

“Creating Sustainable Businesses in NJ”



Assistant Commissioner
Bob Marshall

NJDEP
Office of Sustainability &
Green Energy

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www.nj.gov/dep/sage

Goals for this Initiative:

- Promote sustainability planning and practices among NJ 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).

Welcome

- Welcome to all participants, including those joining us on the webinar.
- Today's meeting is being recorded.
- All attendees on the webinar are muted.

Welcome

● **Today's Agenda**

NJ Sustainable Business Registry

- **Background**
- **Draft NJ Sustainable Business Registry**
- **Partnership with the NJ Small Business Development Centers - EPA Grant**
- **Discussion / Comments**

Welcome

- Please make sure to use microphone
- Please speak one at a time.
- Please introduce yourself – state your name and affiliation

The Following Individuals are Joining us Today:

In Person:

- Bob Marshall, Asst Commissioner, Sustainability & Green Energy, NJDEP
- Ky Asral, Environmental Engineer, Sustainability & Green Energy, NJDEP
- Colleen Kokas, Manager, Sustainability & Green Energy, NJDEP
- Athena Sarafides, Research Scientist, Sustainability & Green Energy, NJDEP
- Dave Buchanan, Colgate-Palmolive Company
- Mike Egenton, Senior VP, NJ State Chamber of Commerce
- Allan Fliss, Executive Director, NJ Green Association
- Joanne Gere, Founder, BioScience Collaborative
- Ed Kurocka, NJ Small Business Development Centers

The Following Individuals are Joining us Today:

In Person:

- Joel Harmon, Exec Director, Fairleigh Dickinson, Institute for Sustainable Enterprise
- Katherine Kish, President, Einstein's Alley
- Darryn Lacy, Solar Advisor, Geoscape Solar
- Heather McCall, NJ Dept of Community Affairs
- Pam Mount, Chair, Terhune Orchards
- Ray Perry, New Jersey Energy Consulting
- Matt Polsky, Fellow, Fairleigh Dickinson, Institute for Sustainable Enterprise
- Janet Smolenski, NJDEP Office of Compliance & Enforcement

The Following Individuals are Joining us Today:

Via Webinar:

- **Karen Brown-Stovell**, Exec Dir, Forward Ever Sustainable Business Alliance
- **Ernest Hofer**, General Manager, Lake Mohawk Country Club
- **Mike Kaufman**, President, Cox Printers
- **Ann Lee-Jeffs**, Johnson & Johnson
- **Mitch Morrison**, Economic Green Solutions
- **Ed Seliga**, Vice President, Advanced Solar Products
- **Claire Sommer**, Kayak Media
- **Jennifer Souder**, Consulting Research Mgr, Rutgers Center for Green Bldg
- **Michael Thulen**, Govt Rep, Economic Development & Energy Policy, NJBPU
- **Jeana Wirtenberg**, President, Transitioning to Green
- **Sandy Zeglarski**, NJ Economic Development Authority

NJ Sustainable Business Registry

- Background
 - Why a change in strategy?
 - Maryland Green Registry



Ky Asral
NJDEP SAGE

Draft NJ Sustainable Business Registry

- Categories:
 - Management and Leadership
 - Waste
 - Energy
 - Transportation
 - Water
 - Green Building

Draft NJ Sustainable Business Registry

- Categories:
 - Environmental Restoration
 - Community
 - Emergency Preparedness
 - Industry-Specific
 - Other

NJ Sustainable Business Registry

Why Join??

Membership Benefits:

- Free Marketing
- Free information and technical assistance
- Webinars
- Recognition

NJ Sustainable Business Registry Application

- Requirements:
- 1. Be located in NJ
- 2. Share info. on FIVE activities
- 3. Provide at least one measurable result for activity adopted
- 4. Provide cost savings for one activity adopted
- Re-register once every two years and add one additional activity and one measurable result

NJ Sustainable Business Registry

Partnership Activities with NJSBDC

- EPA Grant Funding



Ed Kurocka,
NJSBDC

Draft NJ Sustainable Business Registry Application

- Discussion / Comments



Athena Sarafides
NJDEP SAGE

Thank You!!!

Next Meeting:

Tuesday, September 10 2013

1:00 Networking

1:30 – 3:30 pm Meeting

DEP Headquarters