



# 2018 NEW JERSEY SUSTAINABILITY SUMMIT



## Welcome to Makin' Green by Goin' Green!

Presenter: Joe Grillo, Sustainable Jersey  
Development Director

Our 2018 Sustainability Sessions were made possible in part with the support of the following sponsors:



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WiFi network: [Welcome-to-TCNJ](#) | launch browser & follow prompts



# Session Presenters

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Moderator: **Helaine Barr**, AICP  
New Jersey Department of Environmental Protection  
Bureau of Energy & Sustainability

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**Denise Venuti Free**, Director of Communications  
NJ American Water (Voorhees/Camden)

**Barry Zhang**, Vice President  
Princetel, Inc. (Hamilton)

**Robert (Bob) Prout**, Director  
Prout Funeral Home (Verona)

**Christine Symington**, Sustainable Princeton &  
**Kathy Klockenbrink**, Business Owner, Jammin' Crepes

**Gray Russell**, Sustainability Officer, Montclair Township &  
**Lisa Johnson**, Business Owner, Culture Couture



# NJDEP & Sustainable Business

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The NJ Department of Environmental Protection is ideally positioned to encourage and promote sustainable practices and behaviors in the business community.





# NJDEP Business Programs



## Educational & Networking

- [Sustainability Speaker Series \(S3\)](#)
- [NJ Wastewise Business Network](#)
- [Small Business Assistance Program](#)
- [Sustainability Case Studies, Guidance Documents & Infographics](#)

## Awards & Recognition

- [NJDEP Recycling Awards](#)
- [Governor's Environmental Excellence Awards](#)
- [NJ Sustainable Business Registry](#)

**September 17<sup>th</sup> at Princeton University  
Sustainable Restaurant Workshop**



Wastewise Meeting



Recycling Award Winners



# What is a “Green Business”?

## Green Businesses

Adopt principles, policies, programs, products, and practices built around environmental and social considerations, which often lead to better financial performance



## Goal of Sustainable Business

To create strategies that preserve the long-term viability of the People, Planet & Profit

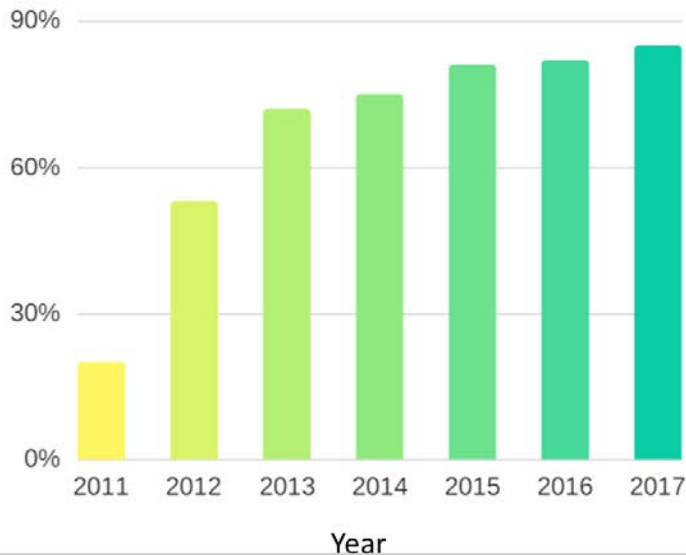




# Sustainability is for all types and sizes of Businesses

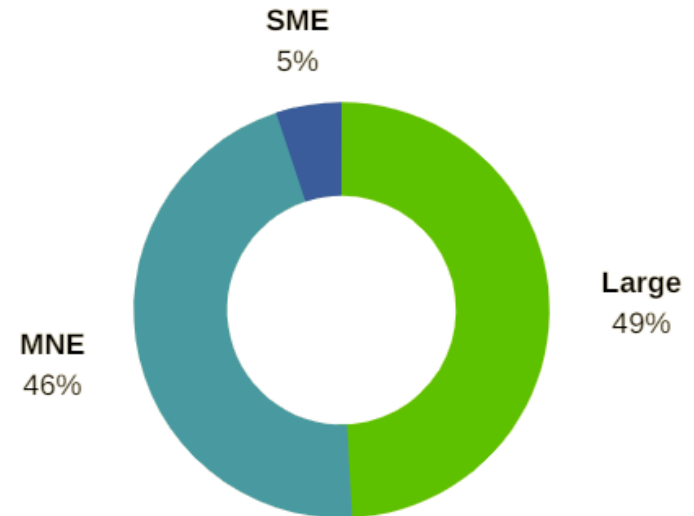


- 85% of S&P 500 Companies reported on Sustainability in 2017
- Sustainability Reporting is becoming the norm for large, multinational corporations
- Sectors with the highest reporting presence are Energy and Energy Utilities, Food and Drink and Financial Services
- 51% of Small Businesses are interested in Expanding Sustainability



Percent of S&P 500 Companies Reporting on Sustainability

Source: Governance & Accountability Institute



Size of the U.S. companies that published a sustainability report for the 2015-2016 reporting period

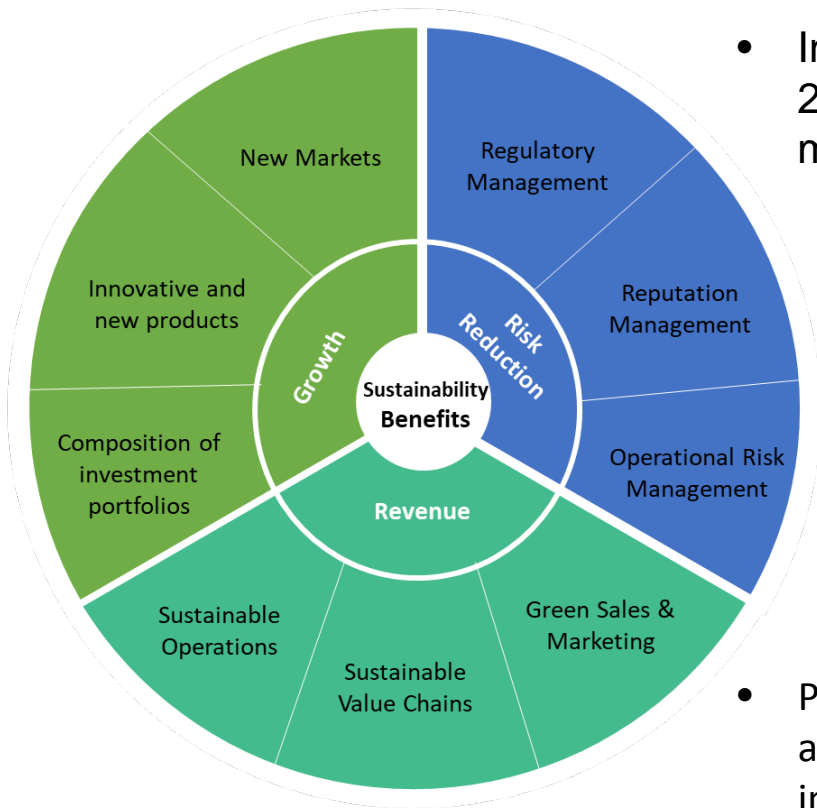
Source: Center for Sustainability and Excellence (2017)



# Companies are finding value in sustainability



- Companies with high Environmental, Social and Governance Ratings outperform the market in the medium (3-5 years) and long (5 -10 years) term!



- In 2016 sustainable investments constituted 26% of assets that were professionally managed – worth \$22.89 trillion in total!
- 55% of US consumers are willing to pay more for products from socially responsible companies
- 72% of Millennials are willing to pay more for products and services from companies committed to positive environmental and social change
- Products that promote sustainability through marketing and packaging claims have an average annual sales increase of 5%, compared to conventional products

Sources:  
•Sheila Bonini and Stephan Görner, "The business of sustainability: McKinsey Global Survey results," Oct 2011, mckinsey.com  
•Bernow, Sara, Klempher, Bryce and Magnin, Clarisee, "From 'why' to 'why hot': Sustainable investing as the new normal, Oct 2017, mckinsey.com  
•Hozik, Michael, "Making the Green by Going Green: Increased Demand for Green Products and the FTC's Role in a Greener Future" Feb 2016 Georgetown Environmental Law Review



# NJ Sustainable Business Registry



## Online Directory for Sustainable Businesses in NJ

**New Jersey Sustainable Business Registry**  
Save Money, Share Your Success, and Inspire Others

HOME ABOUT JOIN HERE REGISTERED BUSINESSES BUSINESS MAP RESOURCES RESULTS AWARDS LOG IN REGISTER

### River Horse Brewing Company

**Business Information**

Name of Organization: River Horse Brewing Company  
Business Logo:

Organization Type: Brewery  
Business Description: River Horse Brewing Company is one of the largest craft breweries in New Jersey, focusing on great beer with fresh and natural ingredients. The brewery offers weekend tours and tastings, meanwhile gives back to the local community through beer and merchandise donations, and by hosting charity events.  
Contact Person: Andrea Whaley  
Title: Office Manager  
Business Location: River Horse Brewing Company, 2 Graphics Drive, 08628 Ewing, NJ, United States  
Phone: 609-889-0890  
Email: info@riverhorse.com  
Number of Employees: 20  
Website: www.riverhorse.com  
Membership Date: Thursday, September 15, 2016

**Management and Leadership**

**Identify Sustainability Leader**  
Description of Action: Chris Fallon is the lead of sustainability at River Horse. On a daily basis, Chris oversees efficiency and sustainability practices at the brewery.

**Waste**

**Waste Recycling**  
Description of Action: Glass and cardboard recycling dumpster.

**Energy**

**Renewable Energy**  
Description of Action: 8000 sq. ft. of solar panels on brewery roof.  
Upload Document (PDF Only): River Horse Brewery Solar Panels.pdf

**Water**

**Water Conservation**  
Description of Action: During the brewing process, cold water is used to cool boiled, unfermented beer from 212 F to 70 F. This cool water is heated during the process and collected in our hot water tank for use in the next brew.  
Gallons Saved: 800,000

**Learn More About Sustainability**

- Tips & Resources
- Calculations
- News & Events
- Registered Businesses
- Full Results
- No Cost Consulting
- Contact NJSBR
- Webinars

**Register Your Business**

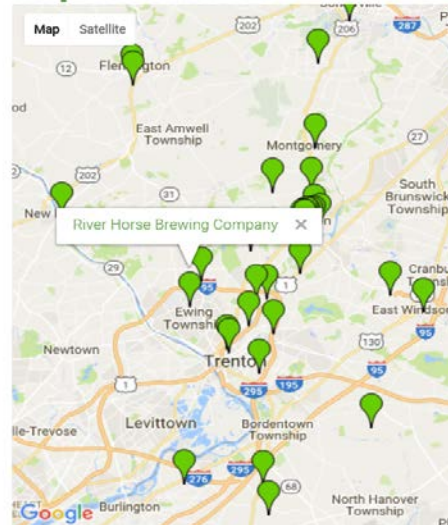
Whether you're just getting started in greening your facility or are looking to push your environmental program to the next level or beyond towards the leadership level, join the New Jersey Sustainable Business Registry to demonstrate your commitment to a strong, proactive approach to environmental management.

REGISTER



registry.njsbdc.com

### Map of Businesses



Businesses on the registry have met the qualifications for membership and maintain renewal on an bi-annual basis.

### Membership Requirements:

- Share information about Five Sustainable Actions/Practices your business has adopted
- Identify One Cost Savings from a Practice
- Identify One Measurable Environmental Benefit from a Practice







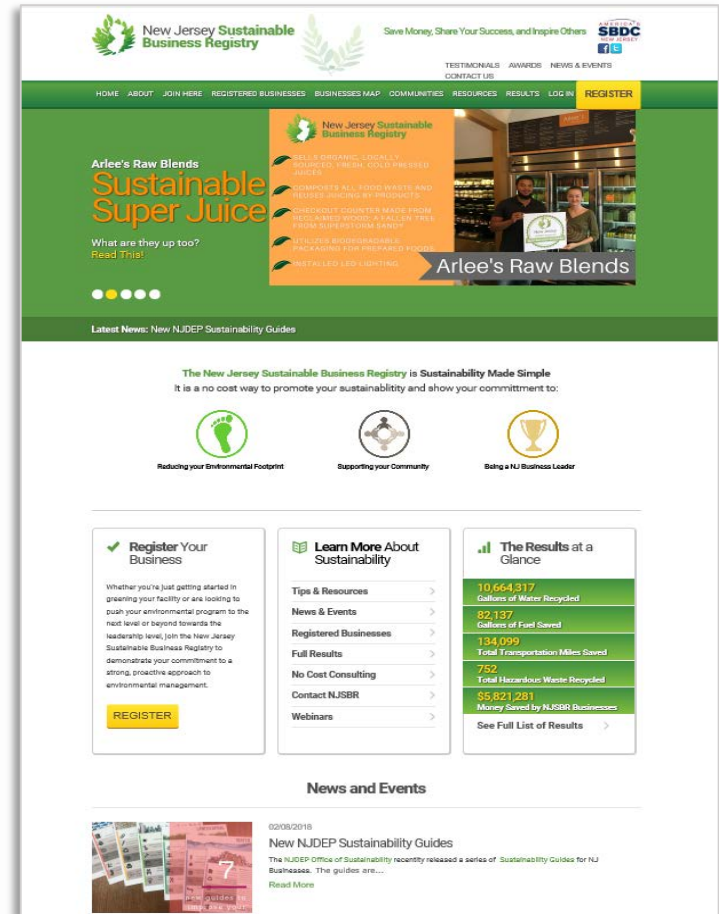
# Goals of the NJ Sustainable Business Registry



**1** Recognize and Promote NJ Sustainable Businesses

**2** Encourage all NJ businesses to adopt green practices

**3** Increase Transparency for NJ Consumers





# SJ Green Business Recognition Action



## Incentivizes Integration with the NJ Sustainable Business Registry

Provides more points to communities adopting the NJ Sustainable Business Registry as the criteria for Recognition

### Why the Registry?

- Increased transparency
- Captures Metrics
- Provides baseline for comparison across towns
- Allows towns to focus on recruiting businesses, marketing and recognition events

## Requirements

10 Points	Develop municipal criteria for participation and a marketing strategy to recognize local business participants. Program may be general, or sector specific. Promote program and have 2 businesses successfully participate.
20 Points	Adopt the New Jersey Sustainable Business Registry Program as the municipal criteria. Promote, assist and market to participating businesses – have 3 businesses successfully join the Registry.



# Community Pages



Developed in collaboration with Sustainable Jersey to enhance connection with local sustainability and economic advocates and serve as an incentive for business participation



## Communities



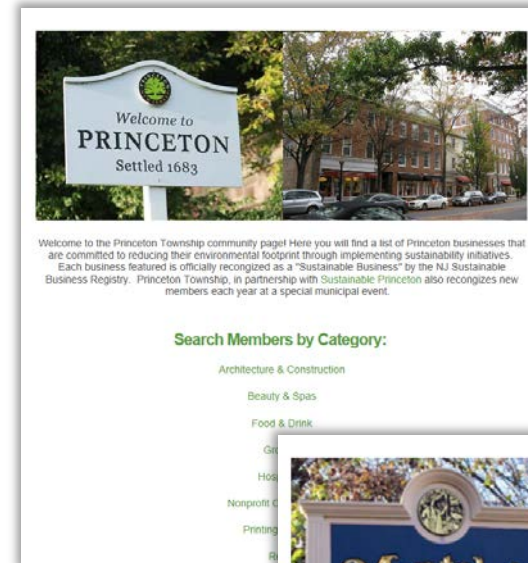
**Fostering sustainable communities, one business at a time.**

Community pages are your gateway into the green businesses and organizations in your neighborhood. All featured communities are certified Sustainable Jersey municipalities, who are working with their local business community to implement and promote sustainable business practices.

**Learn more about what's happening in your community:**

### Learn More About Sustainability

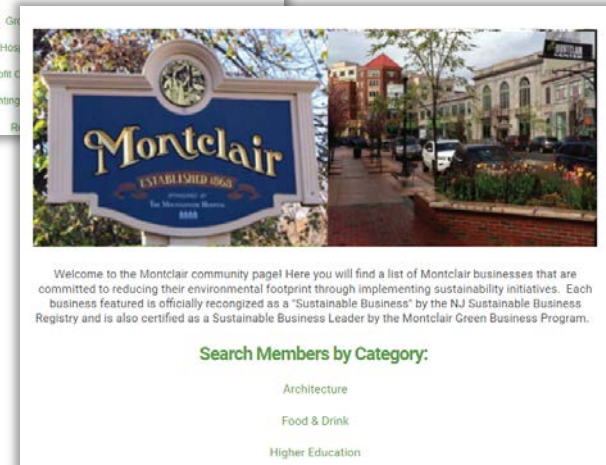
- Tips & Resources >
- Calculations >
- News & Events >
- Registered Businesses >
- Full Results >
- No Cost Consulting >
- Contact NJSBR >
- Webinars >



Welcome to the Princeton Township community page! Here you will find a list of Princeton businesses that are committed to reducing their environmental footprint through implementing sustainability initiatives. Each business featured is officially recognized as a "Sustainable Business" by the NJ Sustainable Business Registry. Princeton Township, in partnership with Sustainable Princeton also recognizes new members each year at a special municipal event.

#### Search Members by Category:

- Architecture & Construction
- Beauty & Spas
- Food & Drink
- Green
- Hospitality
- Nonprofit & Social Enterprise
- Printing & Imaging
- Real Estate



Welcome to the Montclair community page! Here you will find a list of Montclair businesses that are committed to reducing their environmental footprint through implementing sustainability initiatives. Each business featured is officially recognized as a "Sustainable Business" by the NJ Sustainable Business Registry and is also certified as a Sustainable Business Leader by the Montclair Green Business Program.

#### Search Members by Category:

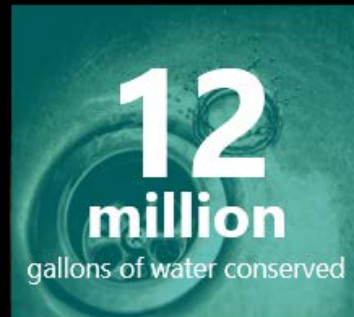
- Architecture
- Food & Drink
- Higher Education



# Green Metrics



## Our Members Make a Difference







# Thank You!

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Helaine Barr, AICP

New Jersey Department of Environmental Protection

Bureau of Energy & Sustainability

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[Helaine.Barr@dep.nj.gov](mailto:Helaine.Barr@dep.nj.gov)





2018 NEW JERSEY  
**SUSTAIN**ABILITY  
SUMMIT



# Water is a **Green** Business



NEW JERSEY  
AMERICAN WATER

WE KEEP LIFE FLOWING™



# New Jersey American Water

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- Subsidiary of American Water Works Co. Inc.
- Roots date back to early 1800s, Incorporated in 1915
- Largest regulated water and wastewater service provider in NJ
- More than 800 employees



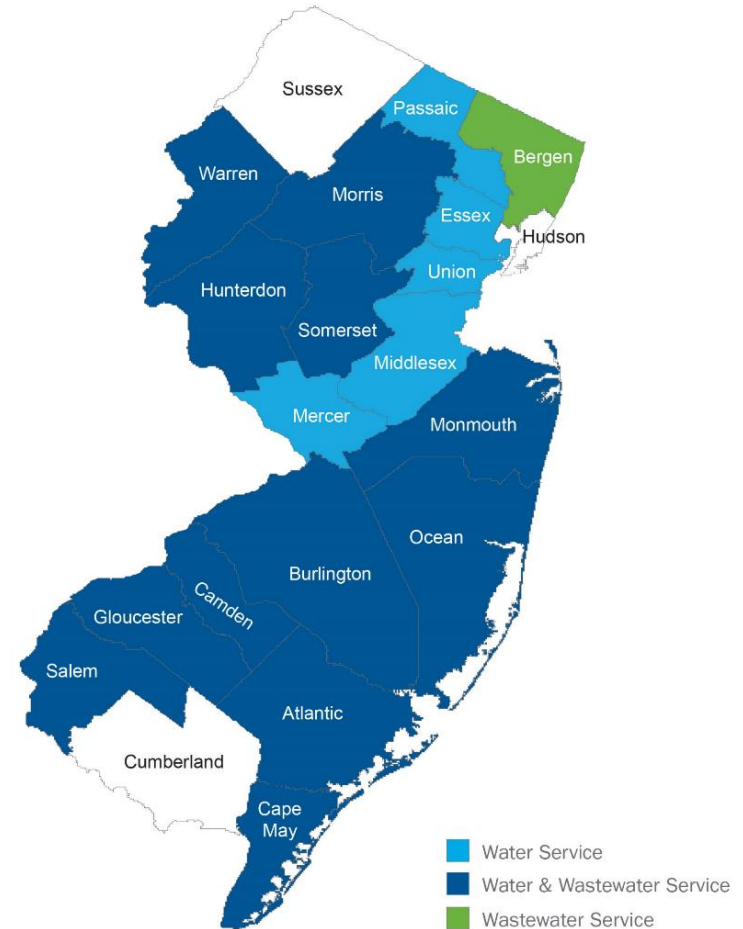


# Our Service Area



## WE SERVE

- Approx. **2.7 million people** in 191 communities (1 out of every 3 people)
- **631,000 water customers:**
  - 93% residential
  - 7% commercial and industrial
- **46,000 wastewater customers**





# Our Water Systems



We serve 191 communities in the following counties:

- Atlantic
- Burlington
- Camden
- Cape May
- Essex
- Gloucester
- Hunterdon
- Mercer
- Middlesex
- Monmouth
- Morris
- Ocean
- Passaic
- Salem
- Somerset
- Union
- Warren







# Our Infrastructure



## SOURCE OF SUPPLY

- 72% surface water
- 23% groundwater
- 5% purchased water

## TREATMENT FACILITIES

- 7 surface water plants
  - 5 Directors Awards from the EPA's Partnership for Safe Water
  - Combined capacity: 350 MGD
- **247 wells** (combined capacity: 110 MGD)
- **20 wastewater plants** (combined capacity: 7.2 MGD)



## TRANSMISSION & STORAGE

- 8,900 miles of water and sewer pipe
- 158 water storage tanks
- 121 water booster pumping stations
- 60 sewer lift stations





# Our Wastewater Systems



## BERGEN COUNTY

- Oakland Twp. – Ramapo River Reserve

## BURLINGTON COUNTY

- Mansfield Twp. (Mapleton) - Mansfield Farms; John Hydock Elementary School Northern Burlington School
- Homestead – County Walk

## CAMDEN COUNTY

- Haddonfield Borough

## CAPE MAY COUNTY

- Middle Twp. – Avalon Country Club
- Ocean City

## GLOUCESTER COUNTY

- Elk Twp.

## HUNTERDON COUNTY

- Bloomsbury Borough - Fawn Run
- Clinton Twp. - Brass Castle, Twin Oaks and Glen Meadows
- Tewksbury Twp. - Crossroads at Oldwick
- Union Twp. - Village Square and

Lookout Pointe

- Tewksbury Twp. (Pottersville) Brass Castle

## MONMOUTH COUNTY

- Howell Twp. (Adelphia)
- Upper Freehold Twp. – Four Seasons & Beacon Hill Clubhouse

## MORRIS COUNTY

- Chester Twp. – Four Seasons
- Jefferson Twp. – Jefferson Peaks
- Mount Olive Twp. – Country Oaks & Morris Chase

## OCEAN COUNTY

- Lakewood
- Plumsted Twp. – Jensen’s Deep Run

## SOMERSET COUNTY

- Hillsborough Twp. – Hillsborough Chase

## WARREN COUNTY

- Washington Twp. - Hawk Pointe



# NJ's Infrastructure Report Card



## DRINKING WATER

Much of New Jersey's drinking water infrastructure has now aged significantly and has not received adequate capital spending for a long time. The ability of these systems to provide adequate services is threatened by age, lack of reinvestment, and a short-term focus.

New Jersey will need to overhaul a lot of its existing drinking water infrastructure in the next two to three decades.

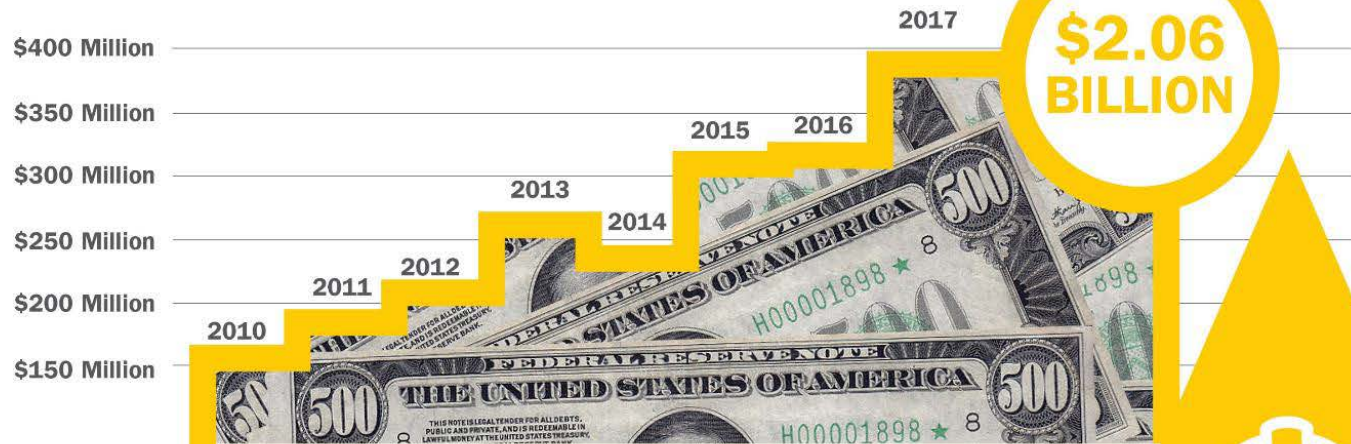
## WASTEWATER

National studies and anecdotal evidence indicate that New Jersey wastewater infrastructure has not received adequate capital spending for many years. While some improvements have been made, progress on improving wastewater infrastructure has been offset by new and continued problems. Much of New Jersey's existing wastewater infrastructure will need to be overhauled in the next two to three decades, along with billions of dollars for control of combined sewer overflows.



# We're Invested in New Jersey

## MAKING NEEDED CAPITAL INVESTMENTS ACROSS NEW JERSEY



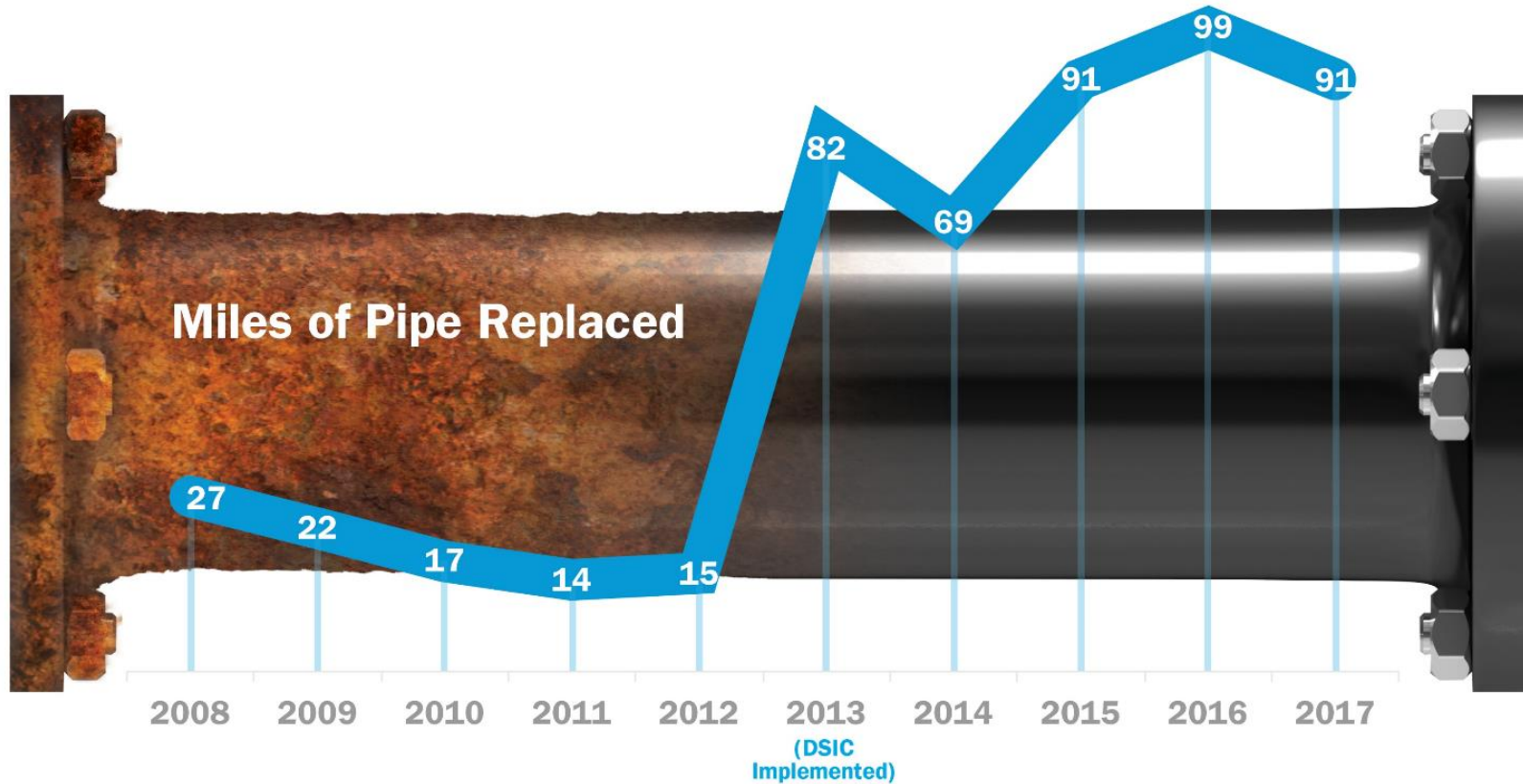
## CAPITAL INVESTMENTS

New Jersey American Water invested more than \$2.06 billion for system improvements since 2010.





# Out with the Old



*We've replaced 527 miles of main since 2008.*





# Environmental Stewardship



## Key sustainability goals established by American Water:

- Reduce GHG emissions by 40% by 2025
- Reduce annual water use by 3.5 billion gallons through conservation efforts
- Prioritize R&D efforts in water quality and technology

## Renewable Energy

- Solar installations at four surface water treatment facilities and two groundwater treatment facilities
- Over 3 million kWh of solar energy annually in the past four years, reducing CO2 emissions by more than 5,000 metric tons total.

## Minimizing Water Loss

- Detecting and fixing leaks before they become large breaks
- 17 percent lost water average, compared to state averages of 25-30 percent.

## Maximizing Efficiency

- Pump replacement and pressure management to increase efficiency







# We're making a splash

Move with us to **One Water Street**



AMERICAN WATER





# Camden Initiatives



- Over \$4 million in contributions to Camden initiatives in last 6 years:
  - NRTC Grants (Von Neida Park storm drainage, **Cramer Hill Now 2018**)
  - AWCFC Building Better Communities Grant of \$125,000 to Von Neida Park for water splash park
- In-kind donations of computers, monitors, lab equipment, furniture
- Free water service installations to Hispanic Family Center Community Garden and St. Anthony of Padua Community Garden
- GIS and Asset ID projects with Hopeworks and PowerCorps – investing in both infrastructure and people







# Community Outreach and Education



- Speaking engagements
- Community fairs and festivals
  - Puddles Water Van
  - Tabling
- Plant Tours
  - Delran Treatment Plant
  - Canal Road Treatment Plant
- Partnerships
  - Hopeworks N Camden
  - Future City Competition
  - Scholastic
  - Clean-ups, Volunteer engagement





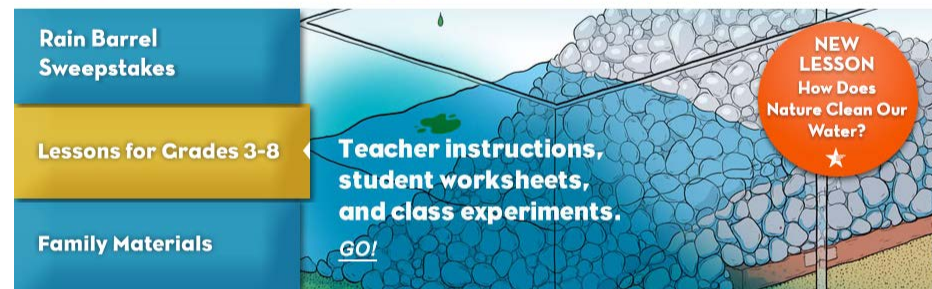
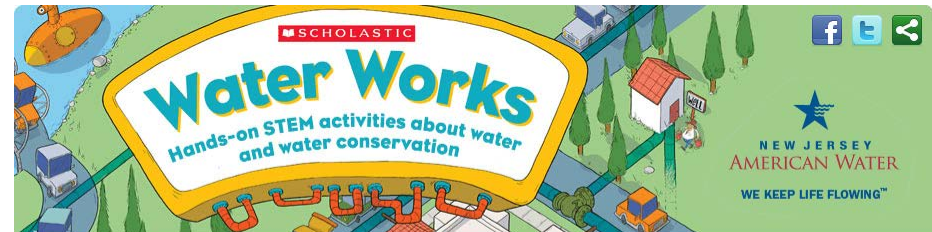
# A Partnership with Purpose



Since 2011, New Jersey American Water has had a great partnership with Scholastic creating a math and science program educating students on the value of water.

- Updated the go-to portal for teachers that house all program information including:
  - Lesson plans and activities
  - Poster teaching guide
  - Video clips
  - Interactive and educational games
- Over 8,000 teachers kits were mailed throughout New Jersey American Water's service territory.

Visit [www.scholastic.com/njaw](http://www.scholastic.com/njaw) to Learn More





# Free Educational Resources

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- **New Jersey American Water & Scholastic Partnership:** [www.scholastic.com/njaw](http://www.scholastic.com/njaw)
- **Water Information Center** located on New Jersey American Water website
- **Water Basics Book** – available online (<http://bit.ly/waterbasicsbook>) and in print. For printed copy request, please email [puddles@amwater.com](mailto:puddles@amwater.com).
- **Wise Water Use Tips:** <https://amwater.com/njaw/water-information/wise-water-use>
- **Detecting Leaks (English & Spanish):** <https://amwater.com/njaw/water-information/detecting-leaks>
- **Watershed Protection Tips:** <https://amwater.com/njaw/water-information/watershed-protection>
- **Water Treatment (How a treatment plant works)** <https://amwater.com/njaw/water-quality/water-treatment>
- **Lead & Drinking Water:** <https://amwater.com/njaw/water-quality/lead-and-drinking-water>





# Thank You

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**Denise Venuti Free**

Director of Communications & External Affairs

New Jersey American Water

(856) 782-2316

[Denise.Free@amwater.com](mailto:Denise.Free@amwater.com)



**NEW JERSEY**  
**AMERICAN WATER**

**WE KEEP LIFE FLOWING™**



# Princetel, Inc.



- Located in Hamilton, Mercer County
- New Jersey's first and only industrial building with LEED Platinum rating (2014.10.21).
- Manufacturer of fiber optic rotary joints that has grown to cover more than a dozen models and three dozen channels in one device.
- Sustainability is an *ethical imperative* in Princetel's corporate culture...



# Princetel's Sustainability Achievements

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- LEED certificate: Platinum (10/20/2014);
- Location: Good connections to the surrounding community & public transportation;
- Site selection: Building re-developed on a brownfield;
- Sustainable practices: Bike racks, dedicated efficient car and carpool lots; Incentives: **Cash rewards** for walking, biking, carpooling, and using public transit;
- Water: 10,000 gallon rain water harvesting system (reduced potable water usage by 66%); Irrigation: Rain water. No permanent irrigation systems;
- Energy: Solar electricity production reducing energy cost by 54%;
- Construction: R40 roof insulation and white membrane; 100% of paints, coatings, adhesives, and sealants with minimal amount of VOCs; 98% of work areas with access to outside views and natural lights; Existing structural elements: 98% reused in the building; Construction waste: 97% recycled; Construction materials: 30% recycled materials & 18% made locally (<500 miles)



# Thank You!

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Barry Zhang, CEO – [barryzhang@princetel.com](mailto:barryzhang@princetel.com)





# Prout Funeral Home

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Robert Prout, Director



# June 2004

STAR-LEDGER

FRIDAY, JUNE 18, 2004

## shop owner

y mask the gunshot noise from the neighbors, police said. When Jason Monsell returned, his father was dead and his mother was covered in blood, police said.

Patricia Monsell showered, changed clothes and left the house to dispose of the evidence, police said. Phone records show she and her son spoke 46 times by cell phone during a 2½-hour span following the shooting, police said.

Patricia Monsell then arranged to meet up with Jason Monsell and her daughter, Jennifer Monsell, 26, at a local theater to watch "Taking Lives," a movie about a serial killer. When Patricia and Jennifer Monsell returned to the Bridgewater home, they called 911, police said.

Jennifer Monsell has not been implicated in her father's death. In addition to murder and weapons offenses, the indictment yesterday against Jason Monsell included charges of hindering apprehension, obstruction of justice and false swearing.



FRANK H. CONLON/THE STAR-LEDGER  
Solar panels have resulted in a 40 percent electricity cost savings for homeowner and state BPU Commissioner Connie Hughes.

## Power to the people and then back again

### Solar panels generate plenty of electricity

BY JOE TYRRELL

STAR-LEDGER STAFF

In state government, you can never have too much power, so utility Commissioner Connie Hughes is generating some at home.

Taking advantage of improved technology and the state's own rebate program, Hughes of the state Board of Public Utilities and her husband Jim had solar panels installed across the roof of their East Amwell home five weeks ago.

Bringing the power of the sun down to the domestic level, they have already cut the utility bill for their largely electric house by 40 percent from last year. In a larger sense, they are highlighting the state incentives intended to "transform" the energy marketplace.

"When we built this house in 1986, we had it designed as a passive solar home," with two stories of south-facing windows to let in the rays, Hughes said. "We would have liked to install solar panels, but it wasn't cost-effective then."

But that has changed so much that Hughes can point to a set of utility meters on her outside wall that can spin backward as well as forward. Along with another array in her basement, they show that at times, the house generates more electricity than it uses. Such surpluses go to the power grid, bringing reimbursement from Jersey Central Power & Light.

That's just one of the provisions

shine fell on them, you got 60, 70 watts of electricity," he said. "Now, they're 14 percent efficient, some, 16 percent."

The difference, he said, is the involvement of major Japanese manufacturers, such as Sharp Electronics, which produces the panels used at the Hughes home.

New Jersey's initiative may accomplish the same thing on the consumer side, said Colin Murchie, director of government affairs for the Solar Energy Industry Association in Washington, D.C.

Solar power worldwide has gone from less than 100 megawatts in 1996 to 700 last year, he said. But there have been only a few spots on the globe where it is a significant alternative to fossil fuels, he said.

"Worldwide, the leaders in residential solar energy have been Germany, Japan and California," he said, but in the space of three years, "it's now Germany, Japan, California and New Jersey."

Simply by changing government policy, the state "is creating a solar industry in New Jersey really out of nowhere." The 171 customers who have taken advantage of the rebate program since 2001 represent the majority of New Jerseyans with solar power, he said.

Across the country, there are "tens of thousands" of small residential solar systems, said Brad Collins, a spokesman for the American Solar Energy Association of Boulder, Colo., an engineering and



# June 2005

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# June 2005







# June 2005





# June 2005





# 2018 NEW JERSEY SUSTAINABILITY SUMMIT







# 2009

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# Natural Burial

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# Natural Burial

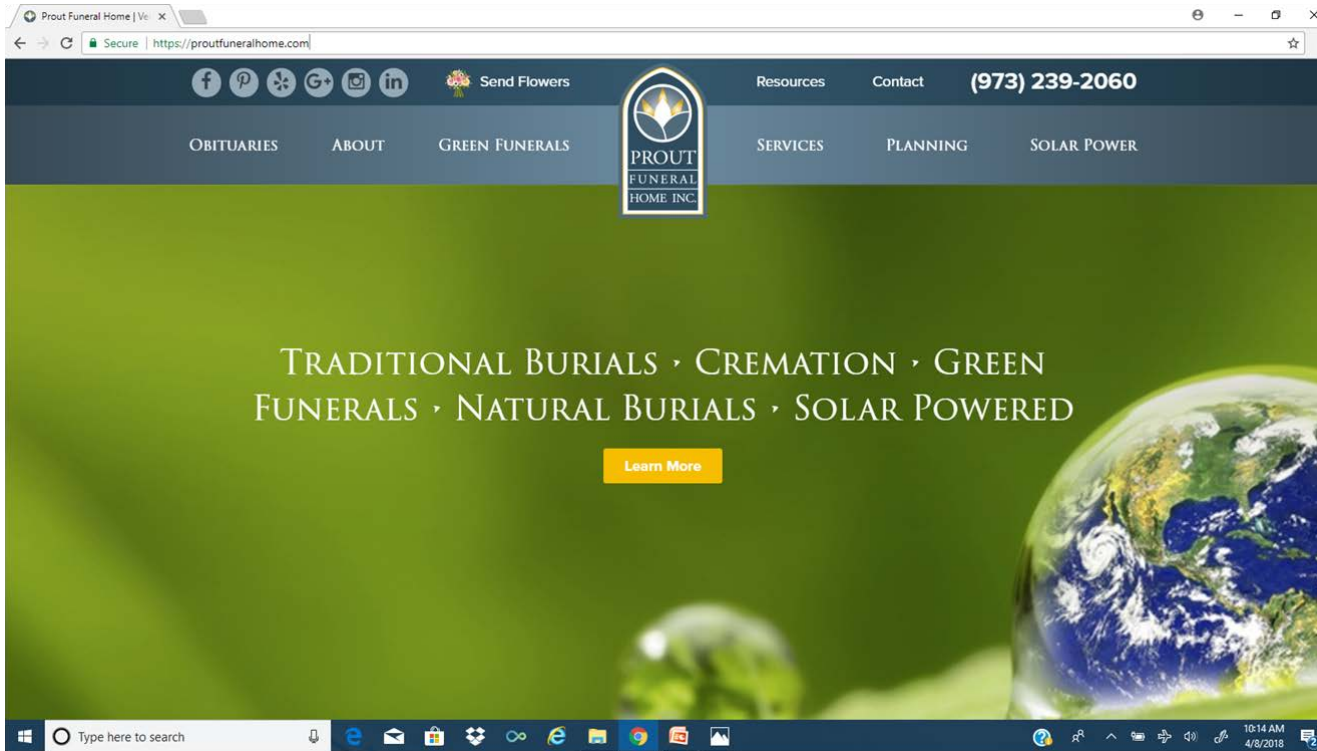
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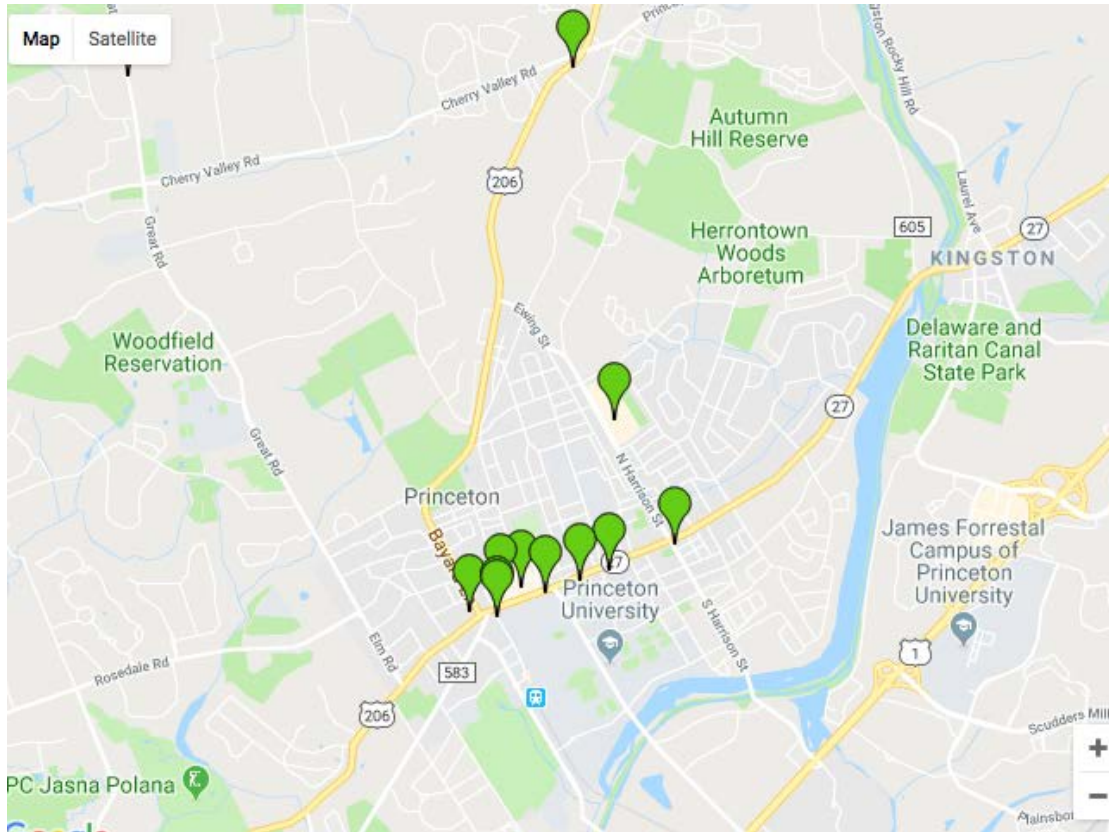
# Thank you...and let folks know!



Robert Prout – [RJProut@Verizon.net](mailto:RJProut@Verizon.net) – (973) 239 – 2060  
Prout Funeral Home, 370 Bloomfield Ave, Verona, NJ 07044  
[www.proutfuneralhome.com](http://www.proutfuneralhome.com)



# Princeton



1. Arlee's Raw Blends
2. Copper River Salon & Spa
3. greendesign
4. Homestead Princeton
5. Jammin' Crêpes
6. JZA&D Architecture and Design
7. Lasley Brahaney Architecture and Construction
8. McCaffrey's Food Markets
9. The Peacock Inn
10. Princeton Printer
11. Princeton Public Library
12. Sustainable Princeton
13. Whole Earth Center



**Sustainable  
Princeton**





# Princeton



## Marketing Efforts

- Recognize businesses on our social media channels
- Organize an annual recognition for businesses on the registry event at Council meeting



Mayor Lempert and Arlee's Raw Blends



Congrats to Jammin' Crepes for making the NJDEP Air Quality, Energy and Sustainability's New Jersey Sustainable Business Registry!  
Jammin' Crêpes uses all ENERGY STAR appliances and collects all of their food and organic waste for composting!



1,845 people reached

Boost Post

62

8 Comments 10 Share

Like

Comment

Share



Sustainable Princeton



# Princeton

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## Benefits

- Establishes a relationship with the businesses and lays the groundwork for more meaningful engagement
- Gives SP the opportunity to learn the unique challenges for businesses from adopting more sustainable practices



Sustainable  
Princeton



# Princeton

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## Challenges

- Business owners are busy!
- Getting the businesses to use as a marketing tool
- May require several interactions to get 1 business to follow through



Sustainable  
Princeton



# What can Sustainability look like for a Small Business

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- Incremental Goals & Successes
  - Research: It may be easier than you think!
  - Short Term vs Long Term Vision
  - Your Business's definition of success
- Center around a defined Mission Statement, large or small







# Final Thoughts from Princeton

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- Belief that a drop in a Bucket can make a ripple
- Cost Analysis
- Coordinating with existing resources
- Power of Networking: there are more businesses that would like to take this challenge
- Social Media is your friend!
- Customer Recognition
- Do we really have a choice?



# Thank You!

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- Christine Symington  
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- Kathy Klockenbrink  
Jammin' Crepes  
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Princeton, NJ 08542  
[kathy@jammincrepes.com](mailto:kathy@jammincrepes.com)



# Township of Montclair

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# Montclair Green Business Recognition Program

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General “green” practices are recognized by taking simple actions across several sustainability categories. Participants must fulfill (or pledge to fulfill) a number of steps selected from the **Green Business Actions List**:

- Waste Management
- Water Conservation
- Green Building and Landscaping
- Transportation
- Pollution Reduction
- Social Responsibility
- Commitment to Local Economy
- Goals and Reporting for: Green Business Leaders (*NJ Sustainable Business Registry*)



The Montclair Office of Environmental Affairs  
and The PSEG Institute for Sustainability Studies

**HEREBY CERTIFY**

***Nauna's Bella Casa***

as a

**Montclair Green Business**

**2017**

**GRAY RUSSELL  
MONTCLAIR SUSTAINABILITY OFFICER**





# Culture Couture, Montclair, NJ



Fair Trade \* Organic \* Ethical  
Up-cycled \* Natural Materials  
Made in USA \* Cottage Industry





# Thank you!

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- Gray Russell, Sustainability Officer  
Township of Montclair  
[grussell@montclairnjusa.org](mailto:grussell@montclairnjusa.org)
- Lisa Johnson, Owner  
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[lisajohnson813@gmail.com](mailto:lisajohnson813@gmail.com)



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## Program Underwriters



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# Q&A

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