

## What is the SBI?

The SBI is an initiative of the NJ Department of Environmental Protection's Bureau of Energy and Sustainability. The program's vision is to raise awareness, educate and motivate companies to pursue sustainability as a competitive business strategy and a shared community responsibility, and account for its performance in terms of the triple bottom line.

Representatives from State government, business and non-profit sectors are working together to frame the SBI. For more information about each meeting go to: [SBI Stakeholder Meetings](#)

This Sustainable Business Initiative has **two primary goals**:

1. To promote sustainability planning and practices among New Jersey businesses to enhance economic success, environmental protection, and an improved quality of life.
2. To identify and share resources to educate and encourage the NJ business community on the sustainable return on investment (SROI). SROI determines the full value of a project by assigning monetary values to all costs and benefits – economic, social and environmental.

## Target Audience

Small to medium businesses are the target audience. Small businesses make up 90% of all businesses in NJ. They are diverse in their needs and the SBI recognizes the limited resources they have. Defined as 100 employees or less; small businesses in NJ include "Mom & Pop" shops, retail stores and services ranging in products from manufacturing to boutiques.

## Business Survey

In the spring of 2011, a survey to evaluate the interest and needs of the business community was developed and distributed. The [survey results](#) indicated that there was a need for employee education and an interest in certification and recognition programs to help foster sustainability efforts.



The [NJ Sustainable Business Registry](#) was created in 2014 to implement and support the SBI goals. With technical assistance from the NJDEP, the [NJ Small Business Development Centers](#) applied for and was awarded a grant from the U.S. Environmental Protection Agency to fund the Registry and to develop sustainability consulting services. The Registry provides resources to small and mid-sized business interested in becoming sustainable.

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## What SBI can do for your Business?

1. Provide resources to help your business become sustainable.
2. Provide networking opportunities where you can learn about sustainability from businesses that have adopted sustainability best practices.

In April 2012, the NJPRO Foundation published a report entitled [Sustainability for Business: Innovation, Cost Savings and Opportunities](#).

The report makes the business case for sustainability by identifying the following advantages:

- Cost Savings
- Competitive Advantage and Improved Company Image
- Risk Mitigation
- Innovation
- Attraction & Retention of Good Employees
- Access to Capital



These benefits and more are noted in additional reports that make the business case for sustainability.

### ***Sustainability: The 'Embracers' Seize Advantage***

By MIT Sloan Management Review, Research Report, Winter 2011.

<http://sloanreview.mit.edu/feature/sustainability-advantage/>

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## What does SBI do for NJ?

- Supports the [2015 Energy Master Plan Update](#)

As noted in the 2011 Draft Energy Master Plan, “the best way to lower individual energy bills and collective energy rates is to use less energy.” One of the first things businesses can do to become sustainable is to reduce their energy use. Reducing energy costs through conservation and energy efficiency lessens the cost of doing business and enhances economic development – both leading to sustainability.

New Jersey currently offers small commercial businesses financial incentives for the installation of energy efficiency measures through the [Direct Install program](#). This program and its goal to reduce energy compliments sustainability best practices aimed at conserving resources, becoming cost competitive and reducing risk.