

New Jersey Sustainable Business Initiative
February 25, 2011
10:00 am
NJDEP Public Hearing Room

Goals for this Project:

- 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).

Agenda

- 10:00am Welcome - Michele Siekerka, Assistant Commissioner, DEP EGGE
- Objective of this meeting
 - Issues to consider
 - Sustainability and the opportunities it affords
 - Sustainable Jersey
 - Stewardship Program
 - SROI
- 10:30am Discussion
- Self Introductions: Name and Affiliation
 - What sustainable business programs are you engaging in and what is the SROI?
 - Do we need to create a program or can we leverage others that exist already? 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? Types of Incentives?
 - Who are the needed partners for success?
 - What areas should we focus on?
- 11:45am Next Steps
- 12:00pm Adjourn