



The Sustainability Advantage

Presentation to

City of Hamilton
General Issues Committee
September 4, 2024

BACKGROUND

- An annual **technology conference** devoted to transformative change
- Organized and hosted by:



- Purpose of today's brief overview:
 - Share information
 - Highlight ties to municipal goals
 - Invite participation



P I * O T

HOW IT ALL BEGAN

Hamilton Needs a Tech Conference!

- Showcase Hamilton within Canada's Innovation Corridor
- Highlight local stakeholders and their success stories
- Reach out regionally
- Be globally relevant
- Grow local tech businesses



Rob Zeidler
Conference Chair

CONFERENCE GOALS

1. Provide a welcoming gathering place for people to address grand challenges facing our world
2. Connect technology providers with technology advisors and users
3. Advance the mainstream adoption of clean technologies
4. Grow our local and regional technological ecosystems

A woman with long brown hair, wearing a dark blazer over a red top, is speaking at a podium. She is holding a microphone and a piece of paper. In the background, a large screen displays a video call with a man's face.

Kate Flynn
Mohawk College

A man with a beard and short hair, wearing a dark suit jacket over a grey shirt, is speaking at a podium. He is holding a microphone and a piece of paper. In the background, a large screen displays a blue logo consisting of a starburst shape and the letters 'O T'. A blue banner with the same logo is visible on the left side of the stage.

Craig Cassar
City Councillor

GAINING MOMENTUM

- **Year One (2021):** Proof of Concept Roundtable with Local Stakeholders
- **Year Two: (2022):** Symposium on the theme of Creativity, Arts and Technology
- **Year Three (2023):** Full Conference on the theme of the Deep Decarbonization of Buildings, Industry and Transportation

200+ delegates | strong representation from leadership ranks | solid City engagement



Trevor Imhoff
City of Hamilton



Lindsay Hampson
ThisRock Consulting

PIVOTTECH '24

The Sustainability Advantage

- November 14 at the Cotton Factory
- Advancing the adoption of clean tech in:
Energy | Buildings | Manufacturing
- Featuring:
Speakers | Panels | Presentations

Sponsors



“Implementing solutions to achieve a sustainable future, here and now.”

PROGRAM TIES to GOALS of the CITY OF HAMILTON

Content examples include ...

- Net zero by 2050
- Business growth – clean tech focus
- Affordable housing through modular manufacturing
- Future of low-carbon district energy
- Sustainable community design using AI
- Green building standards
- Comprehensive energy planning
- Digitally-enabled smart buildings



WELCOMING CITY PARTICIPATION In PIVOTTECH '24

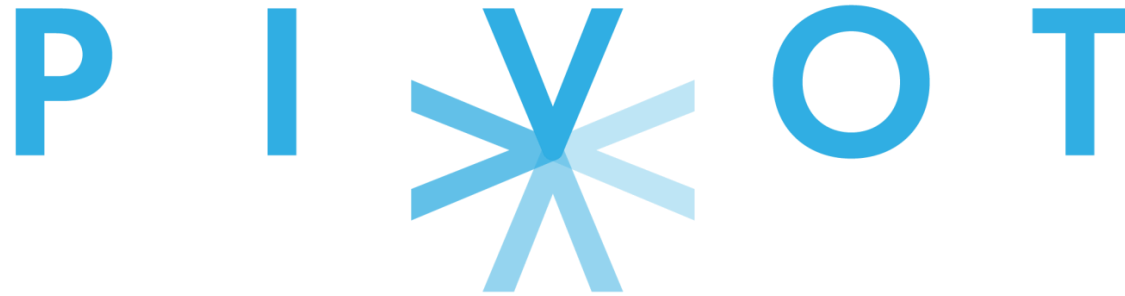
- We're currently reaching out to City staff in key departments ~ **“come share your sustainability stories!”**
- Opportunities for sponsorship and engagement in Hamilton's leading sustainability conference
- Invitation to Mayor and City Councillors to attend, enjoy and contribute!



Dr. Jim Cotton
McMaster University



Rachel Johnson
City of Hamilton



The Sustainability Advantage

Energy | Buildings | Manufacturing

NOVEMBER 14, 2024

Cotton Factory | Hamilton

Contact Rob Zeidler

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