

The Sustainable Raritan River Collaborative,
The Edward J. Bloustein School of Planning and Public Policy
and
The School of Environmental and Biological Sciences
Rutgers, The State University of New Jersey

is pleased to present the

2014 Sustainable Raritan River Award

to

SHISEIDO AMERICA, INC.

for

Outstanding Achievement in Sustainable Business



Judith A. Shaw
Judith A. Shaw, PhD, AICP/PP
Director, Sustainable Raritan River Initiative





EDWARD J.
BLOUSTEIN SCHOOL
OF PLANNING AND PUBLIC POLICY

Sustainable Raritan River Initiative recognizes 2014 outstanding achievement

The Sustainable Raritan River Initiative (SRRI) at the Edward J. Bloustein School of Planning and Public Policy, Rutgers University recently announced the recipients of the annual Sustainable Raritan River Collaborative outstanding achievement awards at the 6th Annual Sustainable Raritan River Conference on Friday, June 13 at the Cook Campus Center on the Rutgers University campus in New Brunswick, NJ.

The awards are presented annually by the Collaborative to recognize outstanding achievement in efforts to revitalize the region, restore and protect resources, and promote the area as a premiere place to live, work and raise a family. The awards recognize seven categories of service: government innovation, public education, stewardship, public access, non-profit innovation, sustainable business, and leadership.

The award recipients were as follows:

Sustainable Business Award—Shiseido America, Inc.



Shiseido America is implementing an ecopolicy to encourage environmentally conscious practices across all aspects of its business including manufacturing processes, recycling materials, energy efficient buildings, and eco-friendly packaging. Shiseido constructed the largest single-roof solar system in New Jersey at its facility in East Windsor, New Jersey, reducing its energy demand by 35%. Plant lighting and boiler upgrades helped improve the facility's natural gas efficiency by 34%. The combination of Shiseido's sustainability efforts eliminate 1,500 tons of carbon emissions per year and set an example for other companies to follow.