

ANJEC Environmental Congress

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“Green is Good for Business”

Alternative Titles

- Why should Environmental Commissions Care?
- What's beginning to happen in a few NJ municipalities
- Where might this area go?
- What is the role of the EC?

Order

- Me: Introduction, ISE
- Morristown: Two Speakers
- Summit: Three Speakers
- Q&A
- Me again (maybe):
 - What are other NJ municipalities beginning to do?
 - Where might this area go?
 - More reasons for business to go green
 - Role of environmental commission?
 - Personal request

New Conventional Wisdom in Business Circles for “Greening”: Enlightened Self-Interest

- Save money
- Minimize liability
- Image
- Avoid possible new regulatory requirements
- Potential new markets
- New ones emerging?

Sustainable Jersey has 3 relevant categories in Local Economies area

- Buy Local 10-20 points
- Green Business Recognition Program 10 Points
- Green Jobs & Economic Development 10 Points

FDU's Institute for Sustainable Enterprise

- Morristown
- Woodbridge Green Technology Park
- Sustainable Business Incubator (only incubator with a TBL orientation)
- Graduate Certificate Program
- Conferences & Breakfast Lectures
- Corporate Partners Program
- Staff on Conference, Task Force, & Speaker Circuit
- Support FDU Campus & Student Sustainability Activities
- Think Tank?

What NJ municipalities are Doing I

- Morristown (You heard)
- Summit (You heard)
- Woodbridge: Green Technology Park, 3-tier green business certification, green business seminars, Directory of businesses has green section, Challenge for business, Buy Local. ("The EC is a vital part of everything we do")
- Montclair: only fair trade certification, Buy Local, "Green Seal" certification program
- Highland Park: Resources for businesses on various aspects of greening
- Newark: Past conference on green jobs and one on green economic development (on Thursday), green jobs training
- Trenton: Green jobs training, BOOST developing sustainable business network, and holds sustainability seminars at local businesses
- Meadowlands Commission: Conference & trade show on Sustainable Business & Technology, Challenge for business & share ideas, Green Living Seminars have business speakers and held in business locations

What NJ municipalities are Doing II

- Cranford: EC relationship with 2 business trade associations, EC help with golf course certification
- Springfield: Green Business Certification
- Lawrence: Expo on green building products, & planning green business fair, green business award program
- Cherry Hill: Green Business Task Force
- West Milford: Buy Local
- Hopewell Township: 3 businesses mentioned on town website for green actions
- Counties: Union, Middlesex, Somerset
- North Jersey RC&D River-friendly Farm Certification
- Stony Brook-Millstone Watershed Association River-friendly Business Certification

Speculating about the Future of this Area

- Sustainable Jersey II: remove barriers to home-based businesses, incentives to attract green businesses, clarify Buy Local, delegate Green Jobs area to counties
- See more directories; resources on financing, audits, how to's; will learn more about how local green business certifications are working—and going DEEPER
- Healthy competition between municipalities about who is better on green business
- Gain & Use Reputation as a Hub of Green Business to attract shoppers
- Local linkage to emerging areas for why businesses should go green: influence public policy in a pro-environmental direction, drop membership in anti-environmental trade associations, show **EVEN AS A BUSINESSPERSON, I AM VERY CONCERNED ABOUT THE STATE OF THE PLANET**, take pro-environmental actions with a fuzzy bottom-line pay-off
- “A Passion for Sustainability” video
- CarrotMobs

What do you see as the future of this area?

- What is the Role of the Environmental Commission?

Personal Request

- Someone to “take over” tracking and encouraging this area
- Either personally or professionally

Resources

- FDU Institute for Sustainable Enterprise
<http://view.fdu.edu/default.aspx?id=2354>
- Morristown Stepahead
www.morristown.org/index.php/step-ahead-week 6 Videos
- Sustainable Jersey
<http://sustainablejersey.com/action.php?page=act8tb&actid=4>