

DRAFT
Creating Sustainable Businesses in New Jersey
June 19, 2012, 1:30 – 4:00 pm
NJDEP Headquarters, 401 E. State St., Trenton, NJ
Public Hearing Room – 1st Floor

Goals for this Initiative:

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

1:30 PM Networking

2:00 PM Welcome and Introductions
Bob Marshall, Assistant Commissioner
DEP Sustainability and Green Energy

2:15 PM Green Building Update
Jen Souder, Project Manager for NJ Green Building Manual
Rutgers Center for Green Building

2:30 PM Sub-Committee Reports and Discussion

Education Sub-Committee – Jaime Ewalt

- Are you aware of effective tools for education and sustainability accounting?
- What are the most meaningful delivery mechanism for information?

Incentives Sub-Committee – Jerri Weigand

- Which incentive is most valuable?
- What are we missing within the existing categories that would incent businesses to participate?

Certification Sub-Committee – Ky Asral

- Is certification meaningful?
- How are your sustainability efforts being measured?

4:00 PM Adjourn

NEXT MEETING: Friday, SEPTEMBER 14, 2012
1:00 to 3:30 PM at DEP Headquarters