



Organizational Infrastructure

Best Practices for Economic
Development

North Greenville's Experience in
BioProducts

Background

2006 – Strategic Plan

‘environmentally responsible community’

‘economic self-sustainability’

‘extensive cooperative community leadership’

‘diverse range of employment opportunities’

‘full potential of community assets’

‘environmental sustainability is a core value’

‘green community’

Background Continued...

Diversify the Local Economy

- strategy #4
- develop economic development strategy
 - Ferguson Forest Centre and University of Guelph – Kemptville Campus

BioProducts Strategy

- initiated by members of Council
- look at feasibility of bioproducts forming a basis for a sector in our local economy

Action Plan

RFP

- the North Grenville Bioproducts Strategy Formulation Project in November 2006
- Funding through Eastern Ontario Development Program (Grenville CFDC)
- Goodfellow Agricola Consultants Inc. awarded contract

Bioproducts Strategy Formulation

Workplan

- data collection and analysis
 - Resource Package – The North Grenville Bioproducts Initiative
- stakeholder engagement
- strategy development and initiation of thematic projects
- final report

Resource Package

- critical resource document
- included a bioproducts 'primer'
- explained the bioproducts value chain, technologies, range of bioproducts
- overview of region and what it had in bioproducts resources
- other key resources

Stakeholder Engagement

- hosted in Kemptville in January 2007
- 4 working sessions
- objectives
 - education and training
 - networking (diverse representation in attendance)
 - generate 2 to 3 realistic, economic strategies
 - determining partners
- “As Heard” Report

Final Report

Final Report

- 3 key strategies identified
 - branding and marketing North Grenville as a green community
 - integrating NG's large institutional facilities into a common market for green energy
 - enhancing and accelerating the existing research initiative concerning short rotation woody species

From Report to Action

- the difficult part – turning words into action
- branding and marketing
 - ongoing
 - what is meant by green?
- common local market for green energy
 - attempted to get representatives from institutions to the table
 - lead by example
 - integrate with fast growing wood species project

From Report to Action cont'd

- short rotation woody species
 - Eastern Ontario Short Rotation Woody Species Working Group – steering committee
 - commercialize the initiative that is underway
 - environmental scan
 - multi-year research initiative
 - funding required
 - visible and real results – for example, a boiler system to heat green houses and municipal facilities using bio oils

Where Do We Go Now...

- short rotation fast growing woody species initiative is ongoing
- integrating this strategy with the green energy
- seeking funding opportunities – accelerate and enhance work by group
- attract investment – industry, feed stock supply, research and development, education and training programs
- pilot projects – results oriented focus

Where Do We Go Now...

- continue working with local institutions on green energy and procurement
- lead by example in being green
 - Official Plan policies, water/wastewater programs, waste management, transportation, development, procurement, energy, natural/built resources

Lessons Learned

- vision, commitment, reality
- lots of time, lots of partners
- need ‘champions’
- from ideas to real economic activities – commercialization
- resources
- education and training is ongoing
- patience

Thanks

- Contact me if you have further questions:

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