

Net Zero Event Backgrounder

Purpose of the Net Zero Event

The purpose of the Net Zero event is to foster sustainable economic development in the Town of Milton by facilitating collaboration, knowledge sharing, and innovation among key stakeholders. This event aims to position Milton as a leader in sustainability and green technology, driving both environmental and economic benefits for the community as outlined in the Town’s Economic Development Five Year Strategic Plan. By bringing together local manufacturers, clean-tech start-ups, engineers, developers, government officials, community partners and leading academics, the event sets the stage for local economic growth.

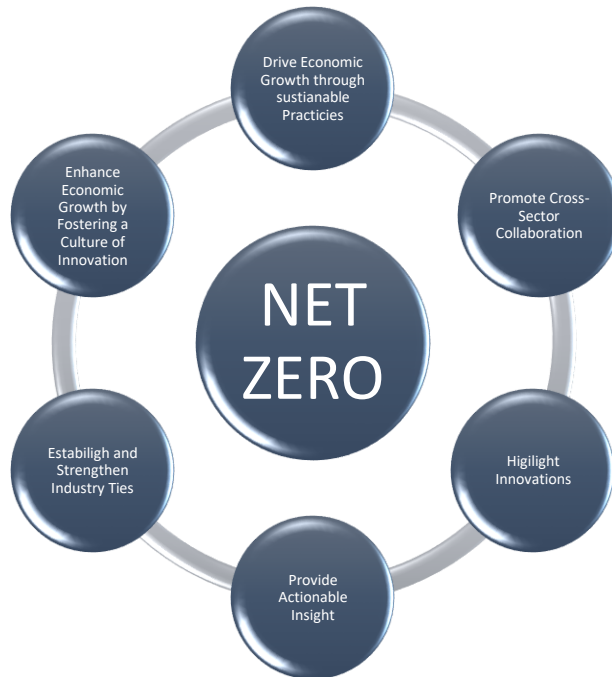
The Pillars of the Net Zero Event	
1. Drive Economic Growth through Sustainable Practices	
Explanation	Educate and inspire businesses and organizations to adopt sustainable practices that contribute to both economic growth and the global goal of net-zero emissions.
Objective	Demonstrate how sustainable practices can drive economic growth, profitability and resilience for local businesses and the wider community.
Tactics	<p>Case Studies: Present case studies of businesses that have successfully integrated sustainability into their operations and seen positive economic outcomes.</p> <p>Profitability Sessions: Include sessions that focus on the financial benefits of sustainability, such as cost savings, efficiency gains, and new market opportunities.</p> <p>Business Development Support: Offer support and resources for businesses looking to develop and scale profitable green projects, including information on funding opportunities and incentives.</p>
2. Promote Cross-Sector Collaboration:	
Explanation	Facilitate a platform for cross-sector collaboration to enable the sharing of ideas, resources, and best practices among diverse stakeholders, thereby fostering innovation.
Objective	Encourage cross-sector innovation and knowledge-sharing by bringing together a diverse group of stakeholders including manufacturers, clean-tech start-

	ups, engineers, developers, government officials, and community partners.
Tactics	<p>Diverse Speaker Line-Up: Feature speakers and panelists from various sectors to provide a wide range of perspectives on sustainability and economic development.</p> <p>Interactive Panel Discussions: Facilitate discussions that allow for real-time audience engagement, fostering a collaborative environment where ideas can be exchanged and built upon.</p> <p>Exhibition Booths: Provide local entrepreneurs and sustainability-focused businesses with a platform to showcase their innovations and solutions to potential partners and investors.</p>
3. Highlight Innovations	
Explanation	Showcase the latest trends, technologies, and success stories in sustainability to demonstrate how innovation can drive both environmental and economic progress.
Objective:	Highlight the efforts of industry and academia in achieving net-zero emissions and position the town as a leader in sustainability and innovation.
Tactics	<p>Opening Remarks: Set the tone of the event with opening remarks that emphasize sustainability goals and achievements.</p> <ul style="list-style-type: none"> - Success Stories: Share success stories from local businesses that have successfully implemented sustainable practices, providing tangible examples and inspiration for attendees. - Branding and Promotion: Utilize the event to promote Milton's brand as a forward-thinking, environmentally conscious community committed to sustainable growth.
4. Provide Actionable Insights	
Explanation	Offer a comprehensive educational experience that delivers practical knowledge, tools and strategies, empowering attendees to drive sustainability initiatives within their organizations.
Objective	Equip attendees with actionable insights, tools, and resources to implement sustainability initiatives within their organizations successfully.

Tactics	<p>Expert Presentations: Invite experts in climate change, sustainable business practices, and green technology to deliver presentations that offer actionable insights and strategies.</p> <p>Workshops and Breakout Sessions: Organize interactive sessions where attendees can dive deeper into specific topics, learn best practices, and develop tailored action plans.</p> <p>Resource Distribution: Provide attendees with access to guides, toolkits, and other resources that they can use to implement sustainability measures in their own organizations.</p>
5. Establish and Strengthen Industry Ties	
Explanation	Build and strengthen relationships between local businesses, government, academia and community partners to create a supportive ecosystem for sustainable development.
Objective	Facilitate the formation and strengthening of strategic partnerships and collaborations among Milton's major industries, local businesses, and academic institutions to drive sustainable economic development.
Tactics	<p>Personalized Invitations: Target key executives and decision-makers from Milton's largest industries to ensure relevant and influential attendance.</p> <p>Networking Sessions: Incorporate dedicated networking times into the event agenda to allow for organic relationship-building and discussion of collaborative opportunities.</p> <p>Follow-Up Activities: Organize post-event follow-up meetings and workshops to solidify connections made during the event and foster ongoing collaboration.</p>
6. Enhance Economic Growth by Fostering a Culture of Innovation and Continuous Improvement	
Explanation	Demonstrate the economic benefits of sustainable practices, encouraging businesses to invest in green

	technologies and infrastructure, ultimately driving regional economic growth.
Objective	Inspire a culture of innovation and continuous improvement by highlighting the latest trends, technologies, and best practices in sustainability.
Tactics	<p>Emerging Technologies: Highlight the latest advancements in green technologies, such as hydrogen energy and green infrastructure, through presentations and demonstrations.</p> <p>Innovation Recognition: Recognize and celebrate local businesses and entrepreneurs who have made significant contributions to sustainability, encouraging others to follow suit.</p> <p>Continuous Learning Opportunities: Promote ongoing learning and development by providing information on upcoming events, courses, and programs related to sustainability.</p>

Figure 1. The Pillars of the Net Zero Event



The Net Zero event aims to address critical sustainability challenges while fostering economic development in Milton. By establishing and strengthening relationships with Milton's target sectors as identified in the strategic plan, staff focused on actively listening to the challenges identified by the business community. With Net Zero being a global topic of discussion and a problem that all businesses need to address, staff set out to create an event that would enable an opportunity to connect industry leaders with resources that would raise awareness and support for sustainable opportunities.

[Effectiveness / Meeting Objectives](#)

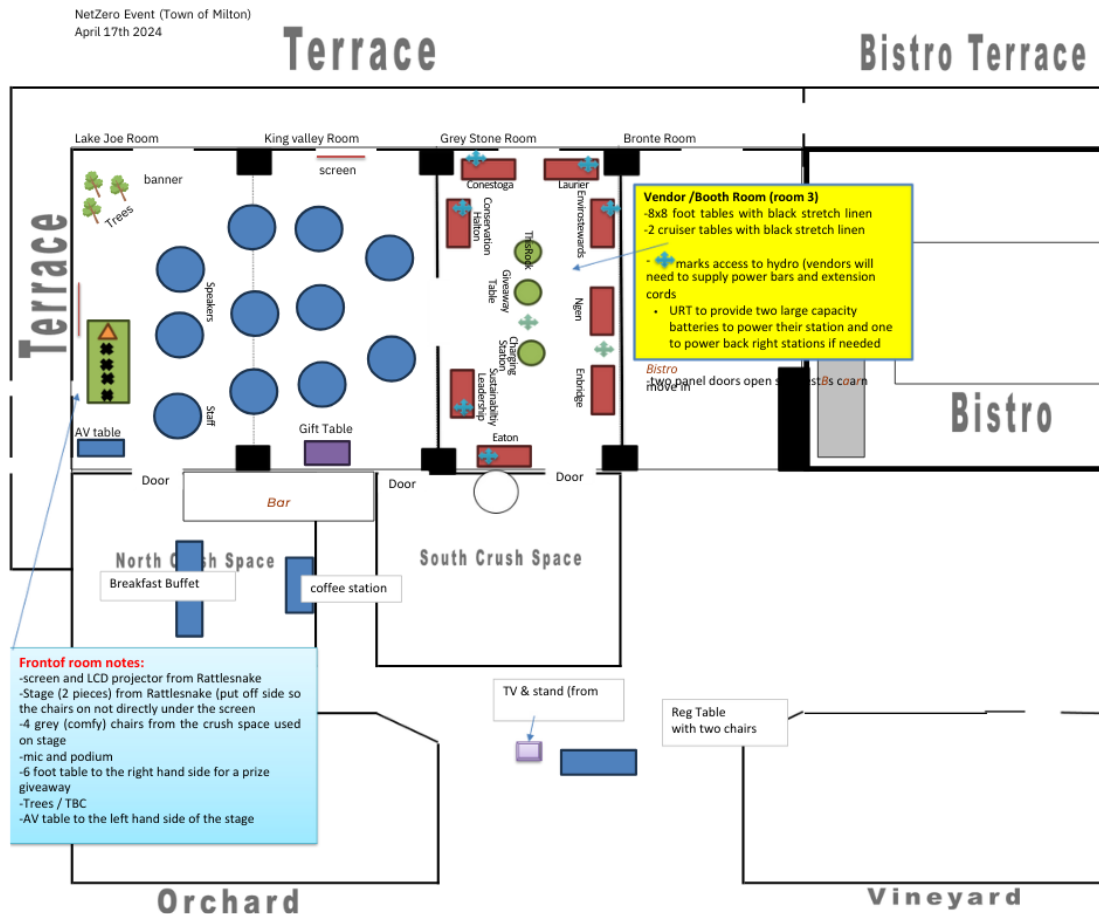
The Net Zero event successfully met its objectives through a series of impactful activities. By strategically inviting over 80 executives from major industries, the event created significant networking opportunities and resulted in numerous new partnerships and collaborative projects. Expert presentations on climate change and sustainability spurred insightful discussions and provided attendees with valuable strategies for their sustainability initiatives. The exhibition booths showcased local entrepreneurs and organizations, facilitating direct connections with industry leaders and highlighting innovative solutions. To further enhance engagement, a [Linktree](#) was set up, providing access to event resources, and a [photo album](#), including the [panel discussion video](#), allowed participants to revisit key moments and discussions. Personalized invitations by the Economic Development team ensured high attendance and active involvement, reinforcing the event's effectiveness in advancing sustainability goals within the community.

[Challenges and Changes Made](#)

The Net Zero event faced several challenges that required careful navigation and adaptation. Coordinating with a diverse lineup of speakers involved collaborating with various industry experts and academic professionals to ensure the content was both relevant and comprehensive. This balance was crucial for addressing the wide range of sustainability topics and perspectives required. Additionally, logistical management presented its own set of challenges, particularly in scheduling and managing venue constraints at Rattlesnake Point Golf Club. Ensuring a smooth event required meticulous planning and coordination to accommodate all elements of the event within the venue's limitations. The event team also took into account feedback from previous events, leading to several improvements. Based on this feedback, the focus was shifted towards incorporating more interactive sessions and creating ample opportunities for networking. These adjustments aimed to enhance attendee engagement and ensure a more dynamic and impactful experience.

The Road to Net Zero 2024 Agenda is available for viewing at the end of this document.

Figure 2. Layout Road to NetZero 2024



Target Audience

The target audience included executives from Milton’s largest industries, sustainability experts, local entrepreneurs, and community stakeholders. This group was strategically selected to foster collaboration and drive sustainability initiatives within the business community. Personalized invites were sent and registration was done via a private Eventbrite.

The Road to Net Zero 2024 invite is available for viewing at the end of this document.

Sustainability Spotlight: How the Net Zero Event Walked the Green Talk

1. Paperless Operations: All invitations, agendas, and follow-up communications were conducted digitally.

2. **Waste Management:** Implemented waste reduction practices by minimizing single-use items and ensuring recycling bins were available and clearly labeled.
3. **Energy Efficiency:** Utilized energy-efficient lighting and technologies at the event venue, and selected a venue with strong sustainability credentials.
4. **Transportation:** Encouraged attendees to use public transportation or carpool, and provided information on sustainable travel options to the venue.
5. **Eco-Friendly Materials:** Used biodegradable or recycled materials for any physical items, such as badges or signage, and avoided unnecessary physical giveaways.
6. **Sustainable Catering:** Ensured catering services used locally sourced, organic, or sustainably produced food and beverages, and minimized food waste by coordinating with local food banks or charities.
7. **Local Vendor Support:** Prioritized working with local vendors to reduce transportation impacts and support the local economy.

Outcomes and Results

The Net Zero event achieved notable outcomes in advancing sustainability and economic development in Milton. It successfully facilitated new partnerships between local businesses and educational institutions, and significantly raised awareness about sustainability within the community. Attendees provided overwhelmingly positive feedback as noted in the attached survey results, highlighting the event’s value in networking and knowledge sharing. Going forward the focus will shift to actively engaging with participating businesses to assess how they have implemented the insights and strategies from the event. A preview of the 3 month follow-up updates are listed below. This ongoing engagement ensures that the momentum from the Net Zero event leads to real progress on sustainability goals for Milton businesses.

The Road to Net Zero Survey is available at the end of this document.

Net Zero Follow up: 3-month post event check in comments

Participating Business	Sustainability Expert	Participating Academic Institution
<p>In terms of what we got out of the event:</p> <ol style="list-style-type: none"> 1. The speakers gave us inspiration on how manufacturing can find ways and opportunities to reduce waste - the many examples in the presentation was an eye 	<p>The Net Zero event had a significant positive impact on my personal brand, and my business.</p> <ul style="list-style-type: none"> • I saw a notable increase in website and LinkedIn interest and engagement from both potential clients on www.ThisRockESG.com. 	<p>During the 2024 Net Zero event Conestoga was able to present and network, forming seven new industry connections during the event. Two of these connections will be involved in our upcoming 2024/2025 Sustainability Speaker Series. More long term,</p>

<p>opener. The other presentation about the Enbridge's hydrogen fueling plans was also interesting and I am sure in the future as that space grows - the presenter from Enbridge will be someone I look to connect with.</p> <p>2. In terms of ourselves - Eaton - it gave us an opportunity to speak about the efforts we are involved with and solutions we are developing in this space to the audience in general. I would like to believe it help build an association between the Eaton brand and the sustainability. We do try and promote this via other digital marketing avenues, but given that I had an chance to speak to examples on the panel would have added more context.</p> <p>3. Finally in terms of immediate and direct business opportunities - I wouldn't have expected anything</p>	<ul style="list-style-type: none"> • Having been the Emcee, I have attained three (3) more speaking engagements using this event as a sample. • I strengthen relationships with Sustainability Leadership, a good partner as I grow my business. I have since attended one of their events, and have built a good relationship with their team. • The event provided myself and my company, ThisRock, with a platform to showcase a "behind the curtain" view of how a business goes from current-state to a sustainability leader. 	<p>and once our Sustainable Business Management program is established in Milton, we have identified opportunities to partner with industry in various capacities on their own sustainable business management strategies, via project-work, co-op opportunities, and by hosting them as guest speakers.</p>
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<p>immediate or short term to have been realized from the event. Most sales cycles in our space are 6-8 months long. I did connect with Kost developments and have had a couple of meeting with them since - with the goal of helping design EV charging infrastructure for a new project they are working on in the Milton area. Again no final success to report, yet, but I am hoping this opportunity ends with Eaton and Kost working together on the EV charging deployment on this new project.</p>		
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Agenda Road to Net Zero 2024

Agenda - Net Zero 2024

April 17, 2024

Rattle Snake Golf Club

Time	Title	Speaker Organization	Speaker
7:30 am	Registration/ Doors Open / Breakfast		
8:30 am	Opening	ThisRock Inc.	Lindsay Hampson (Emcee)
8:45 am	Attaining Net Zero in Your Business	Sustainability Leadership, Christopher Warren, Executive Director	Christopher Warren - Executive Director
9:15 am	100 Climate Action Activities Later	VeriForm Inc.	Founder, Paul Rak
9:50 am	Partnering for Sustainable Innovation	Conestoga	Laura Matheson, Project Manager / Sustainability Consultant
10:10 am	BREAK - SHOWCASES		
10:45 am	Future of Hydrogen	Enbridge	Samuel McDermott, Technical Manager, Hydrogen
11:15 am	Climate Action Next Door (Panel)	Eaton, Phoenix Contact, ROCKWOOL	Aditya Ramesh , Product Line Manager - LV Assemblies & EV Infrastructure, Eaton Paul Bastel , Manager, Strategic Projects, Phoenix Contact Nelson Enegbuma Environmental Specialist

			TOR Factory
11:55	Closing/ Draw	ThisRock Inc.	Lindsay Hampson (Emcee)

We are delighted to have Lindsay Hampson, Founder of ThisRock Inc., serve as our event emcee. With her passion for sustainability and expertise in hosting engaging discussions, Lindsay will ensure that our event is both informative and inspiring. We've finalized the agenda and lined up an exceptional roster of speakers who will delve into actionable strategies and insights aimed at propelling your organization towards sustainability excellence.



Insightful Presentations:

Gain invaluable knowledge from industry pioneers like Christopher Warren, Executive Director of Sustainability Leadership, as he shares strategies for attaining Net Zero in your business.



Real-World Case Studies:

Hear firsthand from Paul Rak, Founder of VeriForm Inc., on how implementing 100 climate action activities transformed his company's ROI and paved the way for carbon neutrality.



Collaborative Innovation:

Discover the power of sustainable partnerships with Laura Matheson, Project Manager/Sustainability Consultant at Conestoga College, as she explores the benefits of sustainable innovation alliances.



Cutting-Edge Technology:

Dive into the future of hydrogen with Samuel McDermott, Technical Manager of Hydrogen at Enbridge, and uncover how this revolutionary technology can revolutionize your business operations.



Interactive Industry Panel:

Engage in thought-provoking discussions as our industry panel shares valuable insights on climate action strategies and challenges, featuring:



Aditya Ramesh,
Product Line Manager
Eaton



Paul Bastel,
Strategic Project Manager
Phoenix Contact



Nelson Enebuma,
Environmental Specialist
ROCKWOOL

E-mail Invite for Road to Net Zero 2024

Subject: Last Chance to Join Milton's Industry Leaders at Road to Net Zero 2024: Limited Spots Available
– Register Today



Dear [Invitee Name],

As a key business leader in Milton your commitment to sustainability initiatives is pivotal to shaping a greener future for our economy and our planet. That's why we're excited to extend a personalized invitation to you for our upcoming event: **Road to Net Zero 2024**.

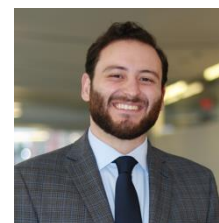
We are delighted to have Lindsay Hampson, Founder of ThisRock Inc., serve as our event emcee. With her passion for sustainability and expertise in hosting engaging discussions, Lindsay will ensure that our event is both informative and inspiring. We've finalized the agenda and lined up an exceptional roster of speakers who will delve into actionable strategies and insights aimed at propelling your organization towards sustainability excellence.



Here's what you can anticipate from Road to Net Zero 2024:

Insightful Presentations:

Gain invaluable knowledge from industry pioneers like Christopher Warren, Executive Director of Sustainability Leadership, as he shares strategies for attaining Net Zero in your business.



Real-World Case Studies:

Hear firsthand from Paul Rak, Founder of VeriForm Inc., on how implementing 100 climate action activities transformed his company's ROI and paved the way for carbon neutrality.



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Product Line Manager
Eaton



Paul Bastel,
Strategic Project Manager
Phoenix Contact



Nelson Enegbuma,
Environmental Specialist
ROCKWOOL

Plus, enjoy ample networking opportunities over a delicious breakfast and lunch, where you can connect with like-minded professionals and forge valuable partnerships.

Date: April 17th, 2024

Time: 8:00 AM - 12:00 PM

Location: RattleSnake Point Golf Club, Milton, ON

Ready to take the next step towards a sustainable future? Secure your spot today by registering [here](#).

Don't miss out on this transformative opportunity to drive positive change within your organization and beyond. We look forward to welcoming you to Road to Net Zero 2024!

Warm regards,

Jenna Patterson
[Insert email signature]



#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, April 17, 2024 11:50:24 AM
Last Modified: Wednesday, April 17, 2024 11:51:13 AM
Time Spent: 00:00:49
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Page 1

Q1 **Satisfied**

Overall, how satisfied were you with the content presented and discussed at today's event?

Q2 **Yes**

Did the event provide sufficient opportunities for networking and connecting with industry leaders?

Q3

What was the most valuable insight you gained from the expert panel discussion?

Start small, and build momentum

Q4 **Likely**

How likely are you to implement any strategies or ideas learned from the event into your business operations?

Q5

Which aspect of the event did you find most beneficial for your professional development and growth?

Networking time

Q6

Are there any micro-credential programs that could be offered to assist in your business needs?

Yes

Q7

Please share your feedback or provide any additional comments you have about this event.

Structure for longer networking period

#2

COMPLETE

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Last Modified: Wednesday, April 17, 2024 11:51:41 AM
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Page 1

Q1 **Satisfied**

Overall, how satisfied were you with the content presented and discussed at today's event?

Q2 **Yes**

Did the event provide sufficient opportunities for networking and connecting with industry leaders?

Q3

What was the most valuable insight you gained from the expert panel discussion?

Practical examples

Q4 **Likely**

How likely are you to implement any strategies or ideas learned from the event into your business operations?

Q5

Which aspect of the event did you find most beneficial for your professional development and growth?

Seeing what others are doing well

Q6

Are there any micro-credential programs that could be offered to assist in your business needs?

Sustainability themed options

Q7 **Respondent skipped this question**

Please share your feedback or provide any additional comments you have about this event.

#3

COMPLETE

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IP Address: 72.136.105.151

Page 1

Q1 **Very satisfied**

Overall, how satisfied were you with the content presented and discussed at today's event?

Q2 **Yes**

Did the event provide sufficient opportunities for networking and connecting with industry leaders?

Q3

What was the most valuable insight you gained from the expert panel discussion?

Examples of success stories

Q4 **Very likely**

How likely are you to implement any strategies or ideas learned from the event into your business operations?

Q5

Which aspect of the event did you find most beneficial for your professional development and growth?

Speakers

Q6

Are there any micro-credential programs that could be offered to assist in your business needs?

Carbon. Over all Sustainability

Q7

Please share your feedback or provide any additional comments you have about this event.

McGee was great- although the comment of hairdresser was gender based / it can be totally teworked. le Chef example

#4

COMPLETE

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Page 1

Q1 **Very satisfied**

Overall, how satisfied were you with the content presented and discussed at today's event?

Q2 **Yes**

Did the event provide sufficient opportunities for networking and connecting with industry leaders?

Q3
What was the most valuable insight you gained from the expert panel discussion?

There is an appetite for this work.

Q4 **Very likely**

How likely are you to implement any strategies or ideas learned from the event into your business operations?

Q5
Which aspect of the event did you find most beneficial for your professional development and growth?

Networking

Q6
Are there any micro-credential programs that could be offered to assist in your business needs?

Connection points

Q7
Please share your feedback or provide any additional comments you have about this event.

Fantastic work!

#5

COMPLETE

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Last Modified: Thursday, April 18, 2024 1:26:44 PM
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Page 1

Q1 **Very satisfied**

Overall, how satisfied were you with the content presented and discussed at today's event?

Q2 **Yes**

Did the event provide sufficient opportunities for networking and connecting with industry leaders?

Q3

What was the most valuable insight you gained from the expert panel discussion?

Paul Rak and how SMEs can lower emissions in a practical way

Q4 **Very likely**

How likely are you to implement any strategies or ideas learned from the event into your business operations?

Q5

Which aspect of the event did you find most beneficial for your professional development and growth?

Ability to interact with manufacturers

Q6

Are there any micro-credential programs that could be offered to assist in your business needs?

How to navigate Environmental Product Declarations (EPDs)

Q7

Please share your feedback or provide any additional comments you have about this event.

The remarks by Christopher Warren were too focused on sales.

#6

COMPLETE

Collector: Web Link 1 (Web Link)
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Page 1

Q1 **Very satisfied**

Overall, how satisfied were you with the content presented and discussed at today's event?

Q2 **Yes**

Did the event provide sufficient opportunities for networking and connecting with industry leaders?

Q3
What was the most valuable insight you gained from the expert panel discussion?

Different motivations for pursuing sustainability

Q4 **Likely**

How likely are you to implement any strategies or ideas learned from the event into your business operations?

Q5
Which aspect of the event did you find most beneficial for your professional development and growth?

Having a trade booth and discussions with attendees

Q6
Are there any micro-credential programs that could be offered to assist in your business needs?

Not currently

Q7
Please share your feedback or provide any additional comments you have about this event.

Great event! I liked that it was just a half day and the speakers were very interesting

#7

COMPLETE

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Last Modified: Friday, April 19, 2024 7:39:32 AM
Time Spent: 00:17:23
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Page 1

Q1 **Very satisfied**

Overall, how satisfied were you with the content presented and discussed at today's event?

Q2 **Yes**

Did the event provide sufficient opportunities for networking and connecting with industry leaders?

Q3
What was the most valuable insight you gained from the expert panel discussion?

The sustainability business is much bigger than I thought and the importance of CO2 emission reduction to so many people

Q4 **Very likely**

How likely are you to implement any strategies or ideas learned from the event into your business operations?

Q5
Which aspect of the event did you find most beneficial for your professional development and growth?

Meeting so many like minded people

Q6
Are there any micro-credential programs that could be offered to assist in your business needs?

The link between CO2 emission sequestration rebate and the farmers

Q7

Please share your feedback or provide any additional comments you have about this event.

The networking opportunity for me was the highlight of the event once I had been informed of the magnitude of the sustainability business

#8

COMPLETE

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Time Spent: 00:02:47
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Page 1

Q1 **Very satisfied**

Overall, how satisfied were you with the content presented and discussed at today's event?

Q2 **Yes**

Did the event provide sufficient opportunities for networking and connecting with industry leaders?

Q3

What was the most valuable insight you gained from the expert panel discussion?

Change doesn't have to be big, and companies are actioning change.

Q4 **Very likely**

How likely are you to implement any strategies or ideas learned from the event into your business operations?

Q5

Which aspect of the event did you find most beneficial for your professional development and growth?

working with others and networking

Q6

Are there any micro-credential programs that could be offered to assist in your business needs?

please provide a list of ones available

Q7

Please share your feedback or provide any additional comments you have about this event.

Well done.

#9

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, April 20, 2024 7:43:35 PM
Last Modified: Saturday, April 20, 2024 7:45:44 PM
Time Spent: 00:02:09
IP Address: 72.39.59.239

Page 1

Q1 **Very satisfied**

Overall, how satisfied were you with the content presented and discussed at today's event?

Q2 **Yes**

Did the event provide sufficient opportunities for networking and connecting with industry leaders?

Q3
What was the most valuable insight you gained from the expert panel discussion?

Industry is leading residential in sustainability.

Q4 **Very likely**

How likely are you to implement any strategies or ideas learned from the event into your business operations?

Q5
Which aspect of the event did you find most beneficial for your professional development and growth?

Listening to speakers.

Q6 **Respondent skipped this question**

Are there any micro-credential programs that could be offered to assist in your business needs?

Q7 **Respondent skipped this question**

Please share your feedback or provide any additional comments you have about this event.
