



Economic Growth and Green Energy

EGGE exists to provide proactive outreach, foster innovation and deliver resources which enable stakeholders to balance environmental stewardship, economic growth and social equity in order to grow New Jersey's economy in a sustainable manner.

www.nj.gov/dep/egge/



EGGE has identified five major objectives to accomplish its mission

- Support the continued development of Green Energy/Clean Industry
- Provide Resources on Sustainability
- Site Responsible and Sustainable Economic Growth
- Promote State Government Sustainability
- Foster Innovation

DEP Office of Economic Growth and Green Energy
www.nj.gov/dep/egge/

Why are we here today?

Idea: Create a NJ Sustainable Business Program

- 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 NJ business community on SROI (sustainable return on investment).



Meeting Objectives

- Discuss sustainable business practices
- Determine a program concept (if needed)
- Garner support and participation
- Identify key partners to engage
- Prioritize major areas of focus



Issues to Consider in the Development of a Program

- Is there a need for this type of program?
- Universe – Who is eligible?
 - Small to Large Businesses
- Costs – How do we pay for this program?
- Verification – Is this the way to go?
- Metrics – How do we measure outcomes?
- Other Programs – Can we adopt existing programs?



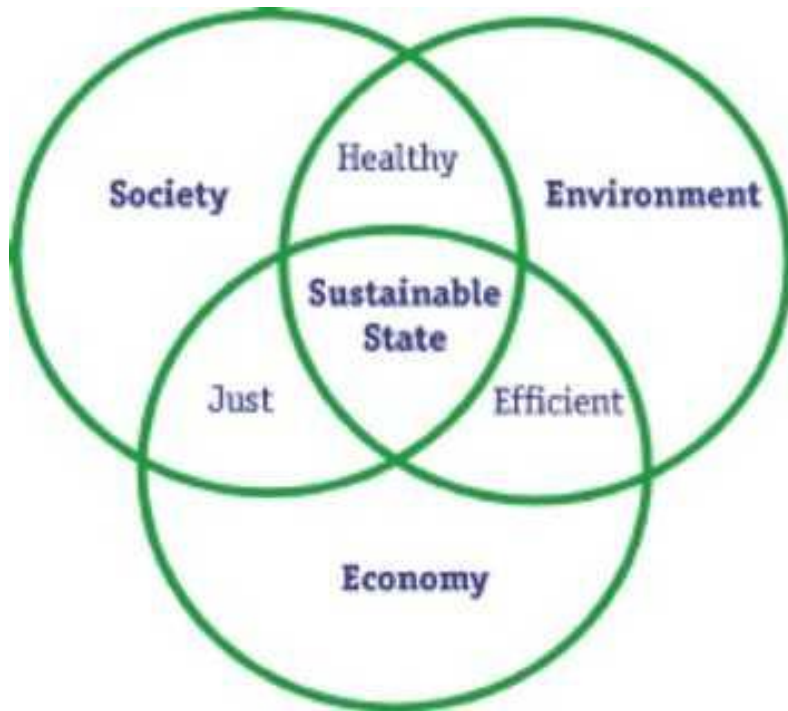
....and most important...

Why would Businesses Participate?

- What types of State incentives are needed to motivate business participation?
- Are there other incentives that would motivate a business to participate?
- Is feeling good enough????



Sustainability



Sustainability – the balance of environmental stewardship, economic growth and social equity.

- Sustainable State
- Sustainable Government – SAGE
- Sustainable Jersey™
- Sustainable Businesses

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Sustainable State

Actions the State is taking to lead:

- Sustainable State Initiative
- SAGE – DEP's Green Team
- DEP Headquarters:
 - In 2009 – Energy Star Rating of 59 (goal is 75)
 - Currently installing a new reflective roof
 - Plans to install solar panels and upgrade HVAC
 - Use of Green Cleaning Products
 - Reuse Procedures for Office Supplies
 - Water Coolers w/ Filters
 - E – Permitting



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Sustainability & The Triple Bottom Line Economy

- Efficient production process = lower costs & increased profits
- Gain Competitive Advantage:
 - Enhance your corporate image
 - Increase your market share
 - Improve access to loans/grants
 - Expand your company's trade options
 - Satisfy investors' criteria
 - Comply with supply chain mandates
- Improve your ability to attract qualified job candidates
- Lower liability insurance and legal costs





Sustainability & The Triple Bottom Line - Environment

- ❑ Reduce waste
- ❑ Save energy } Remember, waste is lost profit!
- ❑ Save water
- ❑ Reduce your carbon footprint
- ❑ Expedite attainment of permits and approvals
- ❑ You control process changes, not a regulatory agency



Sustainability & The Triple Bottom Line - Society

- ❑ Improvements in worker safety and health = increased productivity
- ❑ Retain valued employees
- ❑ Corporate Social Responsibility
 - It's the **RIGHT THING TO DO!**

Sustainable Jersey™

SUSTAINABLE JERSEY™ is a certification program for municipalities in New Jersey that want to go green, save money, and take steps to sustain their quality of life over the long term.

Is an initiative of the following organizations:

- New Jersey State League of Municipalities' Mayors' Committee for a Green Future
- Municipal Land Use Center at the College of NJ
- NJ Department of Environmental Protection
- NJ Board of Public Utilities
- A coalition of NJ non-profits, state agencies, and experts in the field.



www.sustainablejersey.com/



Sustainable Jersey™

- Sustainable Communities Work Group created rigorous and broadly accepted standards and actions
 - 117 actions under 16 categories created
- 67 Certified, 326 Registered Municipalities as of 2/15/11
- Dozens of Workshops and Seminars
- Walmart Funded Grant Projects
- Numerous Leveraged State Grant Programs

www.sustainablejersey.com/

Environmental Stewardship Program

- Recognition program for DEP regulated sites that engage in environmentally beneficial activities that “go beyond” the minimum regulatory requirements.
- 21 Stewardship Categories recognized, Environmental Policy, Water Use Reduction, Renewable Energy Use, Green Building Projects, Environmental Enhancement Projects etc.
- No application process – Information verified by C&E inspectors during routine compliance inspections.
- Initiated in 2008 - currently over 500 participants



www.nj.gov/dep/enforcement/stewardship/



Stewardship: Program Development Process

1. Defined basic program goals/concept
2. Involved Stakeholders in development process, including business & industry, higher education, government agencies, environmental groups, etc
3. Identified limitations i.e. only regulated sites
4. Checklist development with input from staff workgroup
5. Development of web site and informational materials
6. Pilot program “test” period
7. Training of all staff - Program implemented
8. Ongoing revisions/improvements

www.nj.gov/dep/enforcement/stewardship/

Time to share

- Rules of engagement
- Self Introductions
 - Name
 - Affiliation
 - Best “green business” practice
 - In 20 words or less



Issues for discussion

- What sustainable business programs are you engaging in and what is their SROI?
- Do we create a program or leverage existing ones? What are the existing programs and what do they offer?
- Should we target specific business sectors, e.g. hotel / hospitality?
- What would motivate businesses to participate? What types of incentives?
- Who are the needed partners for success?
- What areas should we focus on?



Next Steps

- Survey
- Engage identified leaders and partners
- Set up a list serve
- Schedule follow up
- Other?????

