

Creating Sustainable Businesses in New Jersey - Wednesday, May 29, 2013 Meeting Discussion / Comments - NJ Sustainable Business Registry

Marketing of Registry

Promote the registry to the participants of the FDU survey.

Position the registry appropriately.

- Currently it makes the business case by emphasizing savings.
- Also important to focus on GROWTH potential, for example, product development, market opportunities, product line expansion, visibility and how these impact revenue.

Registry should not say that businesses participating in the registry are leaders. “Leaders” should be reserved for businesses that are innovators and inspirational.

Recognize those that are doing business in New Jersey.

Registry Standards

Include industry specific standards, for example, dry cleaners vs. wet cleaners.

Data Collection Considerations

Use the registry to survey participants to ask questions such as what they want to do and what they may need to make it happen or are they interested in webinars.

Data collected from registry should be organized and searchable in various ways to inform results.

As data is collected develop method to benchmark results.

Policy / Overarching Considerations

Registry is missing long term environmental and social goals.

Sustainability is about moving beyond survival. Rather, companies will flourish.

Incentives

Use incentives to promote program – Examples:

1. If company has participated for 2 years provide preferences to EDA loans.
2. If at 5 year point increase preference – provide tax credit, reduction in sales tax

Research

Suggestion to find and read a former report funded by DEP entitled Tax Incentives and Disincentives for Pollution Prevention by Dr. Robert Lake