

SUSTAINABILITY
SUMMIT



From Hashtags to Media Releases

May 5, 2023



Speakers



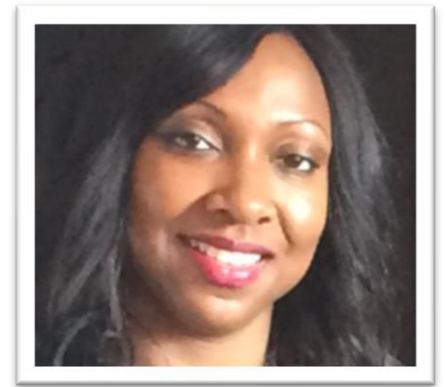
Kristy Ranieri
Sustainable Jersey



Sabrina Arauz
Sustainable Jersey



Carolyn McGrath
Hopewell Valley
Regional School District



Sharonda Allen, MPA
Tri-County
Sustainability

SUSTAINABILITY SUMMIT



Communication Plan Social Media Media Relations

May 5, 2023

Kristy Ranieri, Communications
Consultant, Sustainable Jersey



Communications Plan

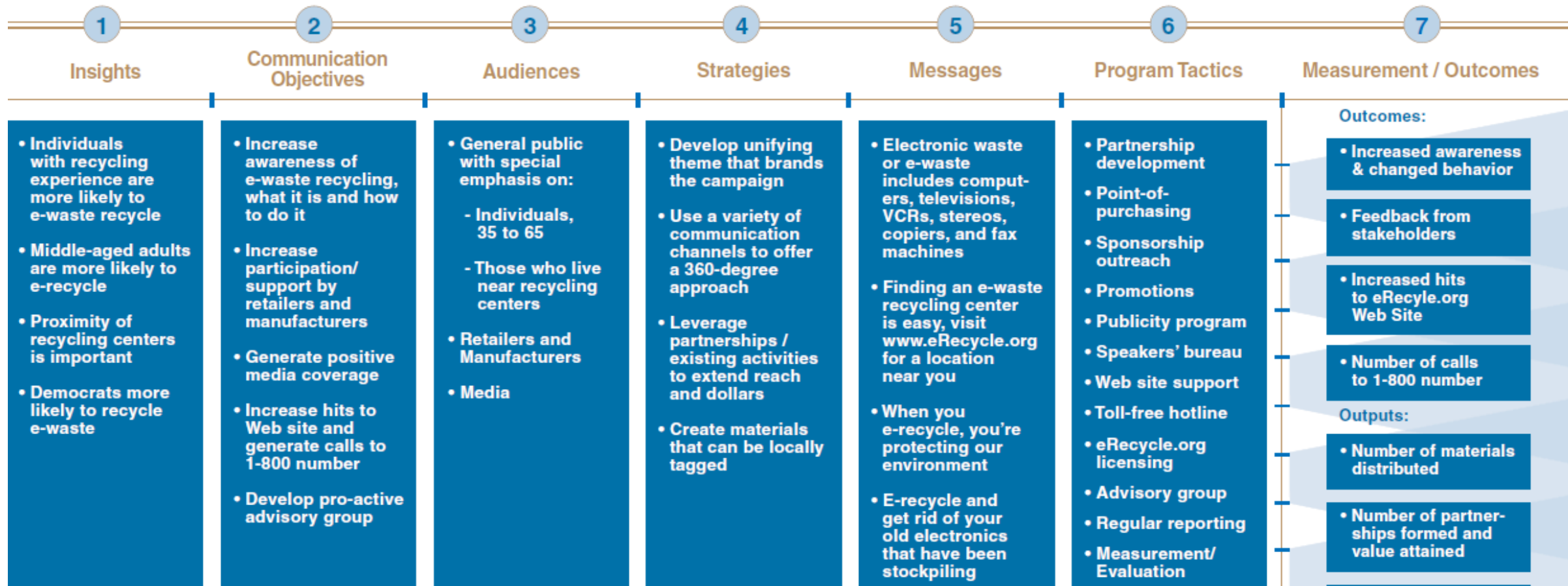


Communications Plan

- What are your objectives?
- Who are your priority audiences?
- Where can those audiences be found and engaged?
- Which forms of communication best reach your target audiences?
- How will you measure success?
- What is the schedule?



Communications Plan



Communications Plan

- 360° approach
- What is the best way to reach your target audiences?
- All activities work together



Messaging

Say a little and say it well.

- Irish proverb



Make it Local



Make it Simple



Make it Personal



Be Creative



Social Media

- Use images and hashtags
 - #SustainableJersey
 - #SJGrants
 - #NJSustainabilitySummit
 - #NJStudentClimateChallenge
 - #WhyIParticipate
- Share relevant content; partner posts
- Engage. It's not a one-way push of info
- Tag partners and individuals
 - Twitter: @SJ_program @SJ_schools
 - Facebook: @SustainableJersey
 - LinkedIn: Sustainable-Jersey
 - Instagram: @Sustainable-Jersey
 - TikTok: @SustainableJersey

 Sustainable Jersey
Published by Kristy Ranieri · February 2 ·

Students, do you need community service hours or a meaningful project to enhance your college application?

Participate in the [#NJStudentClimateChallenge](#). Teams of 2 to 12 students do a project that addresses climate change. Create a video about the project and have your teacher submit it by 4/21/23. Winners are recognized at an Awards Ceremony hosted by NJ First Lady Tammy Murphy.

Learn more: <https://bit.ly/NJStudentClimateChallenge>

ARE YOU READY FOR A CHALLENGE?
SUBMISSIONS DUE 4/21/23




**Take
Climate
Action**

[#NJStudentClimateChallenge](#)

Social Media

- Links:
 - Put link at top of post copy
 - Shorten: free resource <https://bitly.com/>
 - Add Linktree to Instagram bio: free resource <https://linktr.ee/> leads to a landing page containing multiple links to content

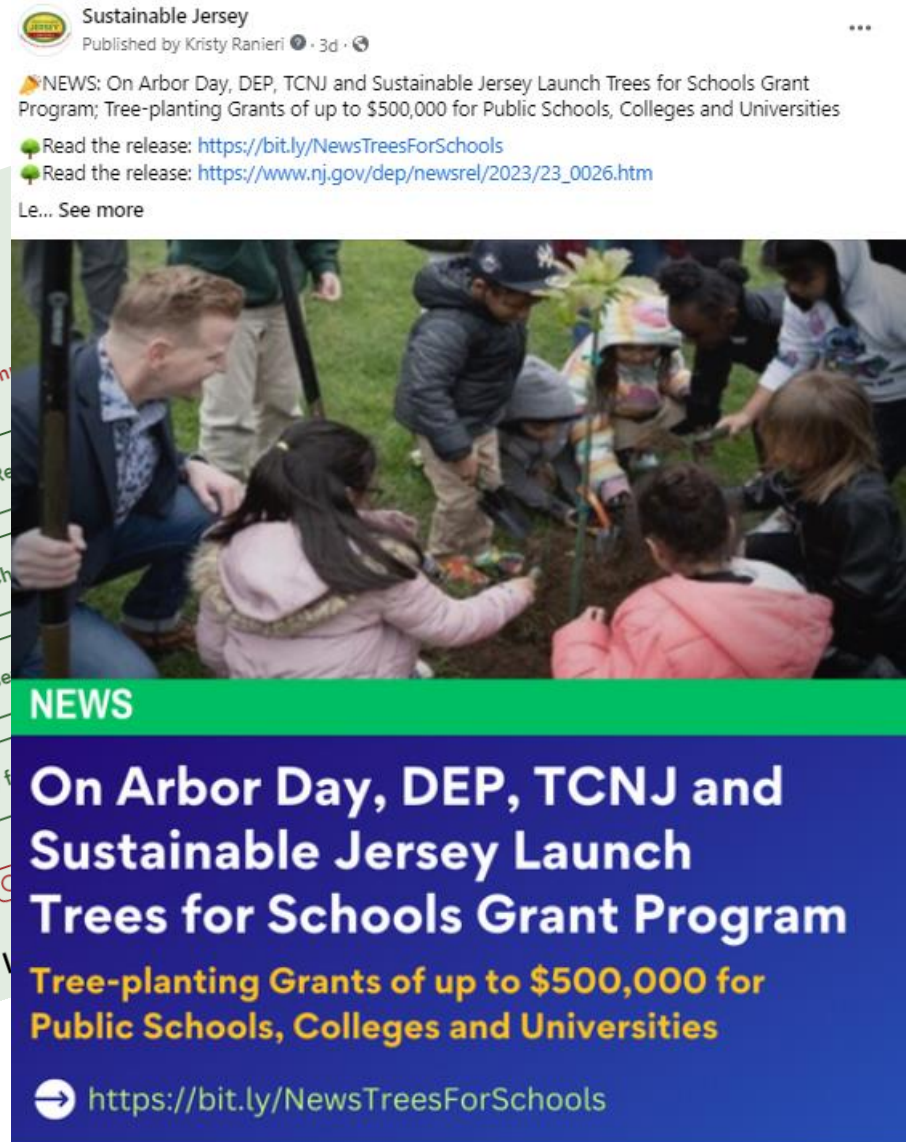



Be Part of the Solution

#NJStudentClimateChallenge
#WhyIParticipate

"I believe that young people are the answer to facing the climate crisis, but change can only be made with resiliency and cooperation. I want to continue to learn more from the climate advocates around me, especially those from disadvantaged communities that face the brunt of climate change."

-- Rhythm Chaudhary
Co-Chair, NJ Student Climate Advocates




Sustainable Jersey
Published by Kristy Ranieri · 3d · 🌐

📰 NEWS: On Arbor Day, DEP, TCNJ and Sustainable Jersey Launch Trees for Schools Grant Program; Tree-planting Grants of up to \$500,000 for Public Schools, Colleges and Universities

🌱 Read the release: <https://bit.ly/NewsTreesForSchools>

🌱 Read the release: https://www.nj.gov/dep/newsrel/2023/23_0026.htm

Le... See more



NEWS

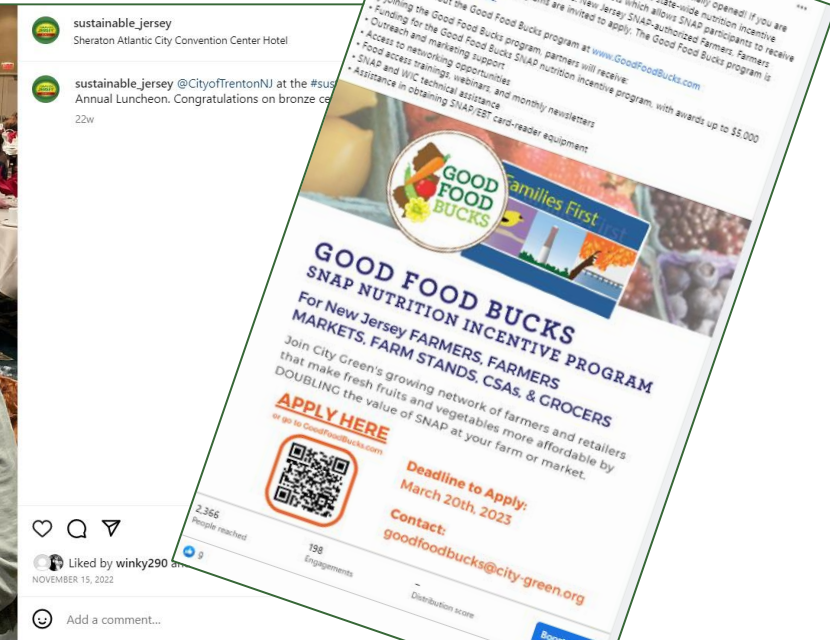
On Arbor Day, DEP, TCNJ and Sustainable Jersey Launch Trees for Schools Grant Program

Tree-planting Grants of up to \$500,000 for Public Schools, Colleges and Universities

➔ <https://bit.ly/NewsTreesForSchools>

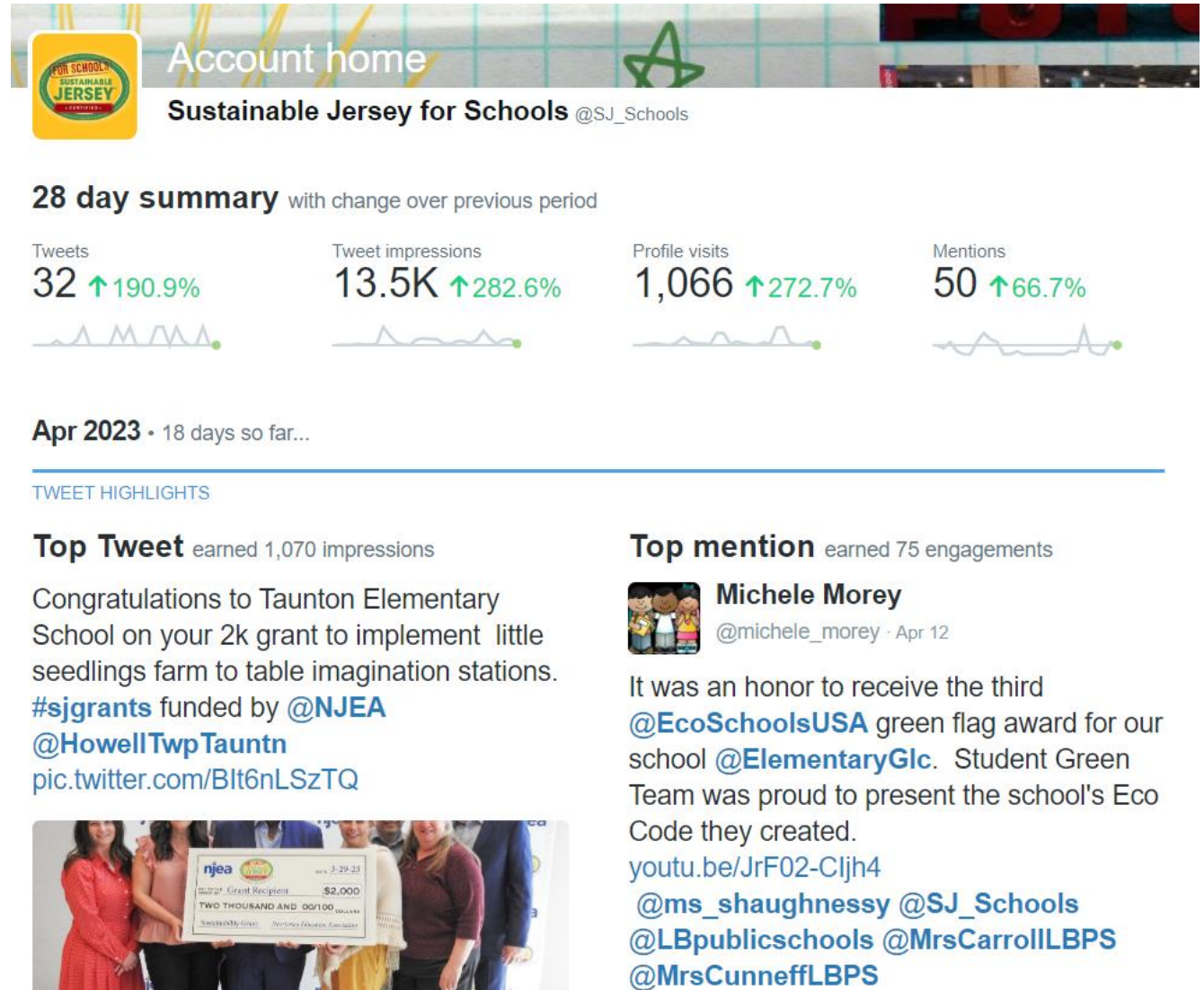
Social Media

- Events and awards: Take a photo and post it!
- Share posts: Good Food Bucks Post – 19 shares
- Use free tool: Canva www.canva.com; online graphic design tool to create social media posts and more



Analytics

- Review and use your social media analytics
- Measurement/outcomes
 - Reach, engagements, likes, mentions, shares



Social Media

- Search your hashtags
- Check your notifications
- Like and comment on other posts
- Respond to comments
- Add links to social media from website



#njsustainabilitysummit

170 posts

Following

Top posts



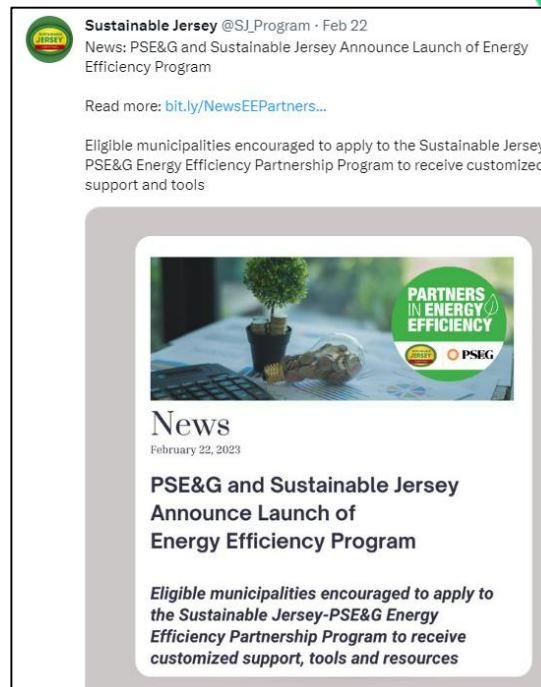
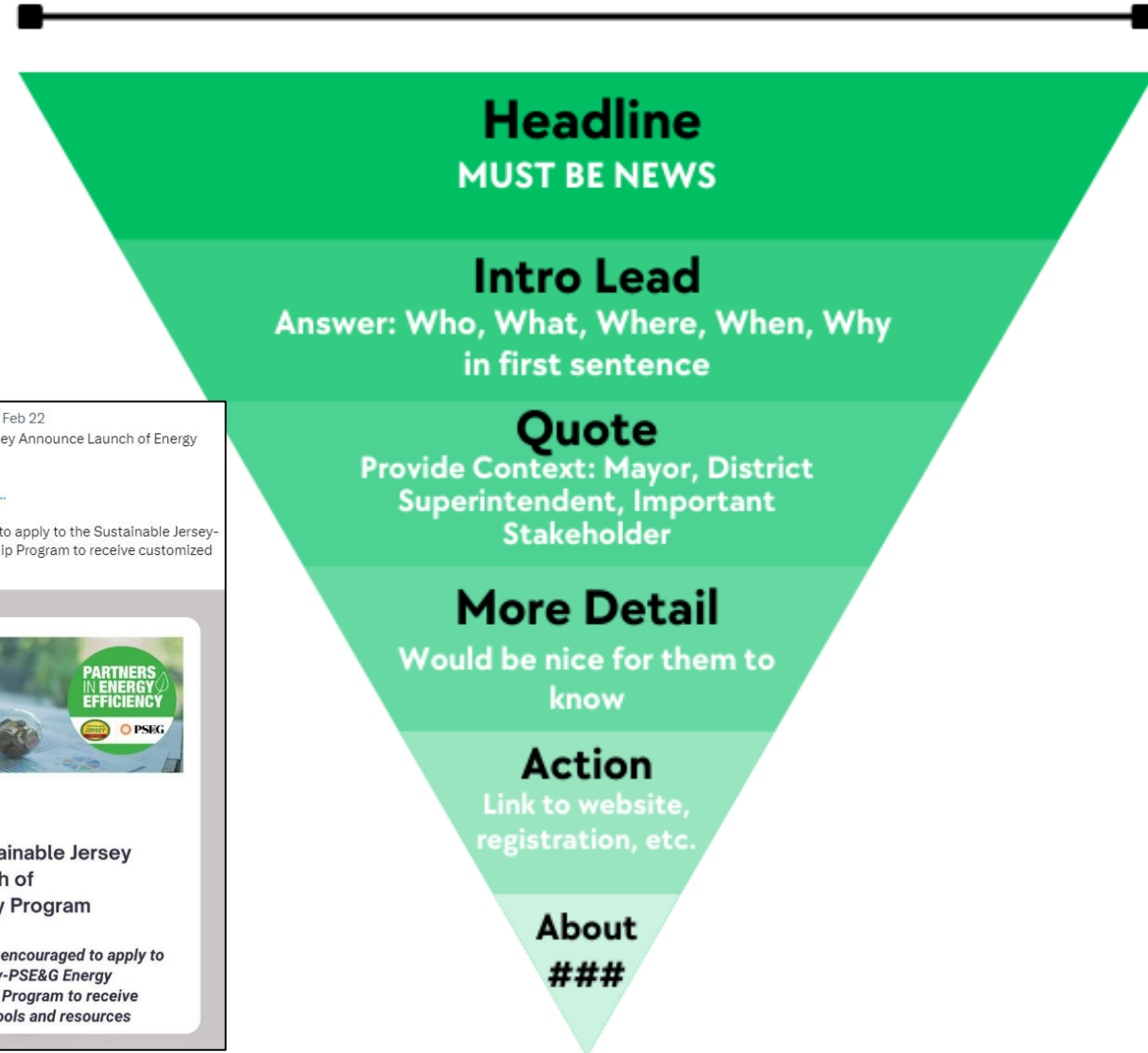
“
If you want to go fast,
go alone.”

Media Relations

- Must be news: impact; immediacy; new data or research; award
- Build media list: name, email, phone, type of coverage (target the right beat)
- Email distribution
 - E-mail to media contacts
 - Distribution service: \$200-\$400/release
- Follow-up and add articles to website, social media

MEDIA RELEASE

For Immediate Release - Contact Info



Be the Change.
Communicators
are Modern Day
Superheroes.



SUSTAINABILITY SUMMIT



Email Marketing

May 5, 2023

Sabrina Arauz
Program Assistant,
Sustainable Jersey



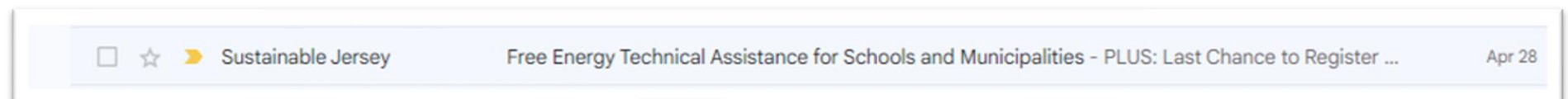
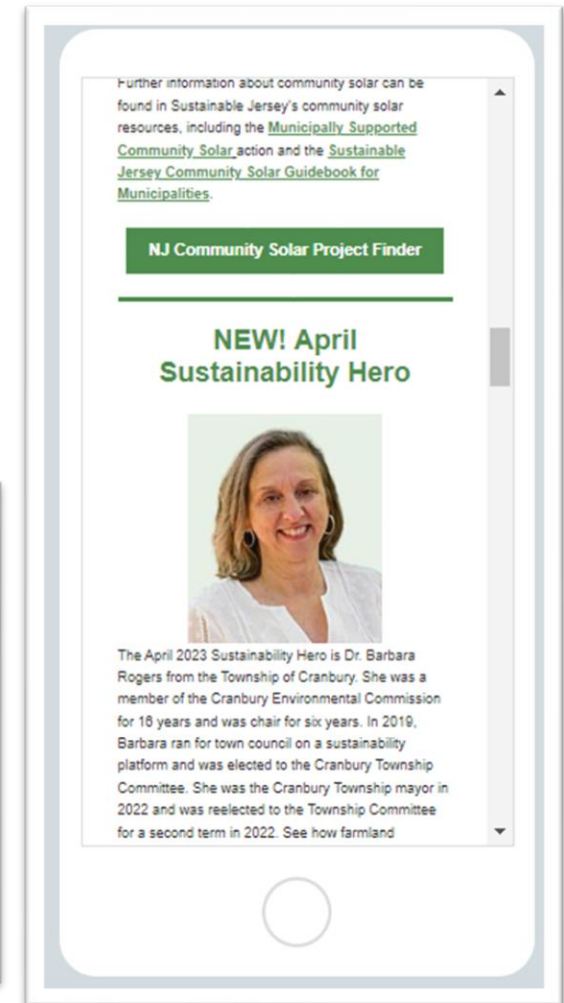
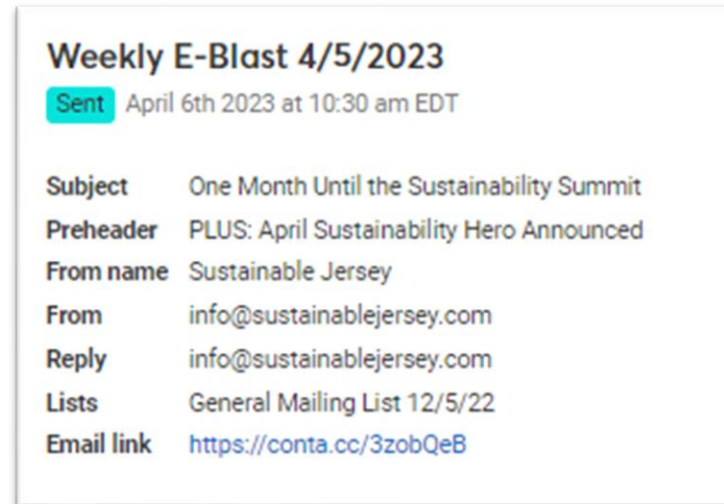
Agenda

1. Setting up an Email
2. Don't Over do it
3. Analytics are key
4. Mailing List
5. Link Everywhere
6. Bit.ly
7. Website




Setting up an email

- Update (email)
 - Choose a recognizable sender name
 - Invest in your subject line
 - Utilize preheader text
 - Use mobile-responsive email templates
 - Limit the number of fonts
 - Use email friendly fonts
 - Arial, Courier New, Georgia, Helvetica.



Don't over do it

- Content
 - Keep stories clear and concise
 - Try to limit the amount of information in each email
 - Include one primary call to action
 - Eye catching graphics
- Schedule
 - Send according to audience or event
 - Day of event = Spike in registration
 - Do not over email



UPDATE
Your source for events, funding opportunities, new resources and more!

Congratulations Sustainable Jersey for School Grant Recipients!

Congratulations to the 46 schools and districts awarded grants through the 2022 Sustainable Jersey Grants Program funded by NJEA!

Grantees were honored at an announcement event at TCNJ on March 29. Eleven \$10,000 grants and thirty-five \$2,000 grants were distributed to support a variety of projects including aquaponics systems, outdoor classrooms, pollinator and edible gardens, water bottle refilling stations, sustainability initiatives, and more.



CAMDEN CITY PUBLIC SCHOOLS

Second Sustainable Jersey for Schools Certification Application Deadline March 31

Applying for Certification? Don't forget to submit your application by March 31! For more information and help visit our [Working on Certification page](#).

You may also reach us directly at schools@sustainablejersey.com with any questions.



APPLYING FOR CERTIFICATION IN 2023?
Submission Deadlines:
March 31

2023 Municipal Grants Funded by the PSEG Foundation
Application Deadline: February 10, 2023

- \$2k, \$10k and \$20k grants available to any registered municipalities for sustainability projects and green team support
- Watch the [recording](#) and review the [slides](#) from the informational webinar that was held in December.
- In order to help streamline the online application process, templates and [tips](#) are available to help applicants [apply](#).
- Consider downloading the [informational flyer](#) and sharing it with your green team and administration.

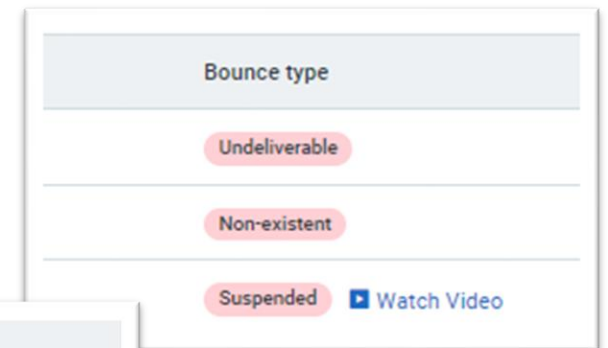
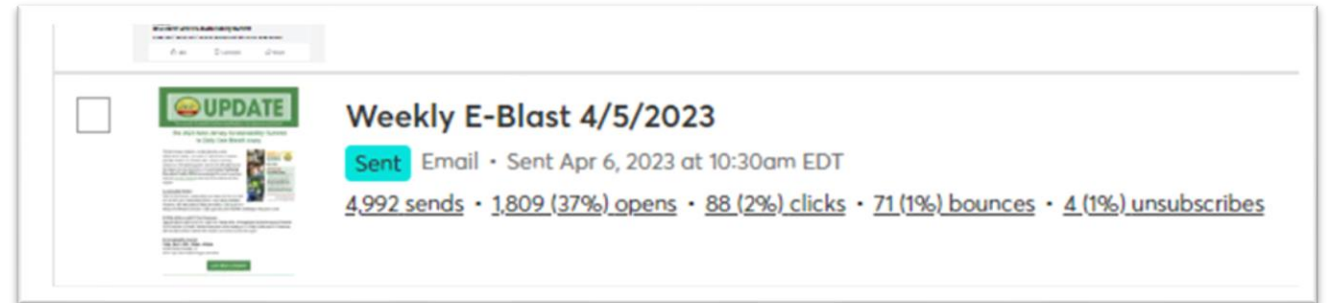


SUSTAINABLE JERSEY GRANTS PROGRAM
FUNDED BY: PSEG Foundation

[Learn More & Apply](#)

Analytics are key

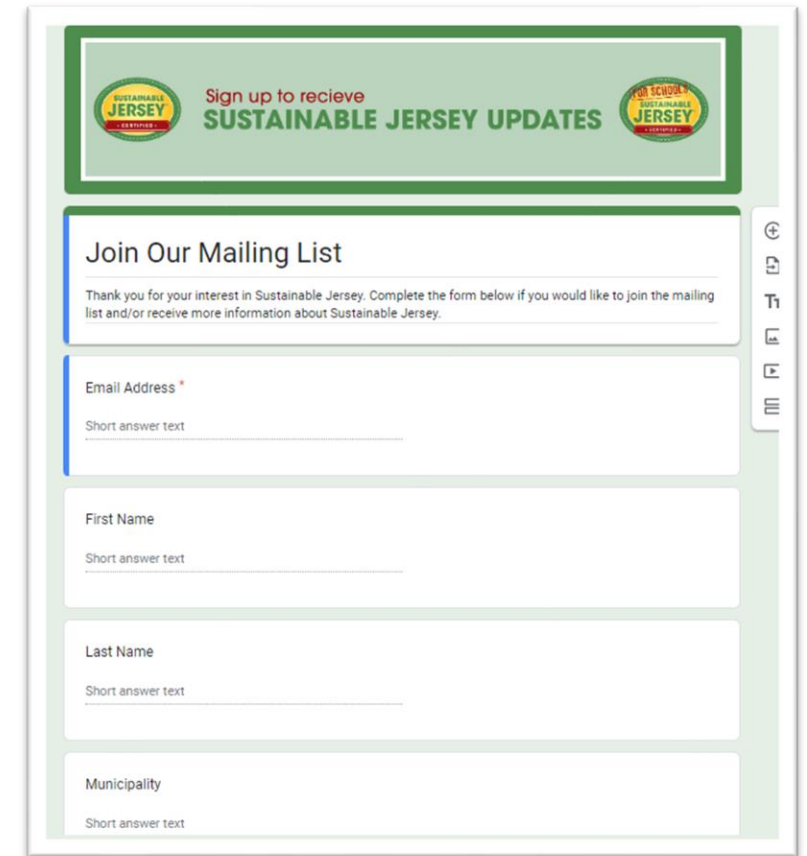
- Analytics
 - Bounces
 - Bad emails, never opened, Vacation/out of office
 - Contact lists
 - Clicks
 - See which program had the most engagement
- Use tools:
 - [Mailchimp](#) - Free
 - [Constant Contact](#) - \$12/month



| Link | Date/time | |
|---|-----------------------------------|-----|
| https://bit.ly/SustainabilitySummit-23 | Mon, May 1, 2023 at 11:03 AM EDT | ... |
| https://bit.ly/SustainabilitySummit-23 | Mon, May 1, 2023 at 11:02 AM EDT | ... |
| https://bit.ly/SustainabilitySummit-23 | Sun, Apr 30, 2023 at 12:09 AM EDT | ... |

Mailing lists

- Google forms or physical forms
 - Ask for as much information as possible
 - Create different mailing lists based on that information
 - Keep mailing list updated
 - Make sure to link mailing list anywhere you can (website, social media sites, etc.)



Sign up to receive
SUSTAINABLE JERSEY UPDATES

Join Our Mailing List

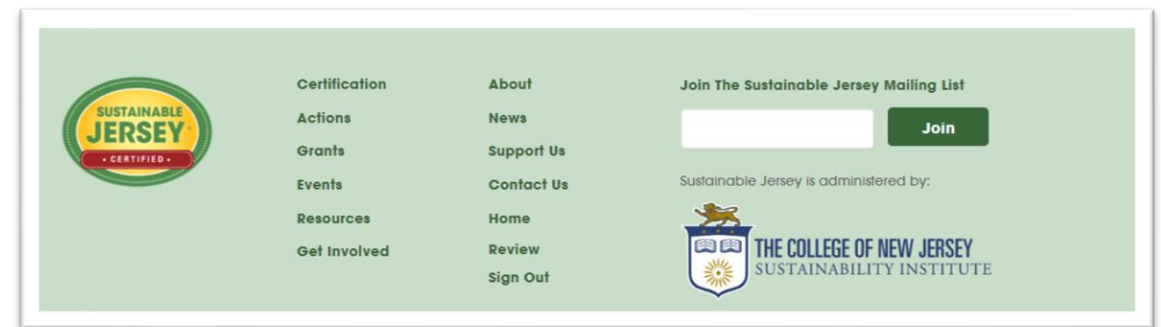
Thank you for your interest in Sustainable Jersey. Complete the form below if you would like to join the mailing list and/or receive more information about Sustainable Jersey.


Email Address *
Short answer text

First Name
Short answer text

Last Name
Short answer text


Municipality
Short answer text



 Certification
Actions
Grants
Events
Resources
Get Involved

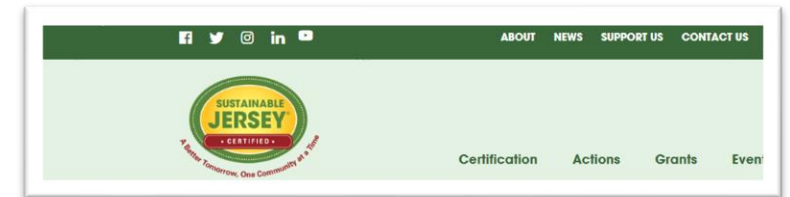
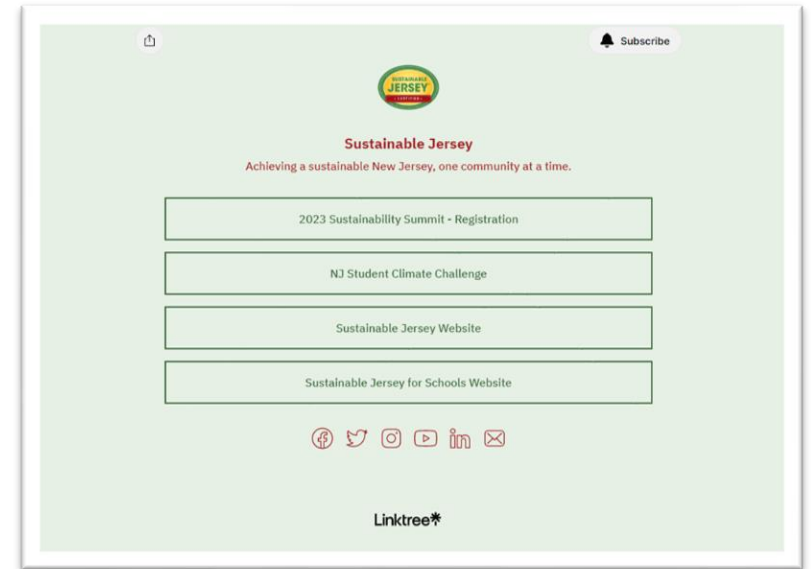
About
News
Support Us
Contact Us
Home
Review
Sign Out

Join The Sustainable Jersey Mailing List

Sustainable Jersey is administered by:
 **THE COLLEGE OF NEW JERSEY**
SUSTAINABILITY INSTITUTE

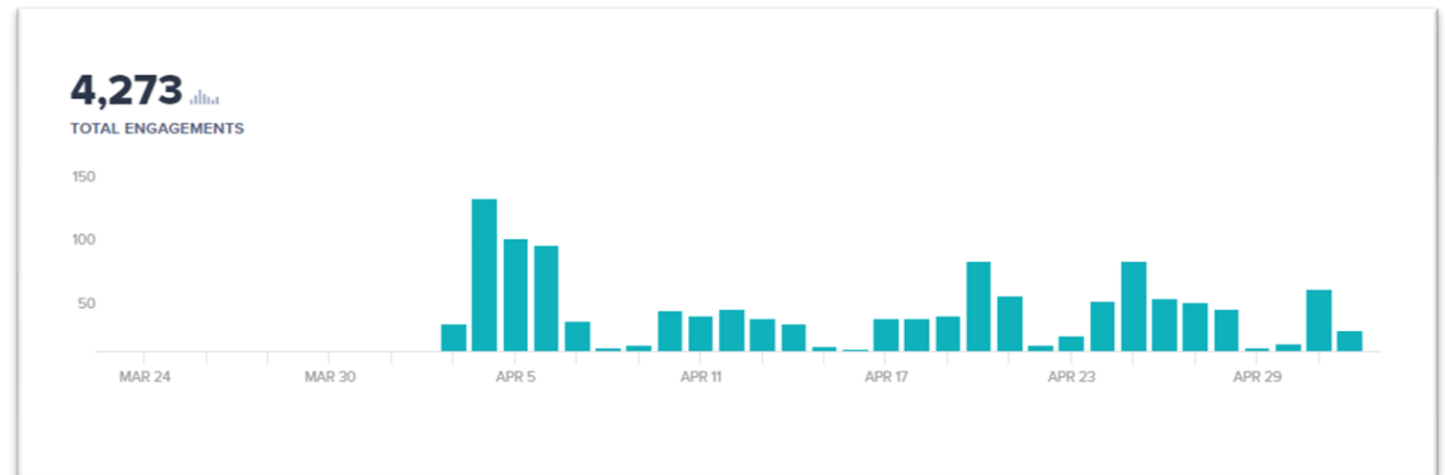
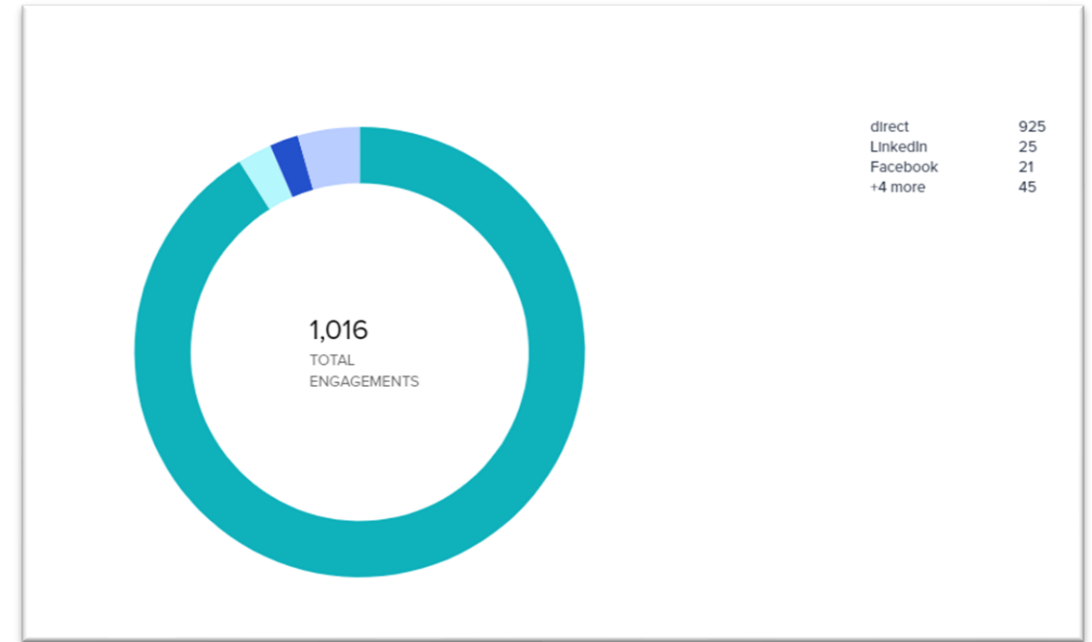
Link everywhere

- Where to link mailing list, social media and programs
 - Linktree, website, email, social media
 - Make sure all of your contact information and media platforms are always easily accessible
 - Keep events in order, and make sure to update consistently



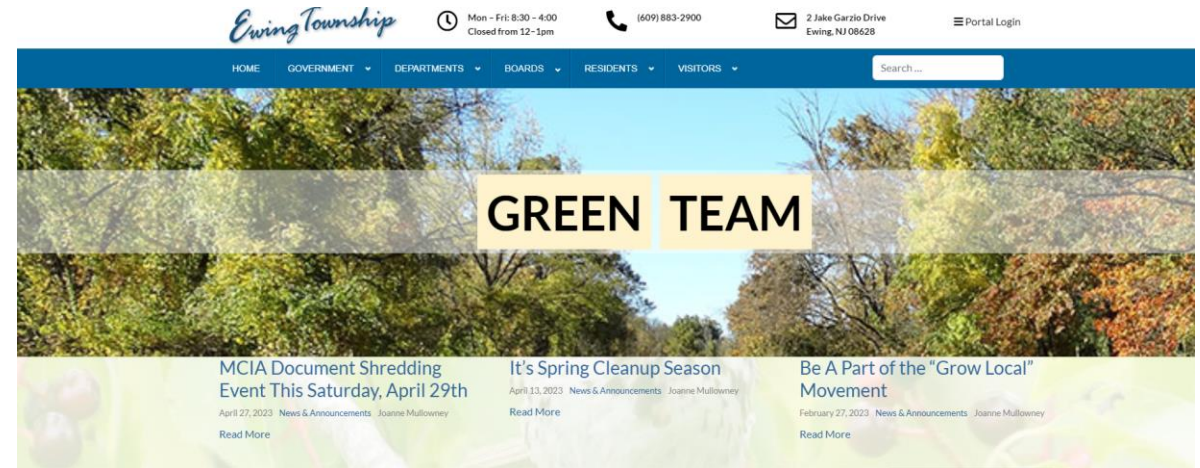
Bit.ly links

- Bitly
 - Free Resource
 - Great for Analytics
 - See which link is most clicked
 - See which programs are most popular
 - Able to see around what times people engaged



Website

- If you are interesting in having a website page reach out to your municipality.
- Plug any and all information about your Green Team
 - Contact information
 - Members
 - Achievements
 - Initiatives
 - Team meetings
 - Funding Links



SUSTAINABILITY
SUMMIT



Promoting Your School Green Team

Carolyn McGrath
Art Educator and Sustainability Leader
Hopewell Valley Regional School District

Methods of Communication

1. School communication channels
2. Local print and online media
3. Social media
4. Website
5. Partnership with local organizations

School Communication Channels



Hopewell Valley Green Week is a series of district, school, and community-based activities, centered around environmental challenges and solutions. This year's theme is "Climate Action: Caring for People and Planet." Green Week will take place from April 15 to 22, with events both during and outside the school day. As in years past, Green Week celebrations will take place throughout all Hopewell Valley Schools. Activities at the four elementary schools include pollinator planting with the Sourland Conservancy, Walk/Bike/Roll to school day, a Green Week Student Expo, zero waste lunch challenges, investigating microplastics with the Watershed, gardening, time outdoors in nature, and more! Timberlane Middle School will host a stormwater runoff workshop for students to highlight the FoHVOS rain garden installation in front of the school. Students at Central High School can choose from various Eco Lunch and Learn activities, including meeting climate activist Nyombi Morris, hearing about the Youth Environmental Society's trip to Washington D.C., and learning about Green Careers. High School events require pre-registration by students before 4/14. Use this link for more information on Green Week:

<https://sites.google.com/hvrdsd.org/hopewellvalleygreenweek/home>

19 DAYS AGO, HVRSD

Hopewell Valley Green Week *"Climate Action: Caring for People and Planet" April 15-22:* is a series of district, school, and community-based activities, centered around environmental challenges and solutions. **Timberlane Middle School** will host a stormwater runoff workshop for students that will highlight the [FoHVOS rain garden installation](#) in front of the school. **Central High School** students can choose from a variety of [Eco Lunch and Learn](#) activities, including meeting climate activist [Nyombi Morris](#), hearing about the Youth Environmental Society's [trip to Washington DC](#) and learning about Green Careers. **High School events require students to register by 4/14.**

Local Print and Online Media

Hopewell Valley Green Week returns April 15-22

By Amie Rukenstein - April 5, 2023



Hopewell Valley Green Week, the brainchild of Hopewell Valley Regional School District staff and students, as well as several community organizations, returns this month to connect people to the environment through a variety of community and school-based programs.

Community activities will include the 17th annual Stream Cleanup sponsored by the Watershed Institute, two Howell Living History Farm events, and the inaugural Hopewell Valley Bunny Hop, a 5K Run/Walk Fundraiser for the Class of 2024 at Washington Crossing State Park.

Green Week 2023 celebrations also will take place throughout all Hopewell Valley Schools. Activities

at the four elementary schools include pollinator planting with Sourland Conservancy, Walk/Bike/Roll to school day, a Green Week Student Expo, zero waste lunch challenges, investigating microplastics with the Watershed, time outdoors in nature, and more. Timberlane will host a stormwater runoff workshop and Central High School (CHS) students can choose from a variety of Lunch and Learn activities,



Nyombi Morris will visit HVCHS to share the story of his life and how experiencing climate change directly in his home country of Uganda propelled him to become a local and international environmental and climate justice activist.

Social Media

 **HVCHS- Official Account**
@HVCentralHS

We're excited to celebrate HV Green Week with a series of school-based and district-wide events, including today's visit from climate activist @mnyomb1!



5:37 PM · Apr 17, 2023 · 421 Views



Ms. McGrath @HVArtMcGrath · Apr 16

There is still time to join us today @HopeWTheater for the film screening and discussion of The True Cost, a film about the fast fashion industry and how to promote clothes that benefit both people and the planet. sites.google.com/hvrsd.org/hope...



1 3 116



Ms. McGrath @HVArtMcGrath · Apr 16

This is one of our first community events as part of #hvgreenweek. We have lots more! Check out the website to find out & join.



[sites.google.com](https://sites.google.com/hvrsd.org/hope...)

HV Green Week

Join us April 15 - 22, 2023! Hopewell Valley Green Week is a series of district, school, and ...

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Website

HV Green Week

[Home](#)

▼ [Green Week Event Schedule](#)

[Green Week in HV Schools](#)

[HVCHS Eco Lunch & Learn](#)

[Community Events](#)

[Resources](#)

[HV Green Week on YouTube](#)

[More About Green Week](#)



Join us April 15 - 22, 2023!

Hopewell Valley Green Week is a series of district, school, and community-based activities, centered around environmental challenges and solutions.

This year's theme is "Climate Action: Caring for People and Planet."

Partnerships with Local Organizations

Upcoming Events

Hopewell Valley Green Week

April 15th - 22nd in HVRSD Schools and Community-Wide

Hopewell Valley Green Week is a series of district, school, and community-based activities, centered around environmental challenges and solutions. This year's theme is "Climate Action: Caring for People and Planet."

[Green Week Schedule](#)

The Weekly

FoH VOS
FRIENDS OF HOPEWELL VALLEY OPEN SPACE

April 19, 2023

Issue #16 - [Browser View](#)



Hopewell Valley Cleans Up!



Youth Environmental Society (YES Club!)

SUSTAINABILITY SUMMIT



The Power of Hub

May 5, 2023

Sharonda Allen, MPA
Co-Chair, Environmental Justice
Tri-County Sustainability

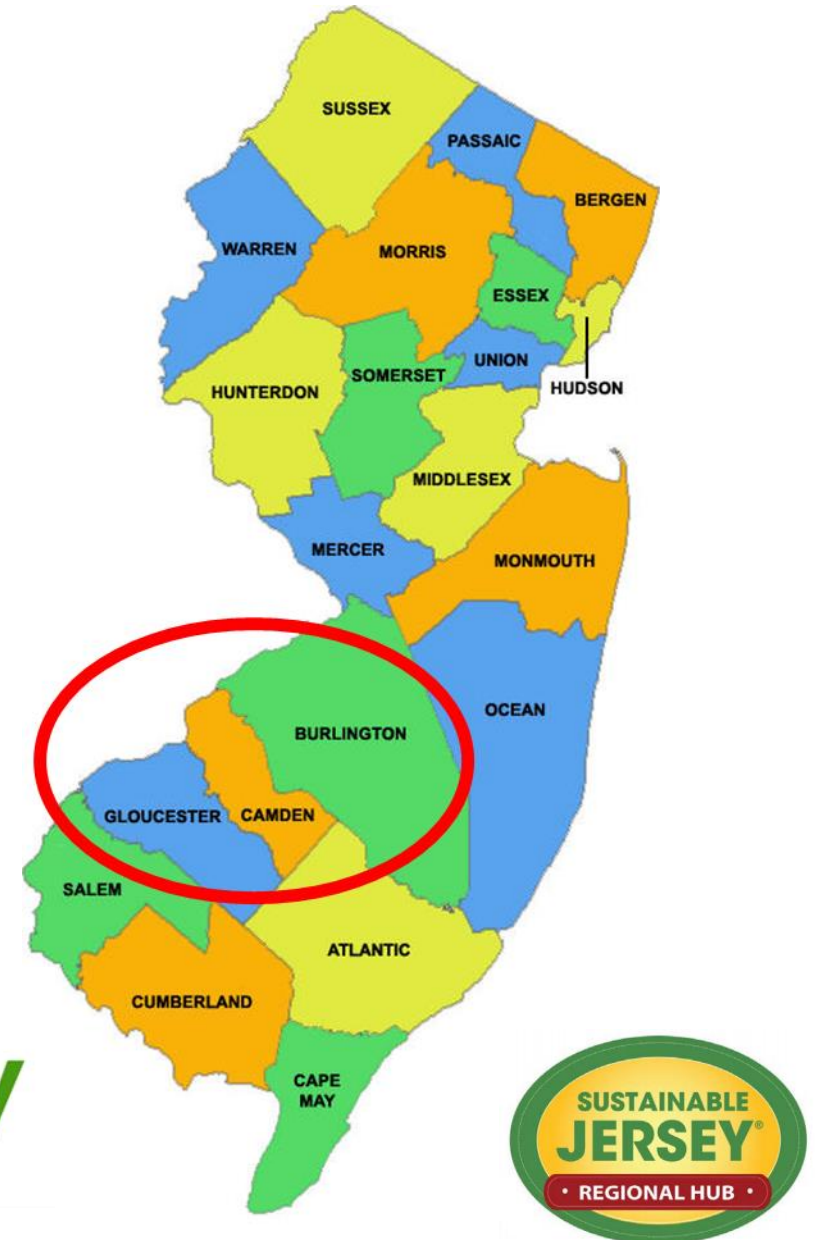


**Tri-County
Sustainability**
Burlington | Camden | Gloucester

Who we are:

Tri-County Sustainability

- Sustainable Jersey Hub for
 - **Burlington, Camden, & Gloucester**
(The Philly Suburbs)
 - **101** towns
 - **10** Legislative Districts
 - **1.2** Million residents
 - Approx. **20%** of all NJ Green Teams



Sharonda Allen, MPA

Tri-County Sustainability (TCS)

- Co-Chair, TCS Environmental Justice
 - Community Outreach Czar
- Climate Reality Project NJ Chapter Co-Chair
- Operation Grow Executive Director
- Educator & Mentor



It takes a village

Empower your members

- Multiple Hub members as social media page admins
 - Different content **perspectives**
 - Larger **network** opportunities including geography and social media algorithms
 - Sense of **ownership** by members
 - **Coverage** in case of absence

The screenshot displays the 'Existing Page roles' section of a Facebook page. It is divided into two categories: 'Admin' and 'Editor'. The 'Admin' section lists four individuals: Ila Vassallo, Sean Mohen, Sharonda Allen, and Patrick McDevitt. The 'Editor' section lists nine individuals: Jeremiah Williams, Gina Saelg Cohl, Valerie Quigley Brown, Martin Levin, Bill Johnson, Dorothy Murray Foley, Vicky Binetti, Lara Webb Lipski, and Robert Hastings. The 'Editor' heading is circled in red.

Existing Page roles

Admin

Can manage all aspects of the Page. They can publish and send Messenger messages as the Page, respond to and delete comments c from Instagram to Facebook, create ads, see who created a post or comment, view insights, and assign Page roles. If an Instagram acc the Page, they can respond to and delete comments, send Direct messages, sync business contact info and create ads.

- Ila Vassallo Admin
- Sean Mohen Admin
- Sharonda Allen Admin
- Patrick McDevitt Admin


Editor

Can publish content and send Messenger messages as the Page, respond to and delete comments on the Page, create ads, see who c comment, post from Instagram to Facebook, and view insights. If an Instagram account is connected to the Page, they can respond to a comments, send Direct messages, sync business contact info and create ads.

- Jeremiah Williams Editor
- Gina Saelg Cohl Editor
- Valerie Quigley Brown Editor
- Martin Levin Editor
- Bill Johnson Editor
- Dorothy Murray Foley Editor
- Vicky Binetti Editor
- Lara Webb Lipski Editor
- Robert Hastings Editor

Leave no demo behind

Reach your audience where they are

| Platform | Audience/Reach | Frequency | Content |
|---|--|-----------|---|
|  | Older, Female (core volunteer base) | Daily | Promote events. Boost & Like REGIONAL municipal, county, individual green team's posts. Keep it lighter (gardening, recycling tips, etc.) |
|  | Elected officials, State Agencies, Media | Real Time | Serious topics. <u>Tag</u> Gov, Senators, Reporters, etc.. Policy support/awareness. Okay to use humor where appropriate. Boost elected, reporters |
|  | Businesses, Building Trades, Young Professionals | 2x Daily | Promote events. Boost & Like REGIONAL businesses, universities, trade group and nonprofit sustainability-related content. Congratulate where appropriate. Offer opinions on hot button REGIONAL environmental issues. |
|  | Younger demographic (18-24) | Real Time | TCS is limited on Instagram and needs to improve on this channel. Note: Due to security concerns, our organization does not have a TikTok channel. |
|  | Everyone. Saturation. | Monthly | Blunt sword. Use judiciously. Do <u>not</u> over-email. TCS sends, on average, 1 official account email blast per month to promote our General Meetings. |
|  | Everyone. Town square. | Real Time | Discord is our online community for TCS members to ask questions, plan events, and use as a reference library for all regional sustainability topics |
|  | Video content repository to link to. | Real Time | All TCS meetings and videos are posted to our YouTube channel to use as a link for sharing across all other social media platforms |

#Tag, you're it

... and bump, bump, bump

- Build your brand by tagging
 - **Congratulate** electeds on policy wins
 - Help **raise awareness** for issues
 - Say **thank you** to guests and/or promote their appearances at your upcoming events



Senator Dawn Addiego
Thanks @TriCountySusta1 my Bill establishing incentive sensitive tech as an alternative responsible for almost 8%



Assemblyman Bill Moen liked your Tweet
TCS had a fascinating conversation with @JeffreyLNash discussing the new @G sustainability issues impacting South Jersey
youtu.be/kJqNZqmr-7k



Andrew Zwicker @AndrewZwicker · 20m
Looking forward to this conversation on sustainability protection.

Tri-County Sustainability @TriCountySusta1
WEDNESDAY (3/30) join TCS as we welcome Environmental Protection Commissioner Andrew Zwicker to discuss a broad range of sustainability topics impacting South Jersey
mailchi.mp/f6296536cb59/t...

Retweeted by Yes to the GCL and 8 others

Tri-County Sustainability @TriCountySusta1 · Mar 30
TONIGHT (7pm): Join us for a deep dive conversation with Vice-Chair of the Delaware River Port Authority and Camden County Commissioner @JeffreyLNash to discuss the @GlassboroCamden Rail Line, Microgrids, Environmental Justice, the \$20 Million Newton Creek Dredge and more. (1/2)



Yes to the GCL and 9 others
1 9 15

Show this thread

Yes to the GCL @yestoGCL Follows you Following
We're a group of South Jersey residents who support connecting our communities with the Glassboro-Camden Light Rail Line project
RideGCL.com

Glassboro-Camden Line @GlassboroCamden Following
The Glassboro-Camden Line (GCL) is a proposed 18-mile passenger rail line between Glassboro & Camden in #SouthJersey. #DiscoverGCL #RideGCL

Jeffrey L. Nash @JeffreyLNash Following
Born/raised Brooklyn. Live in Winslow, NJ. James Madison HS; George Washington U; and Hofstra Law. Partner, The Nash Law Gp; Camden County Freeholder. Democrat

Camden County @camdencountynj Following
Follow for info from Camden County Government on news, events and services. FOR COVID-19 UPDATES, VISIT: bit.ly/CC_COVID19

Frank Filipek @FFilipek Follow
Public Servant, Loving Son, Brother, Uncle, Loyal Friend, Visionary.

Dan Keashen @DanKeashen Follows you Following
News junkie, former reporter, goalie, dog owner and dad. Professional-Communications Director for Camden County and my tweets are my own.

Louis Cappelli Jr @LouisCappelliJr Following
Camden County Commissioner Director, Albright College, Rutgers Camden Law School; Partner Florio, Perrucci, Steinhart, Cappelli, Taylor and Tipton, LLC.

Camden County Dems @CCDems Follows you Following
Camden County Democratic Committee

Delaware River Port Authority (DRPA) @DRPA_PAandNJ Following
Stewards of the Ben Franklin, Walt Whitman, Commodore Barry and Betsy Ross bridges & @RidePATCO. We tweet M-F 7a-7p. Not monitored 24/7. Emergency? Dial 911.

Shawn LaTourette @shawnlatur · 4m
We cannot do the critical work of building sustainable communities. Like the air we breathe and the water we drink, we are all interconnected. And our path to environmental progress is paved through partnership. Thank you @TriCountySusta1 & every #GreenTeam across the region.

Tri-County Sustainability @TriCountySusta1 · 23h
ICYMI: @NewJerseyDEP Commissioner @shawnlatur joined us to discuss a broad range of topics including New Jersey's \$1 Billion Climate Resilience Fund.

All Mentions

Troy Singleton @Troy4NJ7 · 13h
@TriCountySusta1 Thank you for allowing me to join you this evening to discuss the environmental issues I have led while in the Senate.



Solar Landscape @solar_landscape
Community solar and clean energy equity mean expanding access to good paying jobs in clean energy.

That's the message from Todd Menadier at the @TriCountySusta1 Green Jobs Listening Forum with @ClimateOfficeNJ, @njnaacp_ecj and other leaders.
solarlandscape.com/workforce-devel...



Follow to be a leader

Sharing other's content helps build your brand

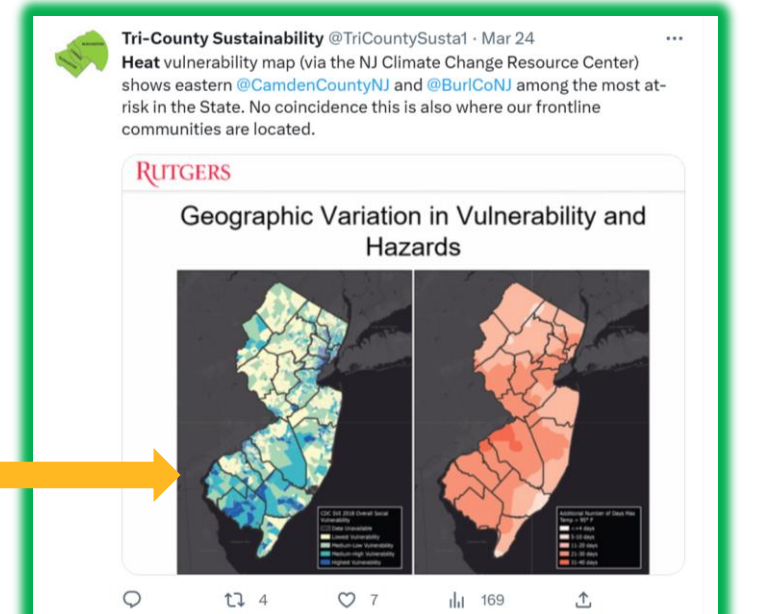
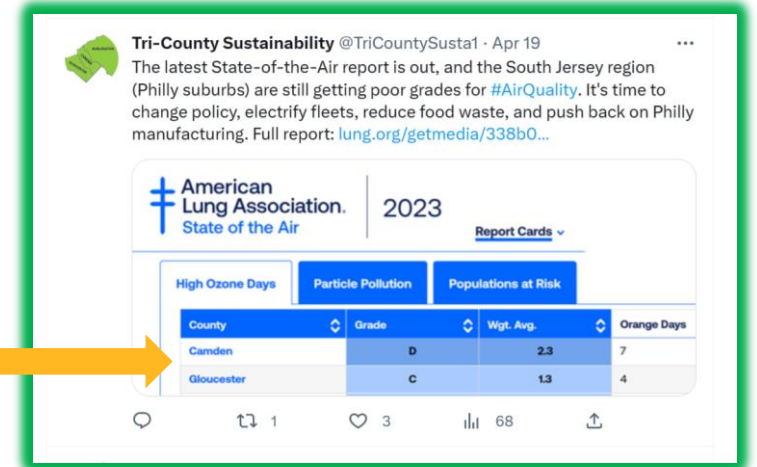
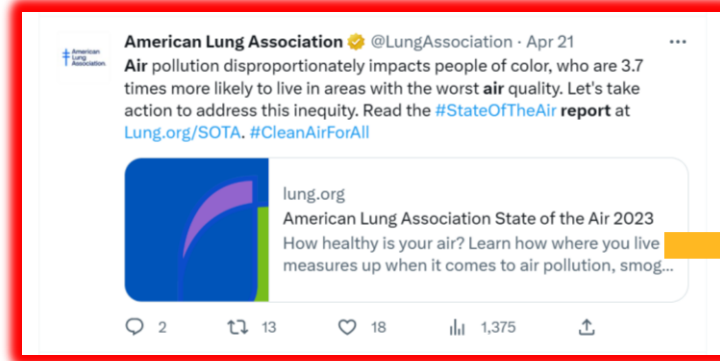
- Follow (like & retweet)
 - ALL members of **NJ Legislature**
 - State **Agencies** (DEP, EDA)
 - Official **Municipal & County** Accounts
 - Unofficial local **neighborhood groups**
 - **Mayors** and other local electeds
 - Other NJ **environmental orgs**
(Sustainable Jersey, NJLCV, NJ Sierra Club)
 - ALL **regional media** outlets (6ABC) and reporters (NJ Correspondents)
- Humor is okay 🤪



Keep it local, stupid

Local context gets attention

- Focus on local or regional angles of climate and sustainability content
 - Tag **locations** (towns, counties, businesses)
 - Add **instructions** or actions, where possible



Results: LinkedIn



New Jersey Board of Public Utilities

Ensures safe, reliable, affordable public utility services. Supports Gov. by 2050.

Government Administration · Trenton, NJ **5,439 followers**



NJ Department of Environmental Protection

NJDEP is a leader in the country for its pollution prevention and management strategies.

Government Administration · Trenton, NJ **8,490 followers**



Christine & 43 other connections work here · 1,...

✓ Following

Visit website

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Life

People



Tri-County Sustainability · 1st

Sustainability Hub for 101 towns, 1.2 million residents and 10 legislative districts at Burlington | Camden | Gloucester

Talks about #southjersey, #camdencounty, #sustainability, #burlingtoncounty, and #gloucestercounty

Greater Philadelphia · [Contact info](#)

6,136 followers 500+ connections

Burlington | Camden | Gloucester

Results: Mailchimp



Most recent campaign performance



Completed Campaign • Mar 29

TriCounty: MARCH 2023 (STARTING SOON)

4195 Recipients

Open Rate 34.7%

Clicks Per Unique Open 14.4%

Successful Deliveries 4135

Total Opens 2274

Audience

Current audience

TriCounty Sustainability Alliance - Full List ▼

Your audience has 4,624 contacts. 4,172 of these are subscribers.

Total Audience

4,781

+1 (+0.0%) this week

DISCORD

The town square & repository for sustainable content



Tri-County Sustainability ▾

- ▾ TCS: COMMUNITY OVERVIEW +
 - # tcs-meeting-suggestions
 - # about-tcs
 - # general
 - # welcome
 - # announcements
 - # shout-outs
 - # code-of-conduct
- ▾ ENERGY, POWER & TRANSPORT... +
 - # energy-archive-pre-13...
 - # solar
 - # electric-vehicles
 - # glassboro-camden-rail...
 - # transportation-other
 - # circuit-trails-biking
 - # offshore-wind
 - # home-energy-efficiency
 - # south-jersey-transit-a...
 - # electrify-everything
 - # heat-pumps-geothermal
- ▾ SOUTH JERSEY AIR QUALITY C... +
 - # state-of-the-air-report
 - # sjaq-committee
- ▾ WASTE REDUCTION +
 - # food-waste-reduction
 - # municipal-waste-recy...
 - # zero-waste-wednesdays
 - # zero-waste-contest
 - # plastics-reduction
- ▾ GOVERNMENT POLICY +
 - # government-policy-rel...
 - # advocacy
 - # the-green-ammendme...
- ▾ MARKETING & COMMUNICATIO... +
- ▾ MUNICIPAL MASTER PLAN +
- ▾ SUSTAINABLE JERSEY +
 - # sustainable-jersey
 - # sj-towns-helping-towns
 - # tht-mentors-only

Tri-County Sustainability ▾

- ▾ GREEN JOBS +
 - # green-job-opportunities
- ▾ AGRICULTURE & FARMING IN S... +
 - # farmers-toolkit
 - # soil-health
 - # green-farming
- ▾ ENVIRONMENTAL JUSTICE +
 - # ej-archive-pre-13april...
 - # gibbstown-Ing
 - # covanta-incinerator
 - # nj-law-s232-permits-i...
 - # ej-general
 - # pfas-forever-chemicals
- ▾ STORMWATER MANAGEMENT +
 - # storm-water-manage...
- ▾ CLEAN WATER AND SUSTAINAB... +
 - # clean-and-plentiful-use
- ▾ GRANTS AND FUNDING OPPOR... +
- ▾ GARDENING RESOURCES +

food-waste-reduction

ginacohl 11/30/2022 4:15 PM
Back in August the Governor announced the creation of the Office of Food Security Advocacy and Mark Dinglasan as the Director. Perhaps once he gets his office up and running we can have him as a guest speaker.
<https://www.nj.gov/governor/news/news/562022/20220804a.shtml>

Office of the Governor | Governor Murphy Announces Mark Dinglasan a...

TRENTON – Governor Phil Murphy today announced Mark Dinglasan as Director of the Office of the Food Security Advocate. In September 2021, Governor Murphy reaffirmed his commitment to ending hunger in New Jersey by signing a comprehensive legislation package aimed at combatting food insecurity and establishing the Office of the Food Security A

December 1, 2022

PatrickMcD 12/01/2022 6:58 PM
NJDEP Resources: https://www.nj.gov/dep/dshw/food-waste/news.html?fbclid=IwAR3N_3vq5QAvD8qG7NE26NU0AmXXKotGaB4jehtQwWJBIE5XoM_8BhAtODEM&mibextid=Zxz2cZ

SRWMP Food Waste - News

Environmental Protection Food Waste Information

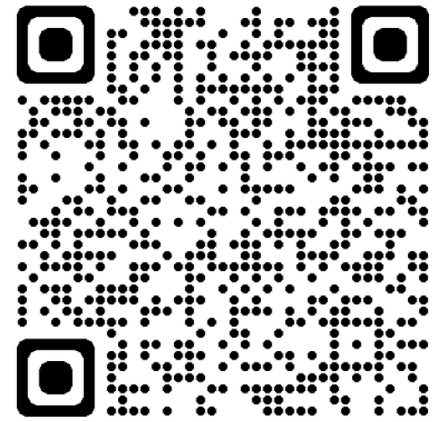
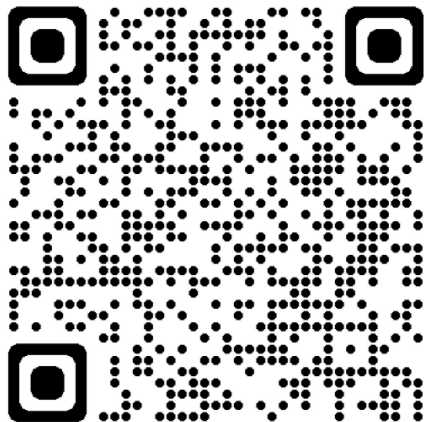
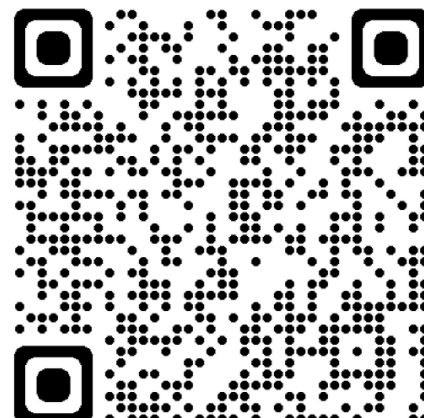
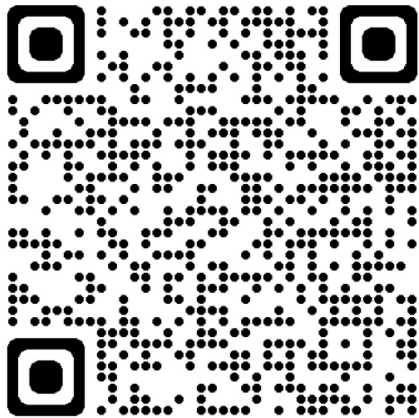
December 2, 2022

Mike Jacob 12/02/2022 10:29 PM
<https://www.theatlantic.com/health/archive/2022/11/expiration-dates-food-waste-safety/672311/>

The Atlantic

Stay active & follow us

Tri-County Sustainability: we follow back!



Upcoming Events and Opportunities

SUSTAINABLE JERSEY TECHNICAL ASSISTANCE

Sustainable Jersey staff can help your municipality or school district identify and apply for incentives that lower energy usage in your facilities and save money.

Email info@sustainablejersey.com to learn about current technical assistance options open to your school or municipality.

For more information please visit: bit.ly/EnergyTAforMunisandSchools

2023 MUNICIPAL CERTIFICATION CYCLE

The next deadline to apply for certification is **May 12, 2023**. The final application deadline is **July 27, 2023**. View the full cycle timeline on the 2023 Certification Cycle page.

For more information please visit: bit.ly/MuniCertCycle

2023 SUSTAINABLE COMMUNITIES GRANT PROGRAM

Atlantic City Electric and Sustainable Jersey are pleased to offer **\$50,000** to support municipal environmental stewardship and resiliency projects in Atlantic City Electric's service territory. Municipalities are encouraged to work with local organizations on applications, which are due **June 29, 2023**. An informational webinar will be held on **May 15, 2023 from 1:00pm - 2:00pm**.

For more information please visit:
<http://www.bit.ly/SustainableCommunitiesGrantProgram>

TRI-COUNTY SUSTAINABILITY GENERAL MEETINGS

This Sustainable Jersey Regional Hub will host virtual meetings on a variety of sustainability topics throughout the year. The next meeting is **May 31, 2023 from 7:00pm - 8:00pm**.

For more information please visit: <http://www.bit.ly/Tri-CountySustainability>

2023 SCHOOL CERTIFICATION CYCLE

The final deadline to apply for certification and Digital Schools Star Recognition is **June 15, 2023**. View the full cycle timeline on the 2023 Certification Cycle page.

For more information please visit: <http://www.bit.ly/SchoolsCertCycle>

TREES FOR SCHOOLS PROGRAM, TREE-PLANTING GRANTS FOR NJ PUBLIC SCHOOLS, COLLEGES AND UNIVERSITIES

The Trees for Schools program will provide **\$2.5 million** in grants to New Jersey public school districts, county colleges and state colleges and universities to fund the planting of trees on campuses across New Jersey. Competitive grants of **\$10,000 to \$500,000** will fund costs associated with planning, site preparation, trees, planting, watering, monitoring and related expenses over a three-year period. Applications are due on **July 13, 2023**, for spring 2024 plantings. An informational webinar will be held on **May 18, 2023 from 3:00pm - 4:30pm**. The Trees for Schools program is a collaboration of the New Jersey Department of Environmental Protection, The College of New Jersey and Sustainable Jersey.

For more information please visit: bit.ly/TreesforSchools

Sustainable Jersey Underwriters and Sponsors

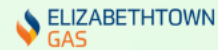
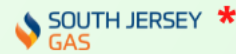
PROGRAM UNDERWRITERS



GRANTS PROGRAM



CORPORATE SPONSORS



*Digital Schools Sponsor

SUSTAINABILITY SUMMIT



Thank You

Session slides will be available on sustainablejersey.com by 6/30.

SUSTAINABILITY SUMMIT

