



**Department of
Environmental
Conservation**

NYS Environmental Excellence Awards

An Opportunity for Statewide Recognition

February 24, 2016

Webinar Agenda

- 10:00 am** Welcome and Introductions
- 10:05 am** The NYS Environmental Excellence Awards Program
- 10:10 am** Benefits of being an award winner
- Joseph Berman, Manager of Corporate Social Responsibility, LEED AP BD&C, Golub Corporation/Price Chopper
 - Paul LaCaruba, Manager Public Affairs, National Hockey League
- 10:30 am** How to prepare a competitive application
- 10:50 am** Review application review process and schedule
- 11:00 am** Q & As



NYS Environmental Excellence Awards



Recognizes:

Innovation Sustainability Unique Partnerships

Honors:

Businesses Municipalities/Government Agencies
Municipalities Not-For-Profits
Academia Individuals

An elite, statewide network of award winners are ..



- Implementing innovative approaches and technologies
- Advancing sustainable practices and generating economic growth
- Harnessing the power of unique partnerships
- Achieving extraordinary outcomes
- Inspiring others to undertake like-minded projects

Impressive Impacts ...

- **Eliminating more than 150,000 metric tons of CO₂ and other GHGs**
- **Producing at least 1.4 million KWh of electricity from solar installations**
- **Reducing the use petroleum products by more than 12 million gallons**
- **Reducing water consumption by more than 80 million gallons**
- **Capturing at least 45 million gallons of stormwater with green infrastructure technologies**
- **Diverting more than 240,000 tons of waste from landfills**
- **Composting nearly 175,000 tons of organic material**



Showcasing innovative and cutting-edge approaches:

- Initiatives to reduce greenhouse gas emissions
- climate change adaptations
- food waste reduction efforts
- recycling and composting programs
- “green tech” solutions
- green infrastructure projects
- energy efficiency improvements
- education and training programs



More Stellar Projects ...



- “greening” businesses, farms, schools, recreational, sports, health care and hospitality facilities
- creative urban forestry or farming practices, including programs to advance “farm to table
- creative natural resource/habitat protection or restoration efforts
- manufacturing process improvements
- clean energy projects

What are the Benefits?

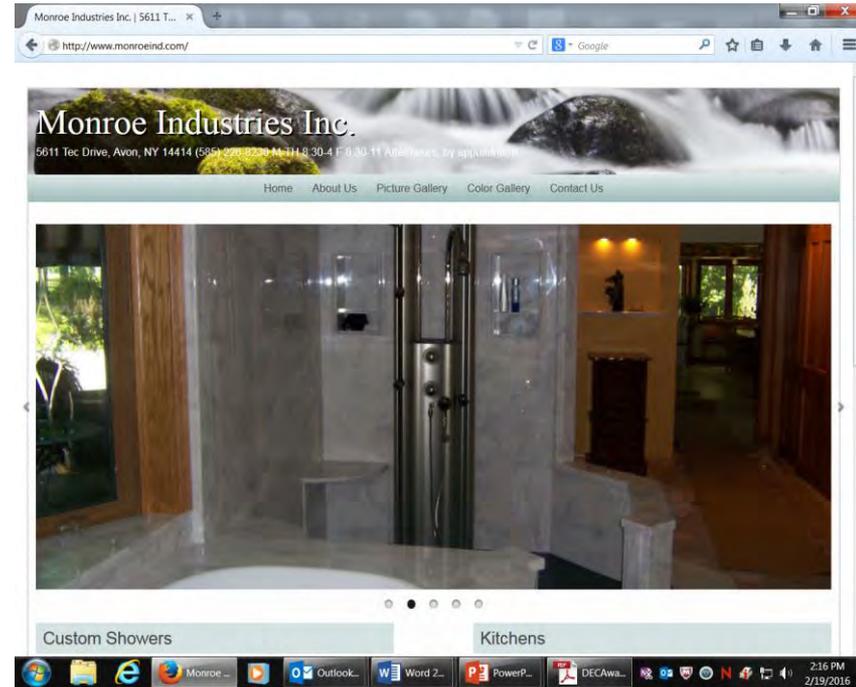
- Increased visibility as a sector leader
- Advancing the mission of an organization
- Professional networking
- Increased marketing opportunities
- Improved sales



Increased Profits ...

"This award has not only helped bring people to our showroom and added to our sales, but it has also opened up doors for additional recognition from our industry. Customers feel good they are working with a company that is conscientious of our environment. It's good for our bottom line and good for the environment."

Bonnie Webster, Vice President of
Monroe Industries



More Financial Support ...

"The recognition we received through winning the award has opened doors in terms of attracting the attention of new funders and community based organizations interested in working with us to develop similar programs in their communities. Success breeds success only when it is recognized. The Environmental Excellence Award helped to do that."

John McKeeby, Exec. Director, Schoharie River Center

The screenshot shows the website for the Schoharie River Center & Environmental Study Team. The page features a navigation menu with links for HOME, PROGRAMS, NEWS & EVENTS, RESOURCES, GET INVOLVED, and ABOUT US. Below the navigation is a header for "Schoharie River Center & Environmental Study Team in the news...". The main content area lists several news releases:

- 9/17/15 - First Annual Watershed Field Days is announced - Showcasing Citizen Science and Community Advocacy in the Mohawk River Basin October 2 - 3, 2015 at the Schoharie River Center.** The Schoharie River Center will host the two day event to showcase and promote citizen science and community advocacy in the Mohawk River Basin.
- 9/17/15 - DAM Concerned Citizens Presents a series of free seminars at SUNY Cobleskill -** Dam Concerned Citizens, Inc. (DCC) will present a seminar series at SUNY Cobleskill, free to the public, about the Schoharie Creek drainage basin. Four consecutive Wednesday evening sessions, starting October 14, from 7:30 - 9:15 pm, to be held in the new CNRR Building on the campus (north side of Route 7), in Auditorium # 0101.
- 10/08/14 - Schoharie River Center hosts a Bee Summit -** The Schoharie River Center will host a Bee Summit on 10/19/14 from 2:00 pm to 4:00 pm at the Schoharie River Center and will feature bee keepers from the northeast and a panel discussion on the practice and traditions of bee keeping in Haiti, the Ukraine and here in the Mohawk and Hudson Valleys.
- 3/12/14 - Governor Cuomo Announces Funding to Improve Flood and Environmental Protections Along Mohawk River Basin -** The Schoharie River Center has been awarded a \$40,000 grant to expand it's Environmental Study team water quality monitoring program into the Mohawk Basin Watershed.
- 12/10/2013 Press Release - DEC Recognizes Eight Innovative Programs Working to Sustain NY's Resources and Strengthen the Economy -** The Schoharie River Center was one of eight winners of the 2013 NY State DEC Environmental Excellence Awards.
- 10/30/2013 Press Release - Boy Scout and EST Youth Board Member Reyers Brusoe has built an Appalachian style lean-to as his Eagle Scout project under the guidance and mentorship of area master timber framer Kim Balfour, as well as many volunteers.** The structure will serve as a key program component and venue for activities at the Schoharie River Center. [Read more about it here.](#)
- 6/30/2013 Press Release - The third annual Schoharie River Day festival will be held on Saturday, July 20, 2013 from 9:00 am - 4 p.m. at the Schoharie River Center in Burtonsville New York.** [Press Release](#)
- 5/6/2013 Schoharie River Center is presenting "Schoharie Sings: Folk Music from the Schoharie Hills," a musical program based on the twentieth century collecting of folklore and folk song in Southern Schoharie County.** [Press Release](#)

On the right side of the page, there is a "Donate" button with logos for American Express, Visa, and MasterCard. Below that is a Facebook "like us on facebook" button and a sign-up for an eNewsletter titled "The River Current". At the bottom right, there is a "goodshop" logo with the text "donates to" and a logo for SRC, followed by the text "when you shop at" and a "Shutterfly" logo with "1% donation 8% coupons".

The URL in the browser address bar is <http://www.schoharierivercenter.org/newsandpressreleases.html>. The browser shows a Windows taskbar at the bottom with various application icons and a system clock showing 2:20 PM on 7/19/2016.



NEW YORK
STATE OF
OPPORTUNITY

**Department of
Environmental
Conservation**

Thank You!

Marna Posluszny

Environmental Analyst

625 Broadway, Albany, NY

12233-11750

marna.posluszny@dec.ny.gov

518-402-9160

Connect with us:

Facebook: www.facebook.com/NYSDEC

Twitter: twitter.com/NYSDEC

Flickr: www.flickr.com/photos/nysdec



**Department of
Environmental
Conservation**



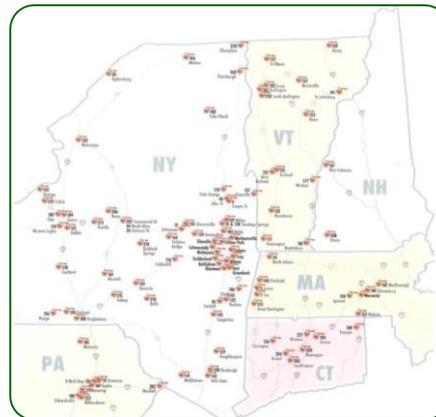
Price Chopper/Market 32: CSR and Sustainability





Company Profile

- In business for 85 years
- Privately Held and Employee Owned
- Over 137 Stores, three warehouses, and Main Offices in Schenectady, NY
- More than 22,000 Associates
- Six Northeastern States
 - New York, Vermont, Connecticut, Pennsylvania, New Hampshire, Massachusetts



Principal Areas of Focus

- Energy and Water Conservation
- 3rd Party Certified Green Building
- LEAN Materials Management and Recycling
- Carbon Impacts and Carbon Footprint Reduction
- Resource Usage Impacts Reduction
- Innovative Technology
- Alternative Fuel Vehicle Infrastructure
- Food Recovery and Food Waste Landfill Diversion
- Customer Comfort and Community Involvement





**Price Chopper Honored as an Environmental Excellence
Awards Winner!**





Thank You, Be Well and Be Green



Joe Berman
Mgr. of Corporate Social Responsibility,
LEED AP, GGP
josephberman@pricechopper.com



Environmental Sustainability
at the **National Hockey League**



We made a commitment to improve the environmental sustainability of our game...



... to preserve this tradition for future generations and to protect our business for the next 100 years.



NHL GREEN: GOALS AND OBJECTIVES



The comprehensive, high-impact initiative that seeks to lessen the environmental impact of the sport.



Tracking Impacts

Encourage a behavioral change by increasing awareness of resources used



Reducing Energy, Waste & Water

maximizing resource-use efficiencies to improve our overall environmental footprint



Offsetting Impacts

Mitigate emissions by renewable energy credits, carbon offsets and water restoration



Supporting Environmental Programs

Support environmental causes and change perceptions or behaviors related to our sport



Inspiring Environmental Progress

Influence fans, players & teams, business partners and employees around *green*

NHL GREEN in NEW YORK STATE

New York State is home to three NHL Clubs
and the League's Headquarters.



Buffalo Sabres

Established: 1970

Arena: First Niagara
Center

Year Opened: 1996



New York Rangers

Established: 1926

Arena: Madison Square Garden

Year Opened: 1968



New York Islanders

Established: 1972

Arena: Barclays Center

Year Opened: 1968



National Hockey League

Established: 1917

Office: 1185 Ave. of Americas



NHL GREEN in NEW YORK STATE



Buffalo Sabres: Blue & Gold Make Green.

An initiative launched during the 2007-08 season dedicated to protecting and preserving the environment of western New York and southern Ontario. The Club has hosted environmental activities and educational opportunities in the community, including annual spring cleanup events along Buffalo's waterfront, tree plantings, e-waste drives and document-shredding events.



New York Islanders: A fresh start at a LEED facility.

This season the Club moved to the Barclays Center in Brooklyn. The venue, which has achieved LEED Silver certification, boasts significant energy- and water- efficient technologies, including waterless urinals and a stormwater-retention system. Barclays Center has access to one of the most comprehensive transportation networks of any sports venue in North America. The facility estimates that more than 75% of its customers take public transit.



New York Rangers: Green in the community.

The Club is working with partners on environmentally conscious refurbishments of community spaces and local hockey rinks, installing everything from new bamboo floors, eco-friendly clay walls, nontoxic paint, and solar shades to brand-new energy-efficient appliances.

THE OPPORTUNITY: INFLUENCING MILLIONS

“We have the power to promote, develop and support positive change.” -- Commissioner Gary Bettman



\$3.6+ billion business

- More than 72 million fans in North America
- \$1 billion in merchandise (+108%)



Significant TV Viewership

- 733MM total viewers during the 2014-15 season
- 445MM Regular Season /288MM Playoffs



Substantial Digital Footprint

- 11.6MM followers across the NHL's social channels
- 234 million unique visitors to NHL digital platforms during the 2014-15 regular season



Robust Fan Attendance

- 21.5MM fans attended games during 2014-15 regular season
- NHL arenas played at 96% capacity, higher than NFL, MLB, and NBA





Above all, its simply
the right thing to do.



**Department of
Environmental
Conservation**

NYS Environmental Excellence Awards

Submitting a Competitive Application

February 24, 2016

**NEW YORK STATE
ENVIRONMENTAL
EXCELLENCE AWARDS**

2016 Application Brochure



An Eligible Project Is ...



- Located in New York State
- Initiated within the past 3 years and have been fully operational for at least 1 year
- Be submitted by a NY applicant who is in compliance & agrees to have information published
- Be submitted in the required format and include documented metrics

Use the “Tips” ...



- Carefully complete the APPLICATION COVER SHEET and CHECKLIST forms.
- Present information in plain language and avoid the use of technical jargon
- Provide clear, measureable and documented metrics

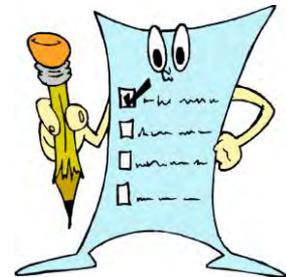


Project Summary

- Summarize the main points
- Include specific and concise descriptions
- Highlight benefits, achievements and overall merit of the project
- For long-term projects, focus on benefits achieved within the past 3 years and/or explain how the project is a model for other successful projects



General Project Description



- Describe what makes the project unique or cutting-edge
- Describe how the project improves/protects the environment or increases the stewardship of NYS's natural resources
- Describe the economic and social benefits
- Identify what motivated your organization to take action
- Describe training, outreach, education aspects

Innovation, Sustainability Partnership



- What makes the project innovative or sustainable?
- What's unique or different about your partnerships?
- What makes your project distinct?
- How has the project advanced sustainability?
- How are you engaging your employees, customers, community?
- Is the project contributing to a trained workforce?



Superior Practices

- Explain how you went “above and beyond”
- Need to exceed standard practices and regulatory requirements
- Explain how your approach, technology or product is superior



Environmental, Economic & Social Benefits

- Specific and quantified metrics
- Use absolute terms - include both a baseline value and an achieved value
- For projects started prior to 2013, focus on achievements in the past 3 years



Commitment and Leadership in Pursuit of Environmental Excellence

- How does the project convey your commitment to sustainability and innovation?
- Do you have written policies or management practices that demonstrate or support your commitment?
- What about employee engagement, education or training?
- Did you need or provide technical assistance?
- What's the financial commitment?



Transferability – A Role Model



- Can the project/program be replicated by others?
- How is the organization sharing information and results?
- For longer projects – How has the project served as a model for other successful projects

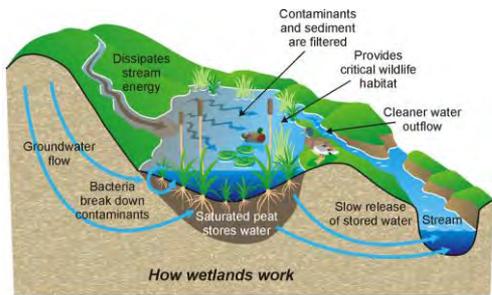
Funding

- Explain the organization's financial commitment
- Provide information about any creative financing techniques
- Give specific examples of costs and economic benefits



Other Details & Supporting Information

- Explain new processes, equipment or procedures developed
- Discuss operational, product or maintenance improvements
- Include pictures, charts, schematics, web-links, photos, illustrations
- Provide links to additional information



Application Review Process

- Application deadline **Friday April 8, 2016**
- Eligibility, Technical and Compliance Reviews conducted during the summer;
- External Review Committee review during late summer/early fall;
- Award ceremony in late November



Thank You!

Marna Posluszny
Environmental Analyst
625 Broadway, Albany, NY
12233-11750
marna.posluszny@dec.ny.gov
518-402-9160

Connect with us:

Facebook: www.facebook.com/NYSDEC

Twitter: twitter.com/NYSDEC

Flickr: www.flickr.com/photos/nysdec



**Department of
Environmental
Conservation**