen.com](mailto:admin@partnersinprojectgreen.com).