

NEWS RELEASE



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## **Cleantech Commons at Trent University Unveiled as New Brand Identity for Trent University Research and Innovation Park**

***New logo secures research park as Canada's Premier Cleantech Destination***

**Thursday, December 7, 2017, Peterborough**

The City of Peterborough and Trent University unveiled **Cleantech Commons at Trent University** as the new name and brand identity for the former Trent University Research and Innovation Park, at an event held today at the offices of Peterborough & the Kawarthas Economic Development.

The multimedia presentation provided an overview of the new Cleantech Commons name, logo, website presence and tagline: *Canada's Premier Cleantech Destination*. The new original brand with two graphic components was introduced by Mayor Darryl Bennett and Trent President Leo Groarke and lauded for its ability to communicate an ownable identity for the Cleantech Commons as a place of opportunity for cleantech and green business.

"Cleantech Commons is a positioning that reflects the type of work and innovation that will be occurring in this space, with an emphasis on partnerships, shared vision and common benefits from clean technology. Clean Tech Commons promises to be a cornerstone of our regional economy as well as a tremendous outlet for the knowledge, skills and innovation that flows from Trent University," Mayor Daryl Bennett says.

"We wanted an identity that would communicate all of the potential that exists in this space for businesses, partners, researchers, workers and the community. It had to be imaginative and future-focused and this brand fit the bill," said Dr. Leo Groarke, president and vice-chancellor of Trent University. "There's no doubt that the City of Peterborough and the University have the potential to become the destination for green, clean businesses that can change the world."

Rhonda Keenan, president and CEO of Peterborough & The Kawarthas Economic Development expanded on the future of the Cleantech Commons brand and its potential: "Peterborough & the Kawarthas has long been recognized for its connection to natural assets and our region's

Waterway. With the creation of Cleantech Commons, we are playing to our region's strengths and putting ourselves on the map as premier destination for cleantech businesses.

We are excited to work with Trent University and the City of Peterborough to proactively attract and support new tenants for this important new community asset, while continuing to position our region as a recognized clean technology hub.”

Allan Seabrooke, CAO for the City of Peterborough provided an overview of the next steps for the brand roll-out, including a new website was also announced as the new virtual home for Cleantech Commons at [www.cleantechcommons.ca](http://www.cleantechcommons.ca) . He was joined by former City planner Malcolm Hunt, currently working as an advisor on the Cleantech Commons, following the approval of its masterplan.

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