



People

Planet

Sustainable Business Initiative

Profit

Purpose:

Create a New Jersey

Sustainable Business Program which:

- Promotes sustainability planning and practices to enhance economic success and environmental protection, and social responsibility.
- Identify and share resources to educate the NJ business community on Sustainable Return on Investment (SROI).

Target Audience?

Small to medium sized businesses -
100 or less employees.

Consider the special needs of
“Mom and Pop” firms.

Education Discussion :

- Are you aware of effective tools for education and sustainability?
- What do you think are the most meaningful delivery mechanisms for information?

Incentives

Encourage, motivate and reward S/M businesses and promote sustainability from the supply side. Technical, financial, marketing or time-saving advantage.

Master **Incentives** List contains 33 different ideas in 6 different categories.

Four were identified as the starting point - they are currently under development and/or can be completed for role-out of Sustainable Business Initiative (SBI) in December 2012.

Incentives

Publicizing Financial Incentives:

- Post all agency financial incentives for small and medium sized businesses together on DEP, EDA and BPU websites. Ultimate goal is to give extra points on applications for financial incentives to SBI-certified businesses.

Explore Technical Assistance

- DEP's Small Business Assistance Program.
- NJ colleges and universities - training programs, internships.
- Business to business mentoring.

Awards Programs

- Expand & promote existing programs - Gov's Env. Exc. Award.
- Create new programs starting with regional & county Chambers of Commerce.

Recognition, Marketing & Creating Visibility

Create logo. Press releases from DEP. Listing on DEP & partners' websites. Listserv blasts.

Incentives Discussion

- Do you think these four categories are a good place to start?
- Which of the four do you think is the most valuable?
- What else would incent businesses to participate?
- In the long run, what will be more effective, education or incentives?

Certification Discussion

- Do you think certification is meaningful to businesses?
- How are your sustainability efforts being measured?



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