

A Newsletter Dedicated to Water Protection & Responsible Business

As summer heats up, you may be heading to your favorite river, lake, or beach to swim, sail, or fish. Such recreation as well as the health of our nation is possible in part due to the Clean Water Act, passed a half-century ago this year. Before then, cities and industrial facilities dumped raw sewage and chemicals into our waterways with impunity until the 1969 Cuyahoga River fire galvanized public and political action culminating in the Clean Water Act in 1972. Still, over half of our nation's lakes and rivers are too polluted for swimming, fishing, or drinking. What's worse, our ability to enforce the Clean Water Act is now under attack in a case before the Supreme Court: *Sackett v. Environmental Protection Agency (EPA)*. Learn more about this critical case in the lead [Clean Water Protection Update](#) below. Please lend your voice to the growing chorus of responsible business owners who understand the importance of water protections. Help us grow this important movement by sharing this newsletter with friends and colleagues. Let's make history together.

Our waterways are the backbone of many local economies and vital for certain business industries. This was made especially clear to businesses around Lake Hopatcong, New Jersey in the summer of 2019 when no-swim advisories were posted due to a [surge in toxic algae outbreaks](#) caused by increasing stormwater runoff pollution and rising temperatures. That year, business revenues in the surrounding communities plummeted by 40 to 50 percent and sometimes more due to decreased tourism. The outbreaks haven't been as bad in the last couple of years, and the state is investing in preventive measures, but each summer warming waters bring the risk of a similarly disruptive event.

And it's not just in Lake Hopatcong – toxic algae outbreaks have been on the rise in lakes throughout New Jersey and in bodies of water across the country, and other threats to clean water, like sewage overflows, frequently disrupt daily life and threaten economic activity. To protect their bottom lines and ensure the health of their communities, [businesses can and should be at the forefront](#) of protecting the nation's clean water supplies.

In the Delaware River Watershed, where Lake Hopatcong is located, business leaders from across industries have come together through the [“Clean Water is Good for Business”](#) initiative to collaborate on public policy and market-driven solutions for protecting the watershed. Business leaders in the four watershed states—New York, Pennsylvania, New Jersey, and Delaware—meet to strategize on actions that raise [the business case for protecting the watershed](#) to policymakers, the media, and the public. We've been working for five years to protect this watershed. Our collective business voice is powerful, and our vigilance pays off.

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The Delaware River Watershed Business Steering Committee meets every other month. If you are interested in getting involved, please reach out to Colton Fagundes at cfagundes@asbnetwork.org. If you are not in the Delaware River Watershed but would like to get involved in the Clean Water is Good for Business initiative, please do not hesitate to reach out. As seen throughout this newsletter, business leaders across the country are speaking out for clean water protections and investments. There are opportunities to get involved no matter where you live or work.



Toxic algae outbreaks, like the one in Lake Hopatcong in 2019, are a serious concern that can cause rashes and flu-like symptoms in people, and dogs can die from playing in infested waters. Beach closures that year took a serious toll on local businesses.

If you are a business leader concerned about protecting the Delaware River Watershed or other watersheds across the U.S. and would like to join other business leaders in finding and advocating for solutions, please reach out to cfagundes@asbnetwork.org

Was this newsletter forwarded to you? Sign Up [HERE](#) and don't miss a beat.

The Clean Water is Good for Business Steering Committee

Help us protect the Delaware River Watershed!
Learn more about the work [here](#). To join, reach out to cfagundes@asbnetwork.org



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SUSTAINABLE
BUSINESS
COUNCIL



**BROOKLYN
GRANGE**



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Clean Water Protection Update

Share why clean water is important to your business!

ASBN would like to highlight stories of how specific waters are significant to the success of your business and/or the well-being of your community economically and ecologically. We are looking for stories about waters that include small streams, wetlands, waters that are downstream to small streams or wetlands, or waters that are important to you in any way

Click here!

<https://bit.ly/3IjpCCG>

Protecting the “Waters of the US” Rule

The American Sustainable Business Network (ASBN) joined partner organizations to [file a brief](#) this June with the Supreme Court for the case of Sackett v. Environmental Protection Agency (EPA). The Court’s ruling later this year or next year will be critical to the future of clean water protections in the United States. Sackett aims to weaken federal clean water protections and narrow the judicial definition of “waters of the United States” (WOTUS) under the Clean Water Act. The exclusion of wetlands from that definition is at stake, as are broad impacts on the Act’s ability to protect America’s streams, rivers, and lakes. This puts our businesses, communities, and water supplies at risk. Read ASBN’s court brief [here](#), which makes the legal and business case against a narrow definition of WOTUS.

As members of the Clean Water is Good for Business - Delaware Watershed Steering Committee, Dr. Andrew Smith of Rodale Institute and Dominique Lueckenhoff of Hugo Neu Corporation recently participated with other stakeholders in a roundtable meeting with the EPA and Army Corps to discuss WOTUS. Dr. Smith and Ms. Lueckenhoff respectively represented agricultural and real estate development perspectives during the roundtable and made the case for an expanded definition of WOTUS. You can watch the recording of the meeting [here](#).

Earlier this year ASBN and over 300 businesses submitted a comment letter to the EPA calling for the agency to implement a WOTUS rule that is compliant with the original intent of the Clean Water Act and thus adheres to updated science showing that small stream and wetland protections are vital to protecting larger downstream and adjacent bodies of water. You can read that letter and **add your voice to the businesses that support science-based Clean Water Act protections [here](#)**.

“Philadelphia’s tap water from the Delaware River Watershed is our main ingredient. While we take for granted that this water will always be available to us, we know that in truth, our waterways – the rivers and wetlands that shape our ecosystem – require active protection so that we can all enjoy safe water, vibrant habitats, and good beer for centuries to come.”
Tess Hart, CEO and Co-founder of Triple Bottom Brewing in Philadelphia, PA.



Business Forum: Advancing Sustainable Federal Procurement for “PFAS Free”

Earlier this year, sustainable business leaders and government officials came together in a virtual roundtable to discuss opportunities under President Biden's Executive Order 14057 to utilize federal procurement to expand the markets for PFAS-free products. PFAS (per- and polyfluoroalkyl substances) is a diverse class of chemicals that have polluted water supplies across the country and are used in a wide range of products, such as cookware, firefighting gear, and furniture. PFAS are hazardous and persistent chemicals that have been shown to accumulate in our waterways as well as in our bodies.

The forum identified actions and next steps for how the government can best expand sustainable and PFAS-free federal procurement.

You can read those recommendations and see the companies that participated in the roundtable here and read more background on the potential for PFAS-free federal procurement here.



More work around PFAS

Read: [The Business Case for Eliminating PFAS Chemicals from Consumer Products](#)

Read: [The Power of Sustainable Purchasing](#)

**For businesses that are committing to removing PFAS from their supply chain, please sign [here](#)

Delaware River Watershed Protection Update

New York Legislators Pass Key Protections, Await Governor's Decision

After extensive debate, New York State legislators passed many key bills this year in the final days and hours of a legislative session that went into overtime. The following are a couple of bills that can safeguard our water and that responsible business owners advocated for in efforts coordinated by the New York Sustainable Business Council (NYSBC).

- The "PFAS in Apparel" bill ([S6291a/A7063a](#)) prohibits the production, distribution, or sale of common apparel with intentionally added PFAS (per- and polyfluoroalkyl substances)
- The "Moratorium on Cryptocurrency Mining" ([S6486d/A7389c](#)) requires an environmental impact review before permitting future proof-of-work cryptocurrency mining operations, which are extremely energy consumptive and many of which have cooling systems that directly increase nearby natural water temperatures causing harmful algal blooms (HABs)

With thousands of bills under consideration this year, it is reassuring to see such political will behind these and many other bills essential to building a just and sustainable economy, but our work is not over. In order to become law, these bills must be signed by New York State Governor Kathy Hochul or they will simply expire at the end of the year. **To learn about other such bills and how you can help get them across the finish line, contact Bob Rossi (bob@ny-sbc.org) or join the New York Sustainable Business Council [contact list here](#).**

New Jersey Budget Makes Progress on Clean Water

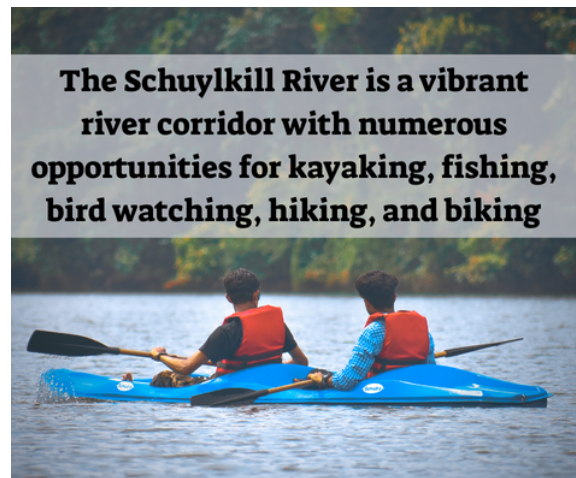
For the second consecutive year New Jersey has honored their commitment to the Delaware River Basin Commission (DRBC) by funding the Commission at its fair share of \$893,000. There was also \$300 million for water infrastructure in the state budget! While this investment puts NJ closer towards closing its clean water funding gap, there is still work to be done. Allocating \$1 billion of American Rescue Plan funds will create over 13,000 well-paying jobs and will spur an additional \$2.9 billion in economic benefit. **To learn how you can help with these efforts, contact Richard Lawton, rlawton@njsbcouncil.org.**



Funding for the DRBC is vital the health of the watershed that provides drinking water for 13.3 million people in 4 states.

[Interactive Story Map of the Schuylkill River](#)

Princeton Hydro, LLC, a water resources engineering and natural resources management small business and long-time member of the Clean Water is Good for Business - Delaware River Watershed Steering Committee, partnered with several other organizations to launch a new interactive ArcGIS StoryMap web page that reveals local perceptions of the Schuylkill River and documents the ecological status of the main stem through a year-long water quality and trash monitoring project. The ultimate goal of this new publicly-available resource is to connect residents and communities with the Schuylkill River and encourage protection of this special waterway. You can see the project [here](#).



Read&Watch

[Clean Water and Responsible Business Webinars and Editorials](#)

Webinar: [Caring for the Earth Part 2: How to Install and Finance Green Infrastructure](#) with Susan Harris of Cerulean, LLC

Webinar: Learn about Combined Sewage Overflows, a top threat to New Jersey water quality in environmental justice communities - [recording](#) and [slides](#)

Op-ed: [Commentary: A neighborhood solution for combatting flood risk](#) by Richard Lawton, New Jersey Sustainable Business Council

Op-ed: [Public policies supporting regenerative agriculture will be good for business](#) by David Levine, American Sustainable Business Network

Upcoming Events Around the Delaware River Watershed

SBN Open House at Perrystead Dairy

Thursday, July, 14th - Philadelphia

Join Sustainable Business Network of Greater Philadelphia next week at Perrystead Dairy. Located in Philadelphia's Olde Kensington neighborhood, Perrystead Dairy is an urban creamery producing world-class artisan cheese and premium dairy beverages supporting the community and Pennsylvania's dairy farmers. The evening will include tours of the Perrystead Dairy's creamery with founder and owner Yoav Perry, along with brief remarks from Apiary Studio, who worked on the landscape design of the facility.

Combining exceptional cheese sourced from local farms, fellow SBN member Spelt Berry Bakery's Liane Sullivan will share how she creates bread and other baked goods from freshly milled grains sourced from nearby farms using organic and sustainable growing practices. Enjoy complimentary cheese, bread, and other refreshments, and as always, explore ways you can connect and grow throughout SBN's membership.

This program is FREE for members and \$25 for non-members. Since this program is in-person, SBN asks that you fill out this brief [screening form](#) to help mitigate the spread of COVID-19 and its related variants.

Rodale Institute's annual Organic Field Day

Friday, July, 22nd - Kutztown, PA

Join Rodale Institute for a tour of their 386-acre experimental farm. Participants will have the opportunity to interact one-on-one with Rodale Institute experts and learn about a wide variety of research and demonstration projects, all focused on regenerative organic agriculture. You'll learn about the economic case for regenerative organic agriculture and the scientific and farming evidence for the efficacy of the approach. Rodale Institute's Watershed Impact Trial will be highlighted, which draws clear links between agricultural practices and watershed health. **Register [here](#).**

GSI Partners Quarterly Meeting

Thursday, July 21 - Philadelphia

GSI Partners are invited to join us for our next Quarterly Meeting in-person to learn from research conducted by OLIN Labs that explores the relationship between labor and equity and provides recommendations for innovative and proven tools for building a more equitable workforce. In addition, attendees will learn about an exciting new tool presented by the Philadelphia Water Department's Stormwater Grants team. This meeting will be held at OLIN Studio's offices at 1617 John F. Kennedy Boulevard, Suite 1900, Philadelphia, PA 19103. A light breakfast will be provided for attendees.

*** GSI Partners members are welcome to attend. For those interested in attending from outside GSI Partners, please get in touch with alex@sbnphiladelphia.org. There is a \$35 ticket fee for non-members. ***