

Recognition Committee

The goal of this committee is to develop incentives for certified businesses that will encourage, motivate, and reward businesses for participating in the Sustainable Business Initiative (SBI).

The Incentives Committee has defined an incentive as a technical, financial or time-saving advantage for firms that participate in the SBI. Incentives are external to the business, for example expedited permit review or inclusion on a DEP website as opposed to healthier workplace or greater employee satisfaction or lower utility bills which are advantages achieved internal to the business. Incentives are often limited by the ability of state agencies and restrictions of state law.

The Incentives Committee will consider different sizes and types of businesses and what types of incentives will reward them. Likewise, it is important to have different types of business interests represented on the Incentives Committee.

The Incentives Committee identified four areas of incentives to explore and expand at its February 2012 meeting. These four areas represent the first wave of incentives that can hopefully be developed relatively quickly and be in place for the SBI program roll-out in December 2012.

The four areas of incentives the committee will begin to develop are:

1. Recognition and Creating Visibility

- Create a logo for SBI for use on poster to be displayed in an SBI certified business window or letterhead.
- Local recognition. Articles in local newspapers, Mayors' recognition and photo. Create standard press release for use by each business at certification.

2. Awards Programs

- Expand Governor's Environmental Excellence Award. A "Business" award will be added to the Healthy and Sustainable Communities Category.
- Facilitate the creation of Local Awards Programs. Explore the possibility of adding sustainability to local awards programs through local chambers. For example, Princeton Chamber is currently working on a sustainability initiative. These awards could be tied to SBI certification in the future.

3. Publicizing Financial Incentives

- Cross post incentives on DEP, EDA and BPU websites. All incentives, including financial, will be categorized for small (<10 employees), med (10-100 employees), and large (>100 employees) businesses. Eventually we may be able to link this to certification where a certified business gets points on applications for loans and grants.

4. Explore Technical Assistance

- SBI can help certified businesses move up in the certification tiers and provide tech assistance on sustainability through NJDEP, NJ colleges and universities, and NJ business partners.
- Note: Help for non-cert. businesses is Education.