

Creating Sustainable Businesses in New Jersey

Tuesday, February 4, 2014, 1:00– 3:30 pm

NJDEP Headquarters, 401 E. State St., Trenton, NJ

Public Hearing Room – 1st Floor

The Sustainable Business Initiative (SBI) was created three years ago to raise awareness, educate and motivate companies to pursue sustainability as a competitive business strategy. The SBI's February 4th meeting will focus on what some NJ businesses are doing to become sustainable.

Jeana Wirtenberg, author of *Building a Culture for Sustainability - People, Planet, and Profits in a New Green Economy*, will summarize never-before-published stories and lessons learned from nine successful global companies that have headquarters or major operations in NJ. In addition, Robert Coleman, Senior Manager of the Office of Sustainable Development, from Church & Dwight and Barry Dambach, Sr. Director of Sustainability and EHS, from Alcatel-Lucent will share their best practices.

To learn more about Jeana's book please visit the publisher's link at: <http://www.abc-clio.com/product.aspx?isbn=9781440803765>

List of companies featured include:

- Alcoa (Alcoa Howmet is in Dover, NJ)
- Alcatel-Lucent (NA headquarters in Murray Hill, NJ)
- BASF (NA headquarters in Florham Park, NJ)
- Bureau Veritas (in Princeton, NJ)
- Church & Dwight (Headquarters in Princeton, NJ)
- Ingersoll Rand (Was in Piscataway, moved to North Carolina; Trane's headquarters is in Piscataway)
- Pfizer (headquarters in NYC; facilities in NJ)
- Sanofi (NA headquarters in Bridgewater, NJ)
- Wyndham Worldwide (headquarters in Parsippany, NJ)

Please email Athena Sarafides to register for the meeting by email at athena.sarafides@dep.state.nj.us

NJ Sustainable Business Initiative

http://www.nj.gov/dep/sage/sustain_bus.html