



## **DES Environmental Leadership Initiative**

### ***Aspiring Leaders***

*Aspiring Leaders* is the first tier of DES's new, voluntary, non-regulatory Environmental Leadership Initiative ([www.des.nh.gov/eli](http://www.des.nh.gov/eli)) that recognizes the many voluntary efforts of businesses and other organizations in New Hampshire that improve our environment and economy. *Aspiring Leaders'* objectives are simple: to encourage individuals, organizations and businesses to do more than the required minimum to improve our environment and economy.

*Aspiring Leaders* is open to all, but is especially for small businesses that are trying to do better economically, socially and environmentally. By taking on a small number of projects that produce measurable environmental benefit, you get recognition and public notice from DES as leaders. These may be projects you've already started or are considering! We want to encourage the sort of good work you all are doing, offer you the opportunity to share information about your accomplishments and to offer our resources, and the resources of the other members to help you address the challenges you may face.

*Aspiring Leaders* is designed to be easy for you and for us. It is important for DES because we need more and better environmental performance as we face today's problems. It could be important for you as validation of your good work, as a means of differentiating yourself in a competitive marketplace, and as a route to improve your economic performance.

Please feel free to call or email me at my contact information below. You may also want to check out [http://des.nh.gov/eli/aspiring\\_leaders.htm](http://des.nh.gov/eli/aspiring_leaders.htm), which includes a brochure, program information, the application form, and the names of our current members.

Thank you for your attention. I look forward to working with you.

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