



School of Visual Arts BFA Interior Design Department:  
Jamie Slaper's sustainable New Jersey Transit rail station

## A Sustainable Growth Strategy for New Jersey?

**Challenges and Opportunities  
Creating a New Policy Center  
Shaping the Future by Changing the  
Conversation**



We start from the premise that we need to ensure **both adequate environmental protection and a strong economy; anything less is a false dichotomy with negative consequences in both the short and long term.**

Which costs more, a healthy environment or an unhealthy one?

*We recommend that we avoid conversations regarding ways to “balance” environmental and economic concerns as if they are two competing or even opposing forces, but instead recognize the power of creating and exploiting the synergy between them.*


**We must find creative problem-solving actions that simultaneously improve both our environment and our economy.**

**New Jersey needs to articulate a positive “sustainable growth” strategy that tangibly ties our economy to the growing global demand for green products and practices, and builds the market for the businesses and technologies where we have significant strengths and core competencies that can be turned into a competitive advantage.**


What about Corporate Social Responsibility?

“CSR has emerged as an inescapable priority for business leaders in every country.”


—Michael Porter & Mark Kramer



Ultimately, there is no business in a society that fails. **Successful corporations need a healthy society.**



How did we get to a short-term, quarterly-results driven economy?



**Education, health care, and equal opportunity are essential to a productive workforce; as are safe products and working conditions. Efficient utilization of land, water, energy, and other natural resources makes business more productive.**

*Any business that pursues its ends at the expense of the society in which it operates will ultimately find its success to be illusory and ultimately unsustainable.*

**What's our strategic planning horizon?  
Three years, five years?**

**What's China's or Japan's? 50-100 years?**

We are not going back to the kind of growth that we saw in the post-war period, or even to the kind of growth we experienced in the 1990s with the great expansion of telecommunications and the internet.


We are living in a period where a high level of traditional economic growth is difficult if not impossible, because we are running up against the increasing environmental and social costs of practicing business as usual.

*Some ecologists and increasingly even some economists are questioning growth per se, and criticizing the standard measures of economic activity such as GDP as failing to distinguish between wasteful practices and real wealth creation.*


**Should growth  
itself be called  
into question?**



**We do not necessarily need “more” of everything, but we do need better — better housing, better transportation, cleaner and therefore better energy generation, smarter technologies, and smarter government.**



**The new mantra may not be “more is better,” but rather “better is more.”**



**As more and more organizations are discovering, sustainable business practices are clearly the best and the smartest business practices.**


**It is critically important to distinguish between spending and investment, between wasteful and necessary spending, and between nonessential and essential investment.**

**What assumptions are built into our language and our thinking?**

Economics needs to be thoroughly reexamined in the light of the emerging issues of business, social, and environmental sustainability, and that **it is only by looking *at the economy through the lens of sustainability that we can discern what an alternative model might look like.***

**Getting to the right kind of regulation?**

**...we need to fundamentally alter our focus from conversations pitting “less regulation” against “more regulation” to conversations about how to get the right kind of regulation.**



Regulations should establish for industry the minimum rules of the game, with incentives for companies to achieve higher performance goals.



**Can business, economics, and society mimic nature?**



**What does an intelligent regulatory system actually look like?**

*...regulation itself represents a failure of design; it is needed to some degree only because we have so far failed to emulate nature in producing fully self-regulating systems that do not need external intervention.*



A regulatory system consistent with these principles would:

- 1) Prevent private economic activities that impact the environment from damaging the legitimate economic interests of others
- 2) Prevent private economic interests from offloading the costs of safeguarding or restoring critical environmental assets onto the public
- 3) Emphasize support for compliance over sanctions for non-compliance, with deterrent civil or criminal penalties for willful and repeated violations

- 5) Be instituted in new areas when evidence indicates that voluntary action or industry self-regulation is failing and likely to continue to fail
- 6) Include clear definitions of the essential social benefits that cannot be achieved by reliance on voluntary compliance or industry self-regulation

**Who decides  
what's good for  
us – and for  
business?**

“At the end of the day New Jersey needs highly effective governmental agencies, including the NJDEP, which do not become captive to special interests.”

*New Jersey is not only the original home of much of America's early innovation, it was also the first state to institute recycling...*

**The opportunities that are open to us are also those that can be embraced by a strong majority of people on both the “left” and the “right.”**

What does “post-partisan” actually look like?

Individuals on both sides of the political divide want economic growth that creates profits and high-paying jobs (as well as entry-level and transition jobs) without creating more problems of the sort that governments are called on to fix.

**We believe, in other words, that sustainable growth is possible, and that an alternative economic framework is needed to achieve it.**

*We can have less government if our economy does a better job of creating sustainable prosperity, that is prosperity that does not leave us and our children with fewer resources and more challenges than we ourselves inherited.*

Why are companies sitting on mountains of cash & not investing it?

***The “game-changing economic strategy” could be the Green Economy, but only if innovation, production, and consumption are driven by a different model, reinforced by state and federal policies that actively support the demand for greener products and services.***

*We are looking for an opportunity to contribute, in terms of research, facilitation, public discussion, and joint problem-solving; education and green jobs training; and senior-level policy input, to help NJ address these challenges.*

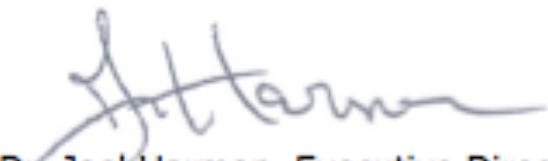
Respectfully,



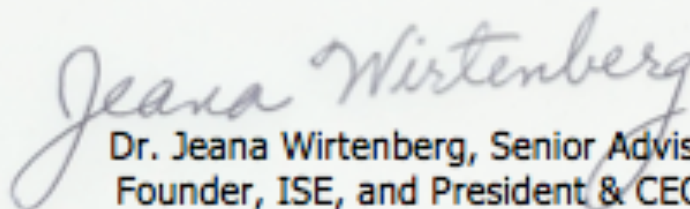
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- **Ways of Managing the Conversation**
- **Models of Effective Communication**
- **The Language of Policy Discourse**
- **Role of the Institute as Catalyst**

- Questions
- Research
- Stories
- Visions

- Insights
- Knowledge
- Understanding
- Wisdom