

# Green Corporate Grounds

## Climate Communications Case Story



Carrots & Sticks



Feedback



Personalization

### PROJECT AT-A-GLANCE

**Project Title:** Greening Corporate Grounds

**Location:** Mississauga, Ontario

**Project Partners:** City of Mississauga, Credit Valley Conservation

**Date:** Launched in 2018

**Climate Issue:** Heavy rainfall, storm surges, and urban and pluvial flooding

**Action Area:** Flood risk reduction, green Infrastructure, and stormwater management

**Behavioural Theme(s):** Carrots & Sticks, Feedback, Personalization

**Audience:** Businesses and institutions



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## IMPACT STORY

The City of Mississauga, in partnership with the Credit Valley Conservation's Greening Corporate Grounds (GCG) initiative, is helping local businesses and institutions reduce their stormwater charges and save money. By working with GCG, businesses can get a 20% rebate on the stormwater fee included in their Region of Peel water bill. Simple actions like planting native gardens, educating employees, or improving salt and pollution management can qualify for the rebate. For larger projects, like redirecting rainwater or creating natural areas, savings can go up to 40%. The GCG program also offers free sustainable landscaping assessments to identify opportunities for improvement, along with technical support, project planning assistance, employee engagement events, and access to funding for eligible projects.

## PROJECT OBJECTIVES INCLUDE...

- Encouraging sustainable landscaping practices that enhance local resilience and ecosystems; and,
- Helping businesses save money by qualifying for stormwater fee rebates.

## COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Blogs:** The GCG website features success stories from businesses and institutions across the watershed that have enhanced their properties through the CGC program, complete with photos and testimonials from participants.
- **Newsletter:** Businesses can sign up for the Green Brief e-newsletter to learn how to build corporate environmental sustainability through sustainable landscaping.
- **Questionnaire:** GCG offers a quick questionnaire on their website where businesses can select activities of interest and connect directly with a sustainable landscaping coordinator.
- **Website:** The City of Mississauga provides information about the GCG program under their stormwater charge credit program on their website. Businesses and institutions looking to reduce their charges can explore the program to qualify for rebates.

## BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Carrots & Sticks:** The rebate system offers a financial incentive for businesses to adopt sustainable landscaping practices to reduce stormwater charges through eligible improvements.
- **Feedback:** Detailed assessments of business properties and action plans to help participants understand the positive impacts of their efforts on stormwater management.
- **Personalization:** Businesses can consult a stormwater manager to receive tailored recommendations and apply for a landscape assessment designed specifically for their properties.

## CONCLUSION

The Greening Corporate Grounds program demonstrates how financial incentives and personalized support can inspire businesses and institutions to adopt sustainable landscaping practices. By tackling critical issues like flooding, stormwater runoff, and biodiversity loss, the program not only helps participants reduce their stormwater fees but also strengthens local resilience.

## SOURCES

Credit Valley Conservation. (2023, December 13). Your business pays for rain, here's how to pay less. <https://cvc.ca/green-brief/your-business-pays-for-rain-heres-how-to-pay-less/>

Credit Valley Conservation. (n.d.). Greening Corporate Grounds. <https://cvc.ca/greening-corporate-grounds/>

## MORE CASE STORIES AND RESOURCES ONLINE

This case story was developed by ICLEI Canada through the Ontario Resource Centre for Climate Adaptation (ORCCA) as part of a Climate Communications Toolkit. Find more case stories and additional climate communications resources online at [icleicanada.org/project/climate-communications-toolkit](https://icleicanada.org/project/climate-communications-toolkit)

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CLIMATE COMMUNICATIONS TOOLKIT

