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CleanWater

Inaugural Issue of a Newsletter

Dedicated to Water Protection & Responsible Business

Welcome to our inaugural issue of CleanWater. For years the American Sustainable Business Council's "[Clean Water is Good for Business](#)" campaign has engaged thousands of businesses across the United States on making the business and economic case for

water protection while advancing the needed shifts in business practices and public policy.

We are excited to bring you the CleanWater newsletter so you can learn about threats to our water, efforts to protect it, and simple ways that you can help. Through this important work, we will build a more vibrant, just, and sustainable economy. This and upcoming issues will focus on the Delaware Watershed, which provides water for over 15 million people and thousands of businesses as it flows from the mountains of New York through Pennsylvania, New Jersey, and Delaware before reaching the Atlantic Ocean. We've been working for five years to protect this watershed. Our collective business voice is powerful, and our vigilance pays off.

We celebrated a groundbreaking victory earlier this year when the Delaware River Basin Commission [voted to ban fracking in the entire watershed](#) spanning roughly 13,500 square miles across four states. As the first multi-state fracking ban, this demonstrates the potential for fracking bans that protect our natural resources rather than protections limited to state or municipal boundaries. It also demonstrates our collective power. This victory would not have been possible without tireless public pressure, and our business voice for water protection was an essential counter to the corporate lobby. Your voice is critical in fights like this.

In each issue of this newsletter, we will share relevant updates, events, resources, and at least one thing that you can do to help. Thank you for your support!

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Action Alert: Share this initiative with your network



Clean Water Protection Update

STATE & FEDERAL PUBLIC POLICY



Federal Infrastructure and the Build Back Better Plan

Both the Bipartisan Infrastructure Deal and the proposed \$3.5 trillion Build Back Better Plan currently moving through Congress offer much to celebrate for clean water advocates. Together the bills designate approximately \$16 billion for the wastewater and stormwater infrastructure, hundreds of millions of dollars in new funding for on-the-ground restoration projects of watershed programs across the country including the Delaware River Basin Restoration Program and the Delaware Estuary Program, and almost \$30 billion to support farmers adopting conservation and soil health practices that will reduce agricultural runoff pollution entering waterways. Congressional leadership aims to pass both simultaneously, however, several members from both parties seek to block or slow down the process. Though experts show [there is a clear need for a much larger investment in water infrastructure](#) than offered by these bills, passing both would be a great first step.

Add your voice [here](#) to the over 200 businesses calling for Congress to pass the Build Back Better Agenda.

SHOW YOUR SUPPORT TODAY!



Repealing the “Dirty Water Rule”

On September 3rd, The American Sustainable Business Council and over 100 business leaders [called on the EPA](#) to reverse the 2020 Navigable Waters Protection Rule (also known as the Dirty Water Rule) and replace it with one based in science and that is in line with the Clean Water Act. The rule [stripped waterway protections](#) under the Clean Water Act, leaving thousands of stream miles, many public recreational lakes, and millions of wetland acres without the protections that have been in place for decades. Fortunately, in a separate move that same week, a federal court in Arizona vacated the rule nationally after finding it would have caused significant harm to the nation’s waters if left in place. The fight is not over. Industry groups representing large polluters are expected to appeal the Arizona decision, and the Biden administration would need to provide a replacement rule.

Stay up-to-date and add your voice to the businesses that support science-based Clean Water Act protections [here](#).



New York Soil Health and Climate Resiliency Act

On June 8th, the New York State legislature [passed](#) the Soil Health and Climate Resiliency Act ([S.4722A/A.5386A](#)) designed to enhance and maintain the health and resilience of agricultural soils. This bill has not yet been signed into law by Governor Kathy Hochul. [New York residents can help encourage the governor to sign it into law by clicking here.](#)

Agricultural runoff is the leading cause of pollution in rivers and streams in the country, but by implementing soil health practices farmers can simultaneously reduce pollution, improve resilience to extreme weather events, and help sequester CO2. Read more about the business and economic case for soil health and organic agriculture in the Delaware Watershed [here](#).

RESIDENTS OF NEW YORK: SIGN ON TODAY!



New Jersey and Delaware Step-Up Their Investment in Clean Water

In New Jersey, for the first time since 2013, the state's FY22 budget honors its full, "fair share" commitment for the Delaware River Basin Commission in the amount of \$893,000. The Commission's creation in 1961 was the first time in our nation's history that the federal government and a group of states joined together as equal partners on a regional body with the force of law to oversee a unified approach to managing a river system without regard to political boundaries.

Also, in New Jersey, a Lakes funding bill (S3618) awaits Governor Murphy's signature and will provide \$10 million for grants for certain lake management activities for recreation and conservation purposes. This funding is especially needed in communities like Lake Hopatcong that was forced to close for large parts of the past two summers because of harmful algal blooms, [negatively affecting local businesses](#).

In Delaware, the Clean Water for Delaware Act (HB 200) was voted unanimously out of the Delaware Senate and signed into law by Governor Carney on July 22nd, allocating \$50 million to implement water quality and water-related project

Businesses Protecting Clean Water



Catskill's Brewery:

Catskills Brewery is located in Livingston Manor, New York, in the headwaters of the Delaware River Watershed. Both Catskill Brewery's facility and brewing process reflect its commitment to the environment. Boasting a LEED Gold certification, the brewery is built upon 100% permeable paving and accompanied by native plants on its perimeter to prevent runoff. A green roof with solar panels helps Catskill be a shining example of a fully renewable-powered, green brewery. Meanwhile, the brewing process relies on sustainable water technologies like low-flow fixtures, ground source heat pumps, and solar thermal collection for water processing. Read the full case study [here](#).

HUGO NEU

Hugo Neu - Kearny Point:

Hugo Neu's Kearny Point development in Kearny, New Jersey, is a 130-acre site on a peninsula straddling the Hackensack and Passaic Rivers and graced with breathtaking, panoramic views of the NYC skyline. Kearny Point's commitment to delivering high-quality services enabling fair and equitable sustainable growth has attracted more than 200 businesses employing more than 1,200 people. This Smart Growth-awarded, state-of-the-art campus is becoming a bold regional and national model for the adaptation and rebirth of sites as the future of sustainable, watershed-driven development and revitalization. Read the full case study [here](#).



Princeton Hydro:

This summer, engineering and watershed management firm, Princeton Hydro, installed biochar throughout four water bodies in Hemlock Farms, Pennsylvania, which is in the Delaware River Watershed. This technology helps with water quality management and reduces incidences of toxic algae outbreaks. Learn more in this [blog](#) and [video](#).

If you know of other businesses that have implemented sustainable water practices, advocating for beneficial policy and are in any way working to protect our watershed please let us know

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Upcoming Events

9th Annual Delaware River Watershed Forum

Wednesday, September 29, 2021 - Friday, October 1, 2021

The Delaware River Watershed Forum features a mix of engaging speakers, facilitated discussions to work toward shared watershed priorities, and field trips. This year the majority of the conference will be virtual but with in-person field trip experiences and an in-person networking reception.

Our Clean Water is Good for Business initiative will be hosting a virtual panel during the event on September 30th, 9-9:45AM titled How Market and Policy Solutions Work Together to Protect the Watershed and Local Economies.

Panelists will include:

- Geoffrey Goll, President, Princeton Hydro
- Michelle Deery, Regional Sales Manager, Riverbend Green Roofs

- Nate Clemmer, CEO, Synatek Solutions

Register for the event [here](#)

Resources: Making The Business Case for Clean Water

Recent Reports

- [Green Stormwater Infrastructure - A Tool for Economic Recovery and Growth in Pennsylvania](#)
- [The Business Case for Clean Water in the Delaware Watershed](#)
- [The Business Case for Federal Investment in Water infrastructure](#)

Op-eds

- [Supporting soil health and organic farming in the Delaware Watershed is a win-win-win for clean water, farmers, and local economies](#) By Dr. Andrew Smith, Rodale Institute & David Levine, American Sustainable Business Council
- [Investing in Green Infrastructure is Good for Business](#) by Michele Deery, Riverbend Greenroofs, published in the Delaware Business Times
- [Last year's closure of Lake Hopatcong shows why stormwater utilities are a smart investment for local economies](#) by Richard Lawton, New Jersey Sustainable Business Council, published at NJBiz.com

Clean Water and Sustainable Business Webinar Recordings

- [Making the Business Case on Clean Water Issues to the Media](#)
- [The Business Case for Investing Water Infrastructure with Senator Reed](#)
- [Water Infrastructure Progress at Last?](#)
- [Pesticides, Cancer Prevention & Business Solutions](#)
- [Business Case for Clean Water Roundtable](#)
- [Stormwater Feasibility Study — What is it and why should my town pursue one?](#)

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