



**Jerri Weigand**  
**CHMM, Environmental Specialist**

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**New Jersey**  
**Department of Environmental Protection**  
**Sustainability and Green Energy**  
**(609) 292-8601**  
**[www.nj.gov/dep/sage](http://www.nj.gov/dep/sage)**  
**[Jerri.Weigand@dep.state.nj.us](mailto:Jerri.Weigand@dep.state.nj.us)**

# Making the Business Case for Sustainability

*I always make the business case for sustainability. It's so compelling. Our costs are down, not up. Our products are the best they have ever been. Our people are motivated by a shared higher purpose — esprit de corps to die for. And the goodwill in the marketplace — it's just been astonishing.*

- Ray Anderson, Interface Inc.

# Sustainable Business Initiative

- Initiative of the NJ Department of Environmental Protection (NJDEP)'s Sustainability and Green Energy (SAGE) Program in partnership with NJ Business stakeholders.
- Includes representatives from State government, the business and non-profit sectors.

**[www.nj.gov/dep/sage/sustain\\_bus.html](http://www.nj.gov/dep/sage/sustain_bus.html)**

# Environmental & Social Threats

- Water pollution
- Air pollution
- Toxic chemicals
- Deforestation
- Declining biodiversity
- Climate change
- Asthma
- Unfair labor practices
- Obesity
- Exponential population growth
- Increasing cancer rates
- Farmland destruction

# Sustainability:



Sustainable development means meeting the needs of the present without compromising the ability of future generations to meet their own needs.\*

\*World Commission on Environment and Development, 1987

# A New Way of Thinking

- Sustainable businesses need new approaches to meet business needs.
- Create economic value, while also integrating concerns for the human communities in which they operate, and the natural world where they have an impact.
- New strategies for buildings, products, and services.



# Planet

- Sustainable companies recognize that natural capital is vital to the success of their business.
  - This applies to wood, minerals, water, fuel, etc.
  - Sustainable companies minimize their impact on the environment and conserve resources necessary for the success of their business.
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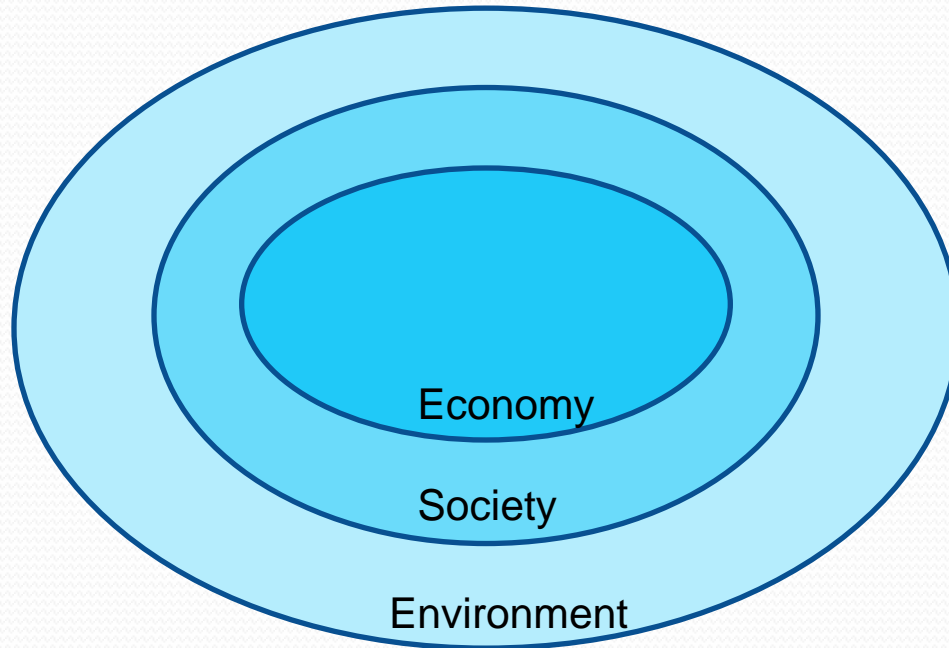
# Profit

- The economic value produced by a company or organization after the costs of inputs have been deducted.



- People and Planet are as important to the long-term success of your business as Profit.

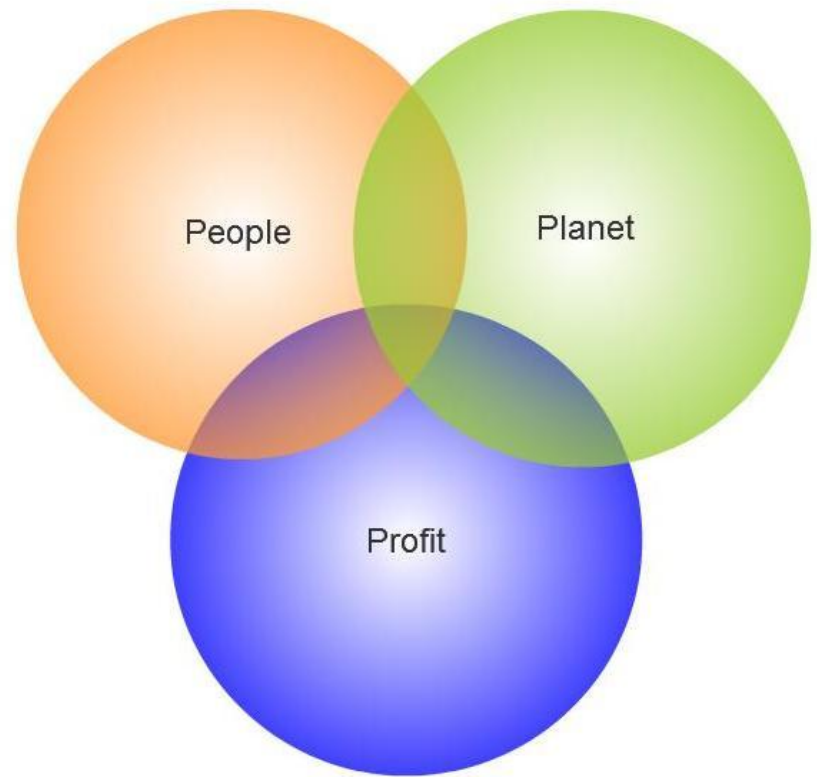
# Constraints



A representation of Sustainability showing how both economy and society are constrained by environmental limits.

# The Triple Bottom Line: People, Planet, Profit

Sustainability requires new business strategies that **create economic value** while integrating **concern for the communities** in which they operate, and **the natural world** where they have an impact.



# Sustainability: Benefits

- Cost Savings through Resource Conservation



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- Innovation and new opportunities
- Competitive Advantage / Improved Company Image (supply chain advantage & broader market)



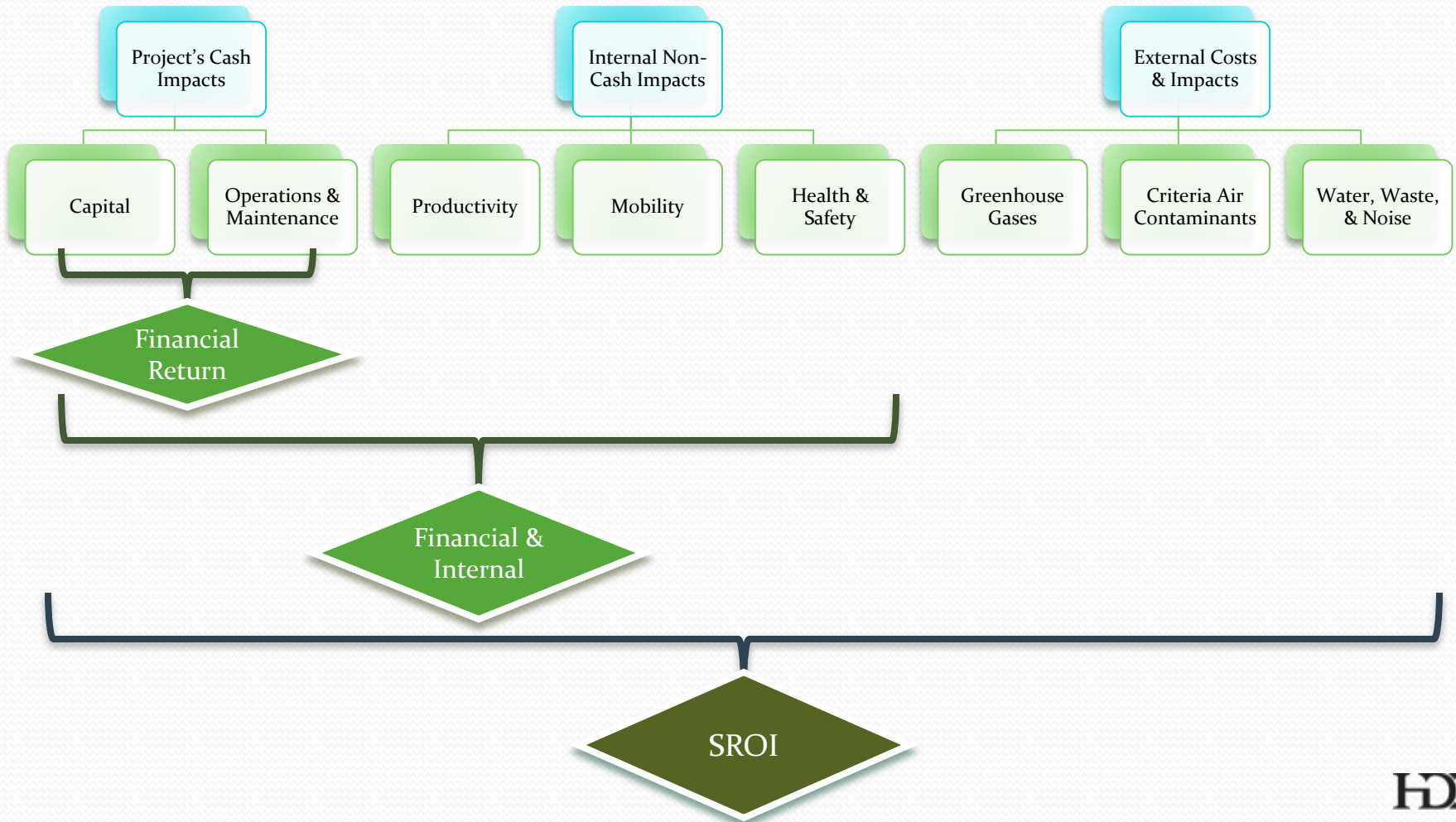
**BusinessName**  
Company slogan here

# Return On Investment

$$\text{ROI} = \frac{\text{Income from Investment} - \text{Cost of investment}}{\text{Cost of investment}}$$

# SROI = Calculating The Triple Bottom Line

SROI adds to traditional financial analysis the monetized value of non-cash benefits and externalities



# For Real??

Nearly one half of CFOs see sustainability as a key driver of financial performance.<sup>1</sup>

One in two CFOs plan to invest in building energy equipment in the next two years. Video conferencing, data center efficiency equipment, and electric vehicles were the 3 areas with largest gains in investment year over year.

1 – 2012 Deloitte survey of companies with > \$1B in annual revenue.

# Getting Started

Biggest opportunity for cost savings and impact:

1. energy conservation and efficiency
2. waste reduction
3. transportation.

# Energy

- Benchmark your current usage
- Set goals and targets for reducing energy usage
- Develop specific strategies for achieving the goals.
- Check results.

# Waste

- Reduce



- Reuse

- Recycle



# Transportation

- Reduce number of deliveries of raw materials and finished products.
- Plan efficient routes.
- Use alternative fuel vehicles in your fleet.



# Take Home Message:

1. Sustainability has 3 equally important components



People  
Planet  
Profit

=  
=  
=

Society  
Environment  
Economy



2. Think about NEW WAYS to manage



Products

Services

Buildings and grounds



3. Energy  A good place for newbies to start!

# Sustainability

Last Words – I Promise!!



## The Good News!

There are endless possibilities for companies to find strategies that will impact – and hopefully improve – their social, economic, and environmental performance.

This diversity of opportunities is where there is hope for turning in a new direction towards healthy and resilient human and natural communities.

# THANK YOU

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