

***Sustainability is Good Business!!***

# **Trenton Small Business Week**

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# Economic Growth and Green Energy

## Five major objectives:

- Support the continued development of Renewable Energy: Solar, Wind, Biomass, Tidal, Wave
- Site Responsible and Sustainable Economic Growth
- *Provide Resources on Sustainability- Public and Private*
- Foster Innovation and Technology Development
- Coordinate Programs around Climate Change

**DEP Office of Economic Growth and Green Energy**  
[www.nj.gov/dep/egge/](http://www.nj.gov/dep/egge/)



# Sustainability..

What does it mean and  
where did the concept  
come from?



# Social & Environmental Threats

- Water shortages and pollution
- Toxic chemicals
- Air pollution
- Deforestation and loss of rain forests
- Declining biodiversity
- Climate change
- Asthma
- Unfair labor practices
- Obesity
- unhealthy lifestyles
- Exponential population increase
- Increasing cancer rates
- Farmland destruction



# Findings...

the planet has a limited capacity “to support a thriving diversity of species, humans included<sup>1</sup>”.

Engaging in more socially and environmentally sustainable practices is essential – and beneficial – to the well-being of the world and the societies in which we live.

(<sup>1</sup> Living Planet Report published by The World Wildlife Fund, 2008)

# 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

# Sustainability and Business

- Sustainable businesses need new approaches to meet business needs. New way of thinking.
- New business strategies must create **economic value** but also integrate 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. This is done through streamlining processes, resource conservation and waste minimization.

# Sustainability & The Triple Bottom Line

## Economic Impact on Business

- Efficient production process = lower costs & increased profits
- Gain Competitive Advantage:
  - Enhance your corporate image
  - Increase your market share
  - Improve access to loans/grants
  - Satisfy investors' criteria
  - Expand your company's trade options
  - Comply with supply chain mandates







# Sustainability & The Triple Bottom Line - Environment Impact

- ❑ Reduce waste
- ❑ Save energy    }       Remember, waste is lost profit!
- ❑ Save water
- ❑ Reduce your carbon footprint
- ❑ Expedite attainment of permits and approvals
- ❑ You control process changes, not a regulatory agency

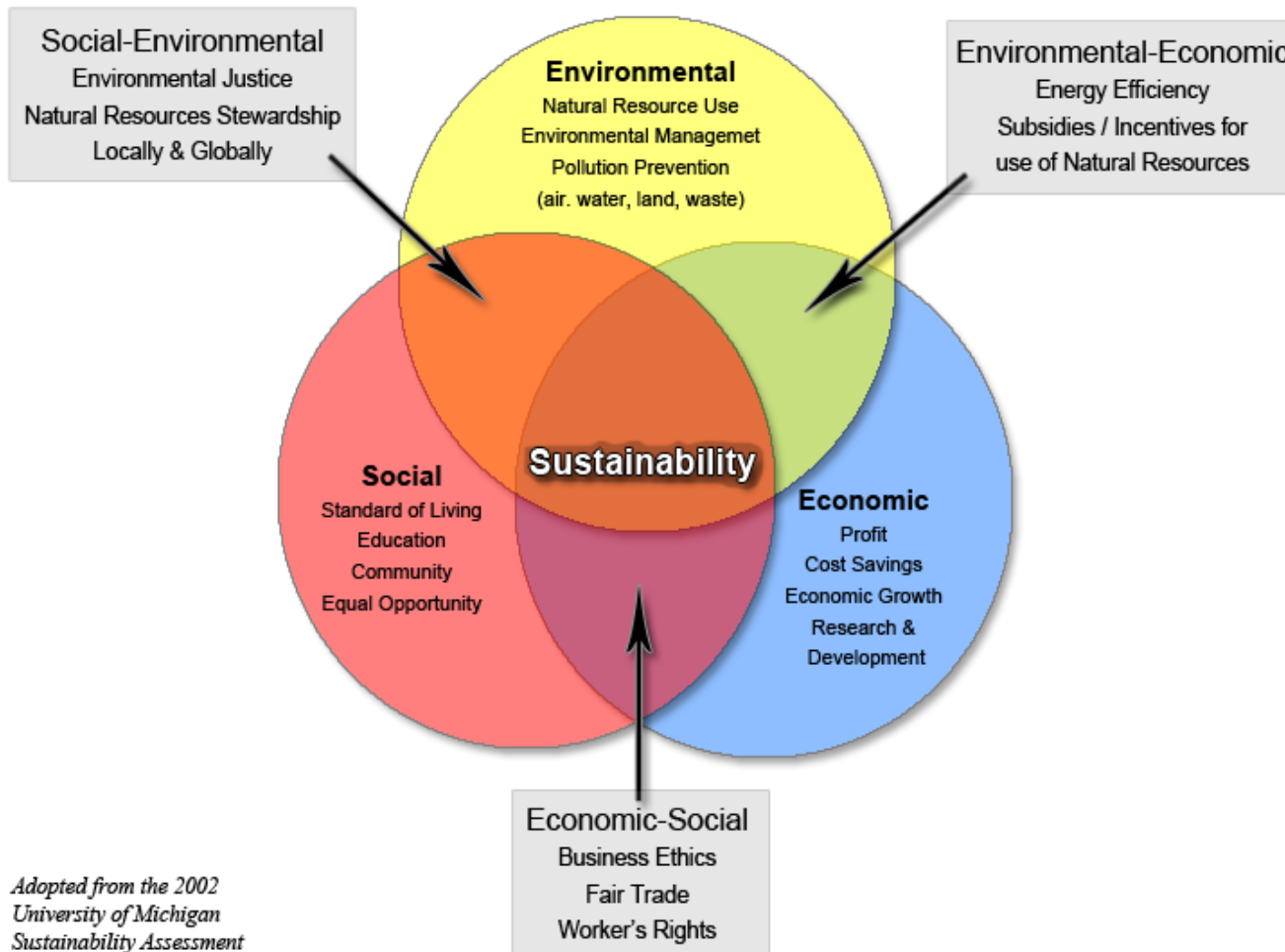


# Sustainability & The Triple Bottom Line

## Societal Impact

- ❑ Improvements in worker safety and health = increased productivity and employee satisfaction
- ❑ Attract and Retain talented employees
- ❑ Corporate Social Responsibility
  - It's the RIGHT THING TO DO!

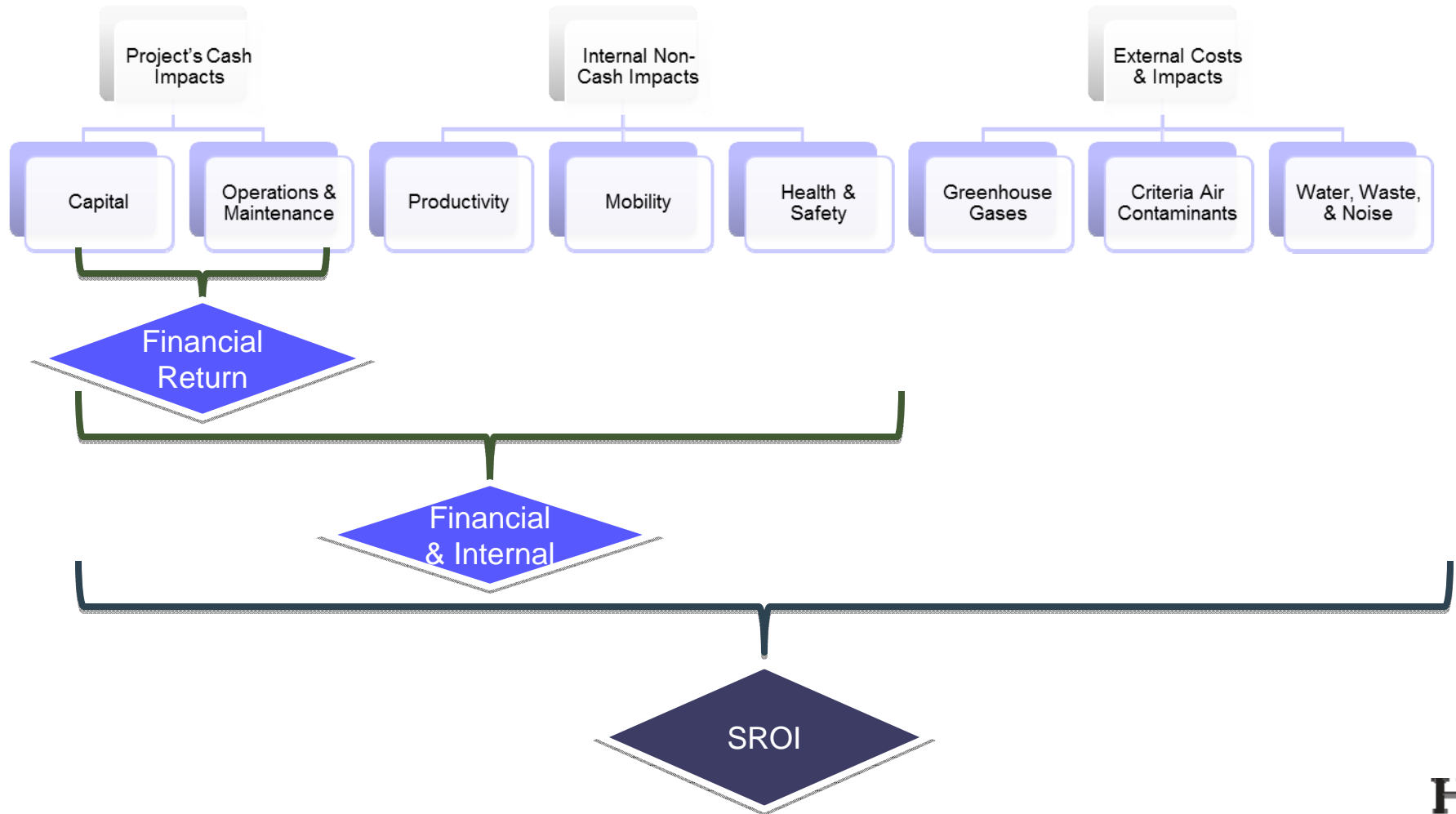
# *The Three Spheres of Sustainability*



*Adopted from the 2002  
University of Michigan  
Sustainability Assessment*

# SROI = Calculating The Triple Bottom Line

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



# Sustainability



## 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.

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Food for Thought...

What's the use of running if you  
are not on the right road?

--German Proverb



# Final Thought..

Sustainability is a journey, not a destination, so don't worry about whether you're "green enough" (you're not..but if you commit to the journey you'll make progress, and that's what matters). First, do the green improvements that are good for your bottom line. While the marketing benefit of being able to say you're green is nice, it's probably not going to be the fundamental driver of success. The more you do to green your business in ways that help to build your financial success, the easier it is (and more fun) to continue down the green path, and to take on opportunities where the economic benefits are harder to measure.

-Randy Paynter, founder and president, Care2



**THANK YOU...**

**?? Questions ??**

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