

DEP's 5 Goals

- Goal 1** – Comprehensive Regional Environmental Management
- Goal 2** – Utilize Barnegat Bay Restoration Project as a model to establish watershed based protection and enhancement of all New Jersey's surface water bodies
- Goal 3** – Restoration and enhanced Protection in Environmentally Overburdened Communities
- Goal 4** – Sustainable Parks
- Goal 5** – A Renewable Energy Strategy for Public Health, Environmental Protection and Economic Vitality

**Sustainable Business Initiative
Subcommittee
Reports
December 13, 2011**

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.

(Demand side incentives will be inherent resulting from education to businesses-passed onto customers or supply chain.)

Subcommittees and Facilitators

- » **Certification** – Ky Asral
- » **Education** – Chris Meyer
- » **Incentives** – Jerri Weigand
- » **Recognition** – Athena Sarafides

Certification

Subcommittee Members

8/16/2011 Conference Call Attendees:

- Ky Asral, NJDEP
- Athena Sarafides, NJDEP
- Allan Fliss, NJGA
- Alex Yankaskas, NJGARP
- Randy Solomon, Sustainable Jersey,
Institute for Sustainability Planning Government,
- Kate Probst, Green Seal
- Judy Kass, Middlesex County Workforce Development

Certification Subcommittee

Mission

To provide advice to the Assistant Commissioner of Economic Growth and Green Energy on the standards by which sustainable certification programs should be evaluated as credible.

Certification Subcommittee Goal

To evaluate existing sustainability certification programs and, if they meet established standards, to adopt them into the Sustainable Business Initiative.

Certification Subcommittee Goals

- Identify qualities in sustainability certification programs, which protect against green washing.
- Distinguish the level of credibility for certification programs based on the impartiality of their verification process.
- Develop clearly defined standards and a transparent selection process.

Education Subcommittee

Members

- Jaime Ewalt, DEP EGGE
- Ed Kurocka, SBDCNJ
- Chris Meyer, Green Bridge Education
- Ann Frechette, Montclair State University
- Joel Harmon, FDU's ISE
- Anna Mae Giannetti, SBDCNJ

Education Subcommittee Mission

- Create a statewide business culture that:
 - Gives equal credence to environmental protection, resource conservation, and economic development/vitality;
 - Understands and values the dynamic return on investment case for sustainable business practices
- Provide information and resources to NJ's business community and value chain on:
 - Sustainable business practices & processes;
 - Sustainable return on investment including the social and environmental benefits; and
 - SBI program's resources: incentives, certification, education and recognition processes.

Education Subcommittee Goals

1. Increase sustainability literacy & raise awareness of the system around business processes;
2. Educate on sustainable business practices such as employing quantifiable sustainable return on investment;
3. Market the Sustainable Business Initiative (SBI) program (education, certification, incentives and recognition);
4. Provide tools for marketing to value chain, customer relations building and engagement;
5. Determine the most appropriate delivery mechanisms

Education Subcommittee

Strategy/ Approach

- Market research: Become informed on needs, how best to engage and thereby provide meaningful educational resources.
- Set benchmarks against which our progress can be measured
- Curriculum/ content development
- Information delivery
- Data collection & assessment
- Adaptive modification of resources provided as needed

Incentives Committee Members

- Jerri Weigand, DEP/EGGE
- Kimberly Deal, BPU
- Ed Kurocka, OnSight Advisors, LLC-Small Bus. Dev. Centers
- Randy Solomon, Institute for Sustainability Planning & Government
- Steve Lipski, Jersey City EDA*
- Sandy Zeglarski, NJ EDA*

Incentives Subcommittee

Mission

Develop incentives that will encourage, motivate, and reward participants for participation in the Sustainable Business Initiative (SBI).

Incentives Strategy/ Approach

- Listing certified businesses on a NJ green business website
- PSAs to promote NJ Certified businesses
- Sticker or poster for display in business window or company letterhead/receipts
- Highlight green certified companies on the state procurement/approved vender contract list (Treasury and DCA)
- Promote through Chambers of Commerce, BIA, etc
- Consider different size and types of businesses and how incentives apply to them.
- Add new committee members!

Note: Coordinate with Recognition Committee

Incentives Goals

State Agency

- Priority review of permit applications for certified businesses
- Extra points on EDA loan applications, LWD or DEP grant applications
- Fewer reporting requirements (related to categories of certification)
- Inspections - Certified firms (third party verified programs) may have fewer inspections related to categories of certification
- Add SBI certification to state contract qualifications.
- Investigate incentives by other state agencies.

Municipal Level

- Recognition at the local level: Sustainable Jersey points for Green Business Recognition Program
- Add green certification to criteria for municipal contracts

Recognition

Subcommittee Members

9/29/11 Meeting:

- Athena Sarafides, NJDEP
- Joanne Gere, BioScience Collaborative
- Peter Crowley, Princeton Regional Chamber of Commerce
- Andrew Rosen, Commercial Cleaning Corp
- Althea Yancy, AT&T

Recognition

Subcommittee Mission

NEED TO DEMONSTRATE THE ADVANTAGE
to participating in the program created,
especially over other companies that do not
participate.

Companies have to want to participate!!!!

Recognition

Subcommittee Goals

- To identify strategies to promote the Sustainable Business Initiative and to recognize the businesses participating.

Recognition Strategy/ Approach

- **Awards Program General** - The actual award is not what is important. What is important is the **opportunity to say something in front of an audience** – this is more valuable than the actual award.
- **Use example of Governor's Environmental Excellence Awards - Healthy & Sustainable Communities**
Investigate the following:
Survey award winners? Ask the following:
 1. What was their motivation in applying for the award?
 2. Did they perceive any benefit to winning the award?
- **Visibility** – Create opportunities for companies to get in front of business groups.
 - Chambers, NJBIA, Rotaries
 - Road shows for companies to tell their story
 - Develop profiles / case studies to place in key magazines
- **Branding** – Create a Logo for the Program
 - Needs to be a logo of distinction!
 - Can be used on participants web page
 - Perception - State logo associated with program would be trusted

SBI General Issues Moving Forward:

- Structure for management of SBI needs to be flushed out.
- What is the timeframe?
- Does certification criteria come before incentives?
- Interaction of all committees (incentives, education, certification, recognition).



**New Jersey Department of
Environmental Protection
Economic Growth and Green Energy**

(609) 292-8601

www.nj.gov/dep

www.nj.gov/dep/egge

Michele.Siekerka@dep.state.nj.us