

STATE OF NEW JERSEY

GOVERNOR PHIL MURPHY

GOVERNOR MURPHY ANNOUNCES PLAN TO ADVANCE CORPORATE SOCIAL RESPONSIBILITY IN NEW JERSEY AND ISRAEL

TEL AVIV, Israel – Governor Phil Murphy announced a new partnership today between Choose New Jersey and the Israel-America Chamber of Commerce to promote corporate social responsibility. The goal of the partnership, formalized with a Memorandum of Understanding (MOU), is to have both organizations identify companies in New Jersey and Israel to help promote best practices in corporate social responsibility to benefit stakeholders, economics, and communities on both sides.

“We know economic growth works best when it helps grow communities and not just companies, and is based on the concept of both doing right by both shareholders and society,” **said Governor Murphy**, who earlier this month unveiled his economic development strategic plan – “The State of Innovation: Building a Stronger and Fairer Economy in New Jersey.” That goal of that plan is to set New Jersey on the path to a stronger and fairer future. “Working with the business community to foster good corporate citizenship will help our economy become more fair for our residents.”

“Corporate social responsibility,” as defined in the MOU, is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public by operating in ways that enhance society and the environment.

“Growing our economy is a priority, but we must do so by working with companies to protect our environment and to keep society’s best interests in mind,” **said Oded Rose**, CEO of the Israel -America Chamber of Commerce. “I look forward to working with Governor Murphy and Choose New Jersey to share best practices, and enhance our economic climate.”

In addition to identifying companies in both New Jersey and Israel that adhere to the model of corporate social responsibility, under the MOU, the two organizations would also identify strategic collaborations to grow these practices throughout New Jersey and Israel’s business community, share information regarding marketing and social media outreach, share research studies and surveys for the purpose of generating new ideas, and inform each other and endeavor to collaborate on key events targeted towards corporate social responsibility.

“At Choose New Jersey, our job is to attract new businesses and jobs to the State of New Jersey, and part of our value proposition to interested companies is the high quality of life in our State,” **said Jose Lozano**, President & CEO of Choose New Jersey. “Anything Choose New Jersey can do to enhance our State’s quality of life for our residents and the business community is a priority for us, and we look forward to working with Oded Rose and his team at the Chamber.”

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