

Business & Government Leadership for a Healthy Environment and a Strong Economy:
Report of a Roundtable Dialogue among Leaders from NH Business and Government

Executive Summary

On March 8, 2006, a roundtable dialogue was convened among members of businesses from New Hampshire that are leaders in energy and environment with senior leaders from government to discuss “*How might government and business in New Hampshire accelerate the growth of more companies with sustainable business models?*” The aim of this dialogue was to learn from those leaders who are successfully incorporating sustainable practices into their businesses, enabling the group together to identify practical and effective ways in which these efforts could be supported and expanded to create a healthy environment, strong economy, and vibrant communities.

The Strategic Challenge

As the impacts of climate change, rising fuel costs, and environmental degradation and more increase, it is increasingly clear that we need to find new products, services, and ways means of production that are sustainable; that is, that providing good jobs and profits while being extremely efficient in resource and energy use, fully recycling waste, protecting natural resources, and using renewable clean energy sources. To shift to these sustainable practices from our current fossil-fuel based material-intensive economy will require a significant transformation within industry, government, and communities.

Increasingly, forward-thinking business leaders are responding proactively to this strategic challenge by changing the way they do business, e.g., building green buildings, saving energy and reducing waste, purchasing renewable energy, and redesigning their products. The question now is how we can generate more widespread adoption of proactive, sustainable business practices. How can government policy encourage more businesses to be leaders? What can be learned from the experiences of these ‘early adopter’ businesses that can inform government policies and approaches? How could the state of New Hampshire and/or the region of New England take steps to create the context for a productive transition to a sustainable economy?

Recommendations

The roundtable dialogue produced ideas for action at both at the strategic policy level that would need high-level support, as well as more immediate actions that could be readily undertaken in four priority areas. In addition, this dialogue generated suggestions for how the new Environmental Leadership program to be launched by the New Hampshire Department of Environmental Services (DES) will be launching an Environmental Leadership program and this dialogue generated suggestions for how that program could support the a larger objective of expanding sustainable business practices. A summary of the recommendations is as follows:

Strategic/Policy Level Recommendations: High-level public policy coordination, using a public-private strategy, is needed to make significant strides in promoting sustainable strategies, with two particular means suggested for this:

- Create a bi-partisan forum to develop goals and advise the Governor and Legislative leadership about how to advance sustainable practices, bringing in the key business leaders and others who shape public policy, e.g., in economic development and tax policy.
- Use the New England Governors Conference (NEGC) as a means to promote coordinated action to advance sustainable practices *region-wide*.



Four Priority Areas for Action with Recommendations: The following were priority areas for action that emerged from the discussion of the Roundtable participants, in no particular order:

<p>1. Energy/global climate change - Enable NH companies to stay competitive as energy prices rise and avoid price volatility by enhancing energy efficiency and expanding use of renewable power.</p>	<ul style="list-style-type: none"> • Expand education about leading company practices and benefits of energy efficiency and green power • Enhance and expand programs based on the systems benefit charge to encourage efficiency and renewable energy • Enable leading companies to be pilot sites for new technologies to reduce energy demand
<p>2. Green state and government procurement - Make New Hampshire government a model in greening its own operations and use its purchasing power to build markets for green products and services.</p>	<ul style="list-style-type: none"> • Move forward the the Green State Initiative Executive Order • Explore the possibility of regional pooling of resources for joint procurement
<p>3.3. Education and technical assistance - Expand understanding of the opportunities and benefits of adopting sustainable policies and practices within business and government in New Hampshire.</p>	<ul style="list-style-type: none"> • Bolster and expand the scope of the UNH P2 Internship Program • Clarify and/or enhance the link between DES leadership program and P2 • Make commitment to adopt/mentor underperforming companies a part of DES leadership program • Expand education of CEO/CFOs, public, regulators, and NGOs
<p>4.4. Regulatory alignment - Align federal and state incentive programs and identify and reduce regulatory or liability barriers on the regulatory or liability side that block companies taking innovative actions to be sustainable.</p>	<ul style="list-style-type: none"> • Identify key areas of opportunity, e.g., energy efficiency and recycling, and specific obstacles to adopting sustainable practices • Form a team to study how these could be addressed • Modify or add measures/incentives within regulatory agency to align with the leadership program

New Hampshire's new Environmental Leadership program

DES has received an innovation grant from the US EPA to develop a voluntary leadership program to support holistic and systematic environmental management and innovation. The grant is anticipated in the spring of 2006. The timing of this grant presents a singular opportunity to leverage action, both inside the DES and in partnership with New Hampshire businesses, NGO's and other stakeholders to advance sustainable practices in the state. The following recommendations would help ensure that this new program achieves that goal:

- Put together Stakeholder group to oversee the program operation
- Convene a Policy group to provide overall policy guidance
- Policy group establishes sustainability goals that serve as context for the program's activities

Business Stories

The businesses that attended the Roundtable are putting into practice a wide range of strategies, technologies, policies, and innovations that are part of the transition to a more sustainable economy. Many companies have pursued energy efficiency, water conservation, and waste minimization measures. Other companies are developing green products and services that have fewer environmental impacts than their competitors or helping develop eco-industrial parks where co-location of businesses reduces environmental impacts. These early adopters have found that many of these actions are not only good for the environment but also save money. These businesses also experienced challenges, which led them to suggest action in the priority areas.



Business Participants

Name, Title	Organization	Highlights
Justin Bielas President	Grubb & Ellis Coldstream Real Estate Advisors, Inc.	Active in development of eco-industrial park in Londonderry
Patti Carrier Facilities Manager	New Hampshire Ball Bearings	Manufacturer; EPA Performance Track member, proactive on energy efficiency & greening the supply chain
Tom Chamberlin	Northland Forest Products	Market FSC certified wood, adopted energy efficiency practices
Gail Dahlstrom VP, Facilities Management	Dartmouth Hitchcock Medical Center	Active in WasteWise and Energy Star, green hospital practices
Joshua Dame Vice President	LDI Corporation	Sell green medical products for hospitals
Steven Dark EHS Manager	Millipore Corporation	Award winner for P2 practices, ISO 14001 certified
Mike Donahue Bd. of Directors, Chair-Elect	NH BIA	Main NH business association
Russ Dowd Facility Manager	Pine Tree Power – Tamworth Station	Biomass power plant, active in rural economic development issues
Mike Giaino Vice President	NH BIA	Main NH business association
Tom Chamberlin	Northland Forest Products	Market FSC certified wood, adopted energy efficiency practices
Michelle Hamm Envir. Services Manager	Monadnock Paper Mills Inc	Active in WasteWise and adopting proactive energy & toxics practices
Felice Janelle Environmental Engineer	Osram Sylvania	EPA Performance Track member, leader in P2 and waste minimization
Joseph Kwasnik Vice President, Environment	National Grid (Granite State Electric)	Energy Star award for energy efficiency & envir. education
Jeff Mathis, Mgr. Env. Affairs	BAE Systems	Performance Track member, 4 sites ISO 14001 certified
Mark Toussaint Executive Director	WasteCap NH	Work with NH businesses on waste reduction & energy efficiency

Note: Betsy Blaisdell of Timberland provided input after the event, as she was not able to attend.

Government Participants

Name, Title	Organization
Michael Nolin, Commissioner	NH Dept. of Environmental Services
Ira Leighton Deputy Regional Administrator	U.S. EPA, Region I
Mike Walls, Deputy Commissioner	NH Dept. of Environmental Services
Alice Chamberlin Senior Policy Advisor	NH Governors Office
Mary Collins, State Director	NH Small Business Development Center
Roy Duddy Business Development Center	NH Department of Resources and Economic Development
Tom D'Avanzo & Rob Guillemin Pollution Prevention & Assistance Office	U.S. EPA, Region I
Bob Minicucci & Vince Perelli Planning, Prevention & Assistance Unit	NH Dept. of Environmental Services
Jack Ruderman Deputy Director	NH Office of Energy & Planning

