

## 2017 02 02 Brampton Grow Green Network Launch Report

Polly, Kevin, Lisa, Lorie, Peter, George, Alina, David, Dayle attended the event at City Hall in lieu of our regular monthly meeting. David summarized the event in his Feb 13<sup>th</sup> email to participants:

Thanks to those who attended last week's Grow Green Network launch event at City Hall. More than 40 people representing 16 organizations attended the 2 hour session on February 2<sup>nd</sup>.

During the session we spoke about the **vision of Brampton becoming a sustainable community**, one that is healthy and resilient, economically, environmentally and socially. We discussed how the Grow Green Network could help achieve this vision through the **power of collective impact**, creating a win-win scenario for the City of Brampton and the network members by **multiplying our individual reach** to enact sustainable change.

We discussed the City's **Grow Green Environmental Master Plan** and the targets associated with the 5 elements of that Plan: Air, Land, Water, Energy, Waste and People. We talked about how the focus of the Grow Green Network for 2017 will be to **engage People in environmental actions and activities throughout the spring, summer and fall of this year**. We discussed how we would measure the level of engagement through an Eco-Pledge campaign with a target of at least 1,000 Brampton residents and employees, each committing to one or more pledges during the course of the 6 month campaign.

We then discussed best in class community outreach strategies for communicating and motivating people to join the campaign as well as the best ways that the Grow Green Network members could support the Eco-Pledge campaign. Finally we brainstormed ideas for an Eco-Pledge kick-off event, an **environmental fair on April 22<sup>nd</sup> Earth Day, that would attract 1,000+ people**.

Workshop participants brought lots of energy, ideas and enthusiasm to the discussions. Considerable interest was expressed in future network involvement, events and network expansion. Attached is a summary of the notes that were taken at each of the 6 tables.

Now it's time for action.

First, please confirm your desire to be kept on the contact list for Grow Green Network communication. Second, please provide your permission for the City of Brampton and the Brampton Environment Advisory Committee to associate your name, and or the name of your organization, as a Grow Green Network member.

Third, please send us information about the environmental events you or your organization has planned for 2017 so that we can include them on the City's events calendar.

Fourth, please confirm your willingness to participate in the April 22<sup>nd</sup> Eco-Pledge public launch event.

The easiest way to respond is by completing the survey found [here](#).

Thanks once again for your participation and interest. I look forward to us doing great things together!