



NJDEP Sustainable Business Initiatives Meeting - June 16, 2015



Engage the Employees

Branding – keep it simple

Communications plan

Events to engage employees

Earth Hour Energy Star Day

Earth Day Lighting Fairs

Messaging and status on performance

Partner with local and regional stakeholders

Use all Available Tools and Resources!



Useful Resources

- [NJDEP – Earth Day](#)
- [New Jersey Clean Energy Program](#)
- [EPA Energy Star Program](#)
 - [Change the World Lighting Fair](#)
- [EPA Water Sense](#)
- [Earth Hour](#)
- [Earth 911](#)
- [Local TMA - Keep Middlesex Moving](#)
- [Middlesex County Improvement Authority](#)

NJDEP – Earth Day <http://www.nj.gov/dep/seeds/earthday/eday.htm>

NJ Clean Energy Program <http://www.njcleanenergy.com/>

EPA Energy Star Program <http://www.energystar.gov/>

Change the World Lighting Fair

http://www.energystar.gov/index.cfm?fuseaction=join_change_the_world.showPledgeDriverDetails&cpd_id=16285

EPA Water Sense Program <http://www.epa.gov/watersense/>

Earth Hour <http://www.earthhour.org/>

Earth 911 <http://www.earth911.com>

Keep Middlesex Moving <http://kmm.org>

Middlesex County Improvement Authority <http://mciauth.com>

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