

I am honoured to be communicating to you as the Chair for the Communications & Engagement Performance Area Committee. The members of this committee are leaders in economic development, business, and communications, and the sheer knowledge, expertise and passion contained in this group is nothing short of inspiring. Each contributes their valuable time and considerable expertise, on a voluntary basis, to drive this program forward, and we are deeply indebted to them.

2013 was the beginning of a new direction for Partners in Project Green. Over the past few years, we built the foundations of the initiative, fostered key relationships, and engaged the community. Now we have built a new level of goal setting and accountability into each of the Performance Committees, including this one. Working to achieve specific deliverables, we will drive membership – and drive value for membership – through actionable strategies.

Finding a way to use Partners in Project Green to engage all levels of our businesses was important to us, and as such, we have taken on the People Power Challenge as our a collective project. Through this friendly competition, every employee at each participating organization gets involved in achieving sustainable performance – all while trying to beat the company down the road. This builds networks within organizations while building camaraderie between businesses in the Pearson Eco-Business Zone.

Throughout 2014, the Communications & Engagement Committee will develop and implement strategies to become a global leader that government, industry and NGO's alike will look to first for knowledge & innovation in sustainability. We will seek to further strengthen the network through increasing membership and driving engagement of participating businesses. And first and foremost, we will work to create valuable programs, resources and events to assist our member businesses in their sustainability engagement goals.

I look forward to seeing you in 2014!

Sincerely,



Trevor Lui  
Director, Sustainability and Operations  
The International Centre