Institute for Sustainable Enterprise Produces First Annual Survey of NJ Business Sustainability

Madison, NJ — (April XX, 2013) Fairleigh Dickinson University’s Institute for Sustainable Enterprise (ISE) surveyed almost 300 New Jerseyans in business on several facets of their organizations’ sustainability practices.

Among the strongest motivators reported for adopting such common sustainable practices as recycling, energy efficiency, and employee volunteerism were belief it is the right thing to do for society, reducing costs, enhancing reputation, satisfying the interests of shareholders and investors, and concern for the future availability of key resources. The study also investigated which organizational conditions explained the extent of sustainability practices.

“The fact that the business leaders we surveyed seemed to be investing in sustainability as much because it was the right thing to do as for pragmatic reasons was a little surprising but very gratifying to those who see the potential for business to strengthen society while helping their bottom line,” said Joel Harmon, ISE’s Executive Director.

Those surveyed work for a wide variety of types of businesses in the Garden state, ranging for from mom-and-pop stores to multinationals.

The study was requested by the New Jersey Department of Environmental Protection’s Sustainable Business Initiative and was conducted in coordination with Fairleigh Dickinson University’s PublicMind™ Poll.

The survey report was authored by Joel Harmon, Kent Fairfield, Jeana Wirtenberg, and William Russell. Harmon is a Professor of Management in the Silberman College of Business at FDU and the Executive Director of the ISE. Fairfield is an Associate Professor of Management in Silberman College and education director for ISE. Wirtenberg is president of Jeana Wirtenberg and Associates, LLC as well as a co-founder of the ISE. Russell is a Principal with Transitioning to Green, LLC and a research fellow with the ISE.

The full report is available at:
http://view.fdu.edu/files/isesurveyofnjbus.sustainability.pdf