



New Jersey Water Supply Authority Watershed Protection Programs Fact Sheet #5 River-Friendly Business Case Study sanofi-aventis, U.S., Inc.

Through the River-Friendly Business program, the New Jersey Water Supply Authority (NJWSA) works with businesses to improve water quality by implementing actions in four categories:

- Water Quality Management & Nonpoint Source Pollution Management,
- Water Conservation,
- Native Habitat & Wildlife Enhancement, and
- Education & Outreach.

The sanofi-aventis Bridgewater facility entered into the River-Friendly Business program in April 2007. The Bridgewater Research and Development campus consists of a total of 110 acres, and approximately 1,500 employees work at this location. The headwaters of the Peters Brook begin on the sanofi-aventis site, and flow on the north and west perimeter of the facility. A description of pre-certification conditions is provided below.



I. Water Quality Management

sanofi-aventis staff classified the water quality on site as excellent with no specific water quality problems. Prior to entering the River-Friendly program, sanofi-aventis had approximately 62 acres of vegetation, most of which was mowed lawn area. The facility had designated approximately 20 acres as no-mow, no-spray. There were no buffers along the Peters Brook.



Before: Peters Brook



II. Water Conservation Techniques

Proper watering not only reduces water consumed, but also leads to better water quality due to a reduction in runoff, which can carry pollutants. sanofi-aventis was irrigating approximately seven acres of lawn on the campus up to three times per week during the summer.



III. Wildlife and Habitat Enhancement

The sanofi-aventis site is comprised of several different habitat types, including forest, meadow, and riparian areas. sanofi-aventis staff have observed fox, rabbits, deer, fish, frogs, and various species of birds on site, and had contracted with a Canada goose management company.



IV. Education and Outreach

Before entering the River-Friendly program, sanofi-aventis held annual Earth Day events, promoted recycling, and participated in Adopt-a-Highway campaigns. As educating the employees on site and the surrounding community is an important component of the Business program, NJWSA was able to develop several opportunities that would highlight sanofi-aventis' steps towards certification as well as involve the staff in the certification process.

Summary of Actions

sanofi-aventis, like many of the businesses that work with NJWSA through the River-Friendly Business program, was involved with a company biodiversity initiative (which can be any environmentally-conscious program which may be corporate-wide). The biodiversity initiative was intended to further environmental awareness on site via a number of criteria. NJWSA was able to tie in some of the other certification program actions with the River-Friendly actions. For example, sanofi-aventis was able to drastically reduce use of fertilizers and pesticides and decrease water consumption by reducing lawn irrigation.

Water Quality Management

NJWSA worked with sanofi-aventis to ensure that an adequate number of soil samples are taken and that fertilizer applications are performed based upon the results of the soil test results. sanofi-aventis also added approximately 10 acres of no-mow or reduced mow areas, installed a 33,000 square foot wildflower area, planted more than 60 trees, designated over 200,000 square feet of no-mow and no-fertilizer along Peters Brook and installed rip rap stone in numerous stormwater channels on site to eliminate soil erosion.

Water Conservation Techniques

Through a detailed review of site irrigation needs, sanofi-aventis was able to reduce sprinklered lawn areas by approximately 33% (or 2.3 acres).

Wildlife and Habitat Enhancement

Sanofi-aventis installed twelve blue bird nest boxes and 3 wood duck boxes on site over the course of their certification. The boxes were mapped and a monitoring schedule and maintenance plan were developed. Based on sanofi-aventis staff input, an action item was developed to install decals on bridges connecting buildings to prevent birds from flying into the glass.

Education and Outreach

Over 60 sanofi-aventis employees volunteered their time to help complete several action items needed to obtain certification. As part of certification, sanofi-aventis sent River-Friendly tips to employees and displayed stormwater education posters developed by NJ Department of Environmental Protection. They continued to host annual Earth Day events which NJWSA staff attended and promoted River-Friendly actions that employees can do at home as well as highlighted the actions at sanofi-aventis' facility.

Summary

Over the course of the certification process, sanofi-aventis staff kept documentation of all fertilizer and pesticide applications, all vegetation that was planted on site, and took several before-and-after pictures which illustrate the impacts that the River-Friendly program has had on their campus. sanofi-aventis received their certification in September 2009. Shortly after that, NJWSA developed recertification actions for sanofi-aventis to complete over the next three years. Several of the recertification actions build upon the initial actions that were completed for certification.



After: Peters Brook buffer



Native wildflower planting



Employee planting day

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