

**Sustainable Business Initiative  
Sub-committee  
Reports  
April 5, 2012**

# *Review* **Overarching Purpose:**

## **To Create a NJ Sustainable Business Program which:**

- Promotes sustainability planning and practices among New Jersey businesses to enhance economic success and environmental protection, and an improved quality of life.
- Identifies and shares resources to educate and encourage the NJ business community on SROI (sustainable return on investment).

# **Who is our target participant?**

The target participant for the Sustainable Business Initiative (SBI) is a business with 100 or less employees. The program will consider the special needs of 'mom and pop' firms and larger businesses. Incentives will encourage sustainability from the supply side or business perspective.

# Subcommittees and Facilitators

- » **Certification** – Ky Asral
- » **Education** – Jaime Ewalt
- » **Incentives** – Jerri Weigand

# Certification Subcommittee Update

- Created a background document on the Certification Subcommittee's processes.
- Developed evaluation criteria for certification programs.
  - Resource Conservation
  - Pollution Reduction
  - Ecological Protection
  - Social Responsibility
  - Continuous Improvement

# Certification Subcommittee

## Next Steps

- Perform a reality check
- Review existing certification programs to compare one another
- Develop a scoring matrix to evaluate existing certification programs
  - Verification
  - Transparency
  - Core Impacts

# Education Subcommittee Update

- Updated Vision and Mission:
  - Raise Awareness, Educate, and Motivate on:
    - » Competitive business strategy
    - » Share community responsibility
    - » Triple bottom line/ Sustainable Return of Investment (SROI)
  - Provide Resource and Information on:
    - » Business practices/ processes
    - » Benefits of SROI
    - » SBI's program's resources

# Education Subcommittee

## Next Steps

- Become better informed on needs, best strategy for engagement – survey
- Identify benchmarks/ evaluation tools
- Identify message content (business case for sustainability)
- Create tools, for example - online diagnostic tool (decision tree)
- Customize the tools based on sector needs
- Test group for utilization of tool



# Incentives Committee

*Incentives Committee has grown and is now composed of 14 members, including members of the former Recognition Committee.*

*New members are welcomed! Anyone interested in working on this Committee, please contact [Jerri.Weigand@dep.state.nj.us](mailto:Jerri.Weigand@dep.state.nj.us).*

*Sub-committees are where the real work is done. Please join one, be active and support our goal!*

# Incentives Subcommittee

## Mission and Definition

Mission: Develop **Incentives** that will encourage, motivate & reward participants for participation in the Sustainable Business Initiative (SBI).

Definition update: An **Incentive** is a technical, financial, marketing or time-saving advantage for firms that participate in the SBI.

# Incentives Development

## Update and Next Steps

Master **Incentives** List contains 33 different ideas in 6 different categories. The following four were identified as the starting point because they are currently under development and/or can be completed for role-out of Sustainable Business Initiative (SBI) in December 2012.

### **1. Publicizing Financial Incentives:**

Cross-post all agency financial incentives together on DEP, EDA and BPU websites in Small (<10 employees), Medium (10-100 employees), and Large (>100 employees) business categories. Ultimate goal – give extra points on applications for financial incentives to SBI-certified businesses.

# **Incentives Development**

## **Update and Next Steps**

### **2. Explore Technical Assistance**

- Expand DEP's Small Business Assistance Program.
- Develop partnerships with NJ colleges and universities - training programs, internships.
- Develop similar partnerships with private service firms.
- Business to business mentoring.

### **3. Awards Programs**

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

### **4. Recognition, Marketing & Creating Visibility**

Create logo (thru contest?). Social media. Press releases from DEP. Listing on DEP & partners' websites including list serve messages.

# Closing Thoughts

- *Discussion*
- *Sub-committees are where the real work is done. Please join one, be active and support our goal!*
- **NEXT MEETING – Tuesday  
JUNE 19, 2012 – 2 to 4 PM, DEP  
Headquarters**



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Environmental Protection  
Sustainability and Green Energy**

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