



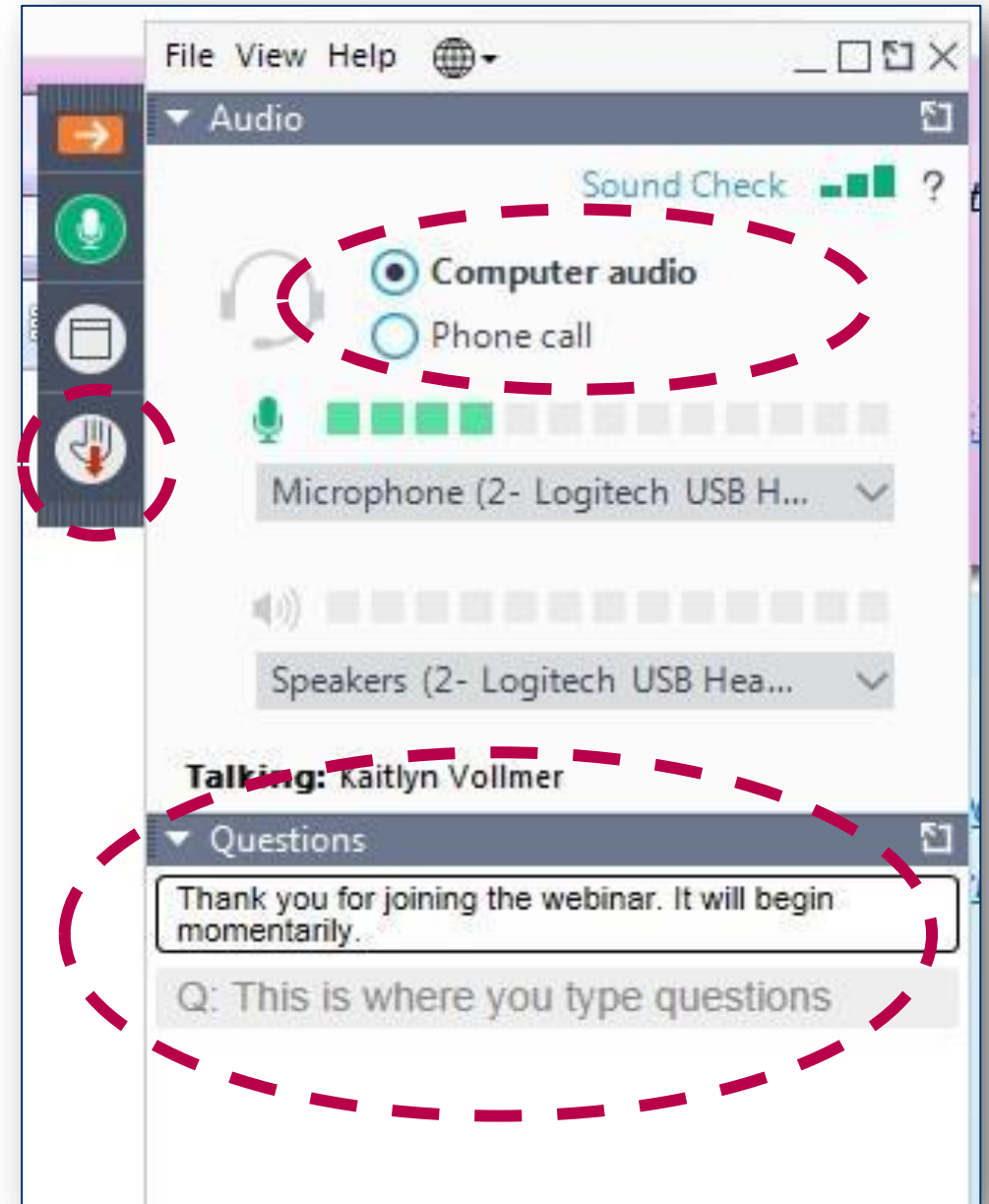
# Sustainable Jersey – PSE&G Energy Efficiency Partnership Program

February 21, 2024

Leanne McGowan | Energy Program Manager

# Housekeeping

- Housekeeping: All attendees are muted.
- Questions? Enter them into the Questions box or “raise your hand” and we will answer them at the end of the presentation.
- The presentation and recording will be posted on the [Webinars page](#) by the end of the week.



# Webinar Speakers



**Maureen Jones**



**Leanne McGowan**



**Jane Schneider**



# SUSTAINABLE JERSEY-PSE&G PARTNERSHIP PROGRAM



**Join Us to Improve Energy Efficiency in Our Communities!**

# 2.21.24 Agenda

- Sustainable Jersey (SJ)
- Program Overview
- Program Tracks
- Funding & Resources
- SJ Energy Actions
- Q&A



# Introducing Sustainable Jersey

- **Certification program** for municipalities and schools in New Jersey
- **Tools, resources, and guidance** to help municipalities and schools become more sustainable
- **Grants and funding** for municipalities and schools
- **Regional Hubs**



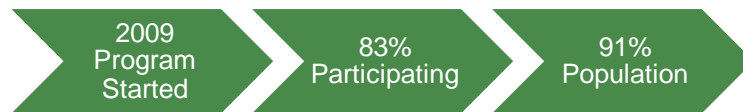


# Statistics

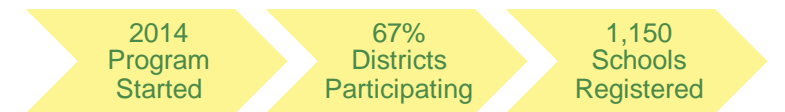
**25,569**  
Actions  
Implemented



Sustainable Jersey



Sustainable Jersey for Schools



# SJ-PSE&G Partnership Program Goals

- Support local action to reduce greenhouse gas emissions
- Partner with municipalities to increase energy efficiency in their communities and municipal facilities
- Assist municipalities in launching impactful outreach campaigns that encourage residents/business owners to sign up for PSE&G energy efficiency programs



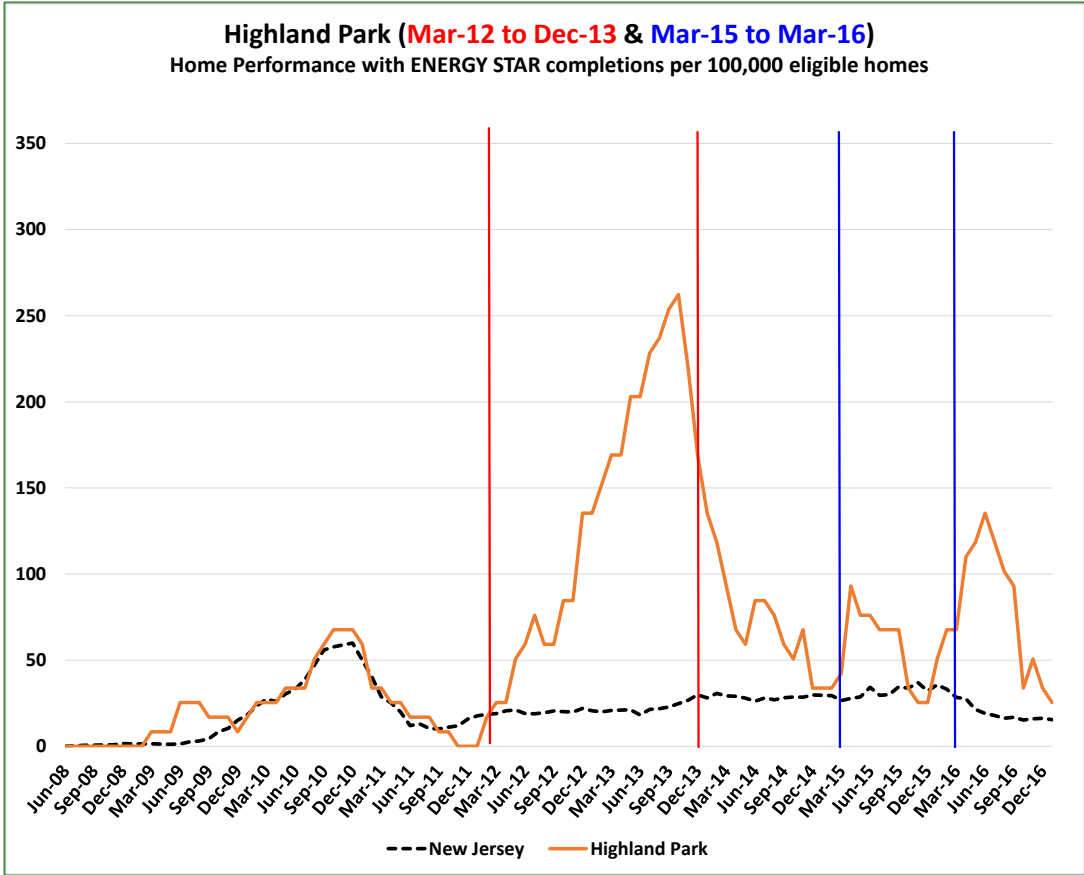
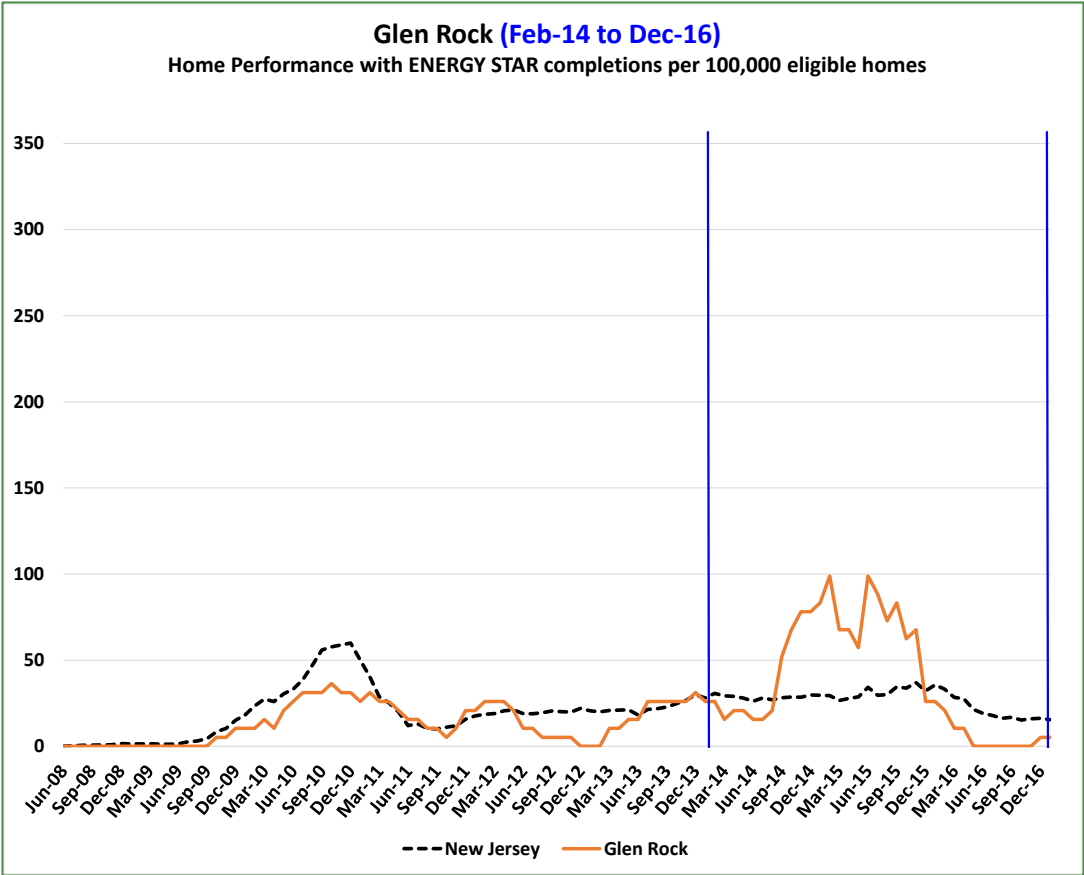




# Clean Energy Act of 2018

- Sets ambitious goals for GHG reduction – reduce 80% by 2050
- Clarifies need to reduce annual energy and emissions from buildings: 2% for electricity and 0.75% for natural gas
- Shifts responsibility for residential and commercial efficiency programs to public utilities
- **Municipal outreach greatly increases participation among residents in clean energy programs**

# Campaigns are effective



# Program Overview

- Eligibility
- Program Overview
  - Tracks
  - TA for Facilities
  - Outreach Campaign Planning and Tools
  - Funding
- Application Process
  - Municipal Resolution



## The Sustainable Jersey-PSE&G Energy Efficiency Partnership Program

This program helps eligible\* municipalities make their buildings and communities more energy efficient. It includes funding, no-cost direct assistance and customized outreach resources.

**Now** School Districts can also receive free technical assistance for energy efficiency in school facilities and a PK-12 energy education program that includes community engagement about energy efficiency engagement!

\*See QR codes below for eligibility lists for Municipalities and School Districts

### PROGRAM BENEFITS

#### FOR MUNICIPALITIES AND SCHOOLS:

- Technical assistance for upgrading municipal and school buildings
- Sustainable Jersey certification points

#### FOR MUNICIPALITIES ONLY:

- Start-up grant for all municipal participants
- Technical and financial support for outreach campaigns

#### FREE CUSTOMIZED RESOURCES FOR MUNICIPAL OUTREACH

- Campaign website
- Professional video
- Direct mailing to residents or businesses
- Banners and outreach materials for events

### CHOOSE ONE OR MORE OF THREE PARTNERSHIP PROGRAM TRACKS:

#### MUNICIPAL PARTNERSHIP PROGRAM:



Technical Assistance for Municipal Facilities



Commercial Energy Efficiency Outreach Campaign



Residential Energy Efficiency Outreach Campaign

#### SCHOOL PARTNERSHIP PROGRAM:



Technical Assistance for School Facilities



Scan for PK-12 energy education program



**SCAN FOR MUNICIPAL ELIGIBILITY LIST OR VISIT:**  
[BIT.LY/PARTNERSINENERGYEFFICIENCY](http://BIT.LY/PARTNERSINENERGYEFFICIENCY)  
FOR MORE INFORMATION ON THE MUNICIPAL PARTNERSHIP PROGRAM

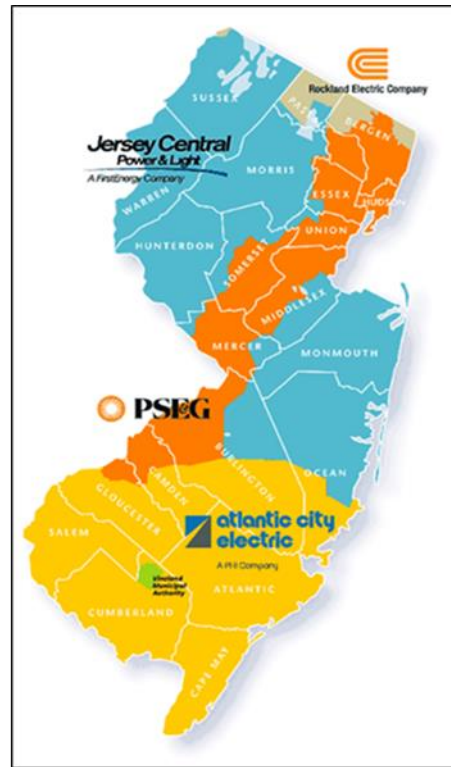
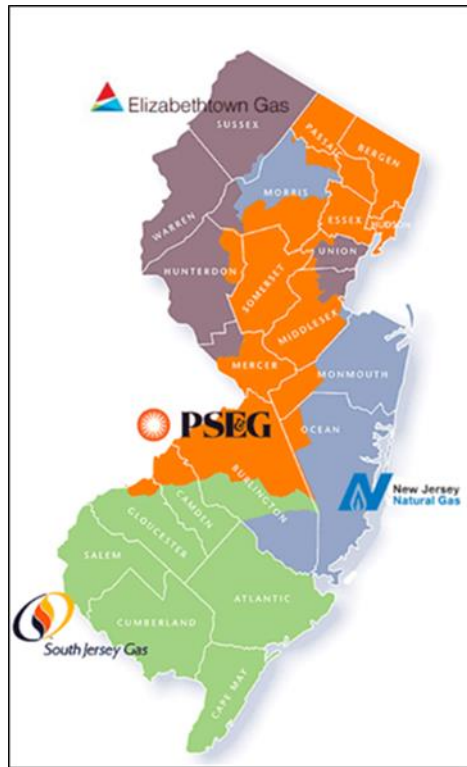


**SCAN FOR SCHOOL DISTRICT ELIGIBILITY LIST OR VISIT:**  
[BIT.LY/SJSPARTNERSINENERGYEFFICIENCY](http://BIT.LY/SJSPARTNERSINENERGYEFFICIENCY)  
FOR MORE INFORMATION ON THE SCHOOL PARTNERSHIP PROGRAM



# Eligible Municipalities

## MUNICIPALITIES SERVED 100% BY PSE&G FOR ELECTRICITY AND NATURAL GAS ARE ELIGIBLE TO APPLY



- |                       |                        |                         |                          |
|-----------------------|------------------------|-------------------------|--------------------------|
| Allentown Boro        | Ewing Twp              | Maplewood Twp           | Ridgewood Village        |
| Audubon Boro          | Fair Lawn Boro         | Maywood Boro            | River Edge Boro          |
| Audubon Park Boro     | Fairfield Twp          | Merchantville Boro      | River Vale Twp           |
| Barrington Boro       | Fairview Boro          | Middlesex Boro          | Riverside Twp            |
| Bayonne City          | Fieldsboro Boro        | Midland Park Boro       | Riverton Boro            |
| Belleville Twp        | Florence Twp           | Millstone Boro          | Rochelle Park Twp        |
| Bellmawr Boro         | Fort Lee Boro          | Montclair Twp           | Rocky Hill Boro          |
| Bergenfield Boro      | Franklin Twp, Somerset | Montgomery Twp          | Roseland Boro            |
| Beverly City          | Garfield City          | Moonachie Boro          | Rutherford Boro          |
| Bloomfield Twp        | Glen Ridge Boro        | Moorestown Twp          | Saddle Brook Twp         |
| Bogota Boro           | Glen Rock Boro         | Mount Ephraim Boro      | Secaucus Town            |
| Bordentown City       | Gloucester City        | Mount Holly Twp         | Somerville Boro          |
| Bordentown Twp        | Guttenberg Town        | Mount Laurel Twp        | South Bound Brook Boro   |
| Bound Brook Boro      | Hackensack City        | National Park Boro      | South Hackensack Twp     |
| Brooklawn Boro        | Haddon Heights Boro    | New Brunswick City      | South Orange Village Twp |
| Burlington City       | Haddon Twp             | New Milford Boro        | South Plainfield Boro    |
| Burlington Twp        | Haddonfield Boro       | Newark City             | Tavistock Boro           |
| Caldwell Boro         | Hainesport Twp         | North Arlington Boro    | Teaneck Twp              |
| Camden City           | Haledon Boro           | North Bergen Twp        | Tenafly Boro             |
| Carlstadt Boro        | Hamilton Twp           | North Brunswick Twp     | Teterboro Boro           |
| Cedar Grove Twp       | Harrison Town          | North Caldwell Boro     | Totowa Boro              |
| Cinnaminson Twp       | Hasbrouck Heights Boro | North Haledon Boro      | Trenton City             |
| City of Orange Twp    | Haworth Boro           | North Plainfield Boro   | Union City               |
| Cliffside Park Boro   | Hawthorne Boro         | Nutley Twp              | Verona Twp               |
| Clifton City          | Highland Park Boro     | Oaklyn Boro             | Waldwick Boro            |
| Collingswood Boro     | Hillsdale Boro         | Oradell Boro            | Wallington Boro          |
| Delanco Twp           | Hoboken City           | Palisades Park Boro     | Washington Twp, Bergen   |
| Delran Twp            | Ho-ho-kus Boro         | Palmyra Boro            | Weehawken Twp            |
| Dumont Boro           | Irvington Twp          | Paramus Boro            | West Caldwell Twp        |
| Dunellen Boro         | Jersey City            | Passaic City            | West New York Town       |
| East Orange City      | Kearny Town            | Paterson City           | West Orange Twp          |
| East Rutherford Boro  | Leonia Boro            | Pennsauken Twp          | Westampton Twp           |
| Eastampton Twp        | Little Falls Twp       | Piscataway Twp          | Westville Boro           |
| Edgewater Boro        | Little Ferry Boro      | Plainfield City         | Westwood Boro            |
| Edgewater Park Twp    | Lodi Boro              | Plainsboro Twp          | Willingboro Twp          |
| Elmwood Park Boro     | Lumberton Twp          | Princeton               | Woodbury City            |
| Emerson Boro          | Lyndhurst Twp          | Prospect Park Boro      | Woodcliff Lake Boro      |
| Englewood City        | Mansfield Twp          | Raritan Boro            | Woodland Park Boro       |
| Englewood Cliffs Boro | Manville Boro          | Ridgefield Boro         | Woodlynne Boro           |
| Essex Fells Boro      | Maple Shade Twp        | Ridgefield Park Village | Wood-ridge Boro          |

# Participating Municipalities

## Residential Outreach:

Audubon Boro, Camden  
Barrington Boro, Camden  
City of Orange Twp, Essex  
Glen Rock Boro, Mercer  
Haddonfield Boro, Camden  
Irvington Twp, Essex  
Maple Shade Twp, Burlington  
Montclair Twp, Essex  
Moorestown Twp, Burlington  
Oradell Boro, Bergen  
Paterson City, Passaic  
Prospect Park Boro, Passaic  
Somerville Boro, Somerset  
Princeton, Mercer  
Town of Secaucus, Hudson

## Commercial Outreach:

Irvington Twp, Essex  
Montclair Twp, Essex  
Princeton, Mercer  
West Orange Twp, Essex

## TA for Municipal Facilities:

Bloomfield Twp, Essex  
Bogota Boro, Bergen  
Maplewood Twp, Essex  
New Milford Boro, Bergen  
Palmyra Boro, Burlington  
Prospect Park Boro, Passaic  
Rutherford Boro, Bergen  
Saddle Brook Twp, Bergen  
Somerville Boro, Somerset  
West Orange Twp, Essex

# Partnership Program Tracks

## Municipalities

- Technical Assistance for Energy Efficiency in Municipal Facilities
- Residential Energy Efficiency Outreach Campaign
- Commercial Energy Efficiency Outreach Campaign

## School Districts

- Technical Assistance for Energy Efficiency in School Facilities
- EmPowered Schools program with a community outreach component

**CHOOSE ONE OR MORE OF THREE PARTNERSHIP PROGRAM TRACKS:**

### MUNICIPAL PARTNERSHIP PROGRAM:



Technical Assistance  
for Municipal Facilities



Commercial Energy  
Efficiency  
Outreach Campaign



Residential Energy  
Efficiency  
Outreach Campaign

### SCHOOL PARTNERSHIP PROGRAM:



Technical Assistance  
for School Facilities



Scan for PK-12  
energy education  
program



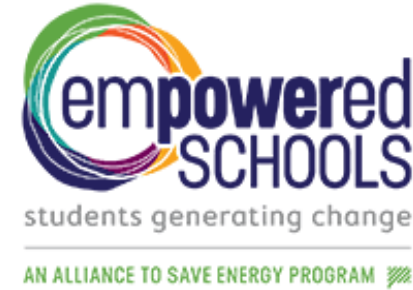
# EmPowered Schools

Free PK-12 energy and sustainability program that provides teachers with a robust library of energy curricula and hands-on learning activities.

Available statewide.

## Schools receive:

- EmPowered web platform access to videos, auto-scored quizzes, and hands-on activities - all pre-planned for teachers!
- Lessons/activities aligned with NJ Student Learning Standards
- Schools enrolled in SJ for Schools can earn points toward certification.



Sponsored by:

- Elizabethtown Gas
- New Jersey Natural Gas
- PSE&G
- South Jersey Gas

**LEARN MORE AND SIGN UP**

[bit.ly/SJSEmpoweredSchools](https://bit.ly/SJSEmpoweredSchools)



# Technical Assistance for Facilities

## **Energy TA helps:**

- Improve comfort and safety
- Lower municipality/school district carbon footprint
- Reduce energy usage/cost

SJ offers TA to municipalities and school districts in every utility service territory.

The \$2,500 Start up grant is only offered through the PSE&G Partnership Program.

## **Energy TA includes assistance:**

- Organizing energy billing data
- Setting up energy tracking system
- Recommending ways to save energy and lower utility bills
- Identifying and applying for PSE&G incentives for facility upgrades

# Outreach TA / Campaign planning

## Outreach TA includes

- Guidance planning energy efficiency outreach campaign (residential or commercial)
- Coordinating customized outreach tools for impactful community energy efficiency campaigns



## From Ambition to Action

Helping municipalities advance sustainability goals

*Randall Solomon, Executive Director, Sustainable Jersey*

As we head into another pivotal year for climate action and sustainability, Sustainable Jersey is focused on helping municipalities access funding, leverage multiple federal and state opportunities and implement sustainability initiatives that will benefit our communities. With over 80% of New Jersey's municipalities participating in Sustainable Jersey, it is essential that we deliver the best tools, funding, and training to move ambition into action.



Members of the Irvington Green Team at Unity Day with PSE&G's Residential Energy Efficiency team as part of Irvington's Energy Efficiency Outreach Campaign through the Sustainable Jersey-PSE&G Partnership Program.



# Partnership Program Funding and Resources

## **Participating municipalities receive**


- \$2,500 Start-up Grant (first-time participants only)
- \$5,000 Outreach Campaign grants plus complimentary outreach toolkit resources
- Sustainable Jersey points are available for the Facilities Technical Assistance track and the Outreach Campaign tracks

## **Customized Campaign Resources (Residential or Commercial EE Outreach)**

- Professional video (2 versions)
- Website ([EnergyOutreachNJ.com/municipality](http://EnergyOutreachNJ.com/municipality))
- Direct mailing to residents or small businesses
- Table runner, vertical banner and street banner
- Promotional and tabling materials for outreach events
  - press release and social media templates
  - program flyer
  - PSE&G giveaways

# Partnership Tools in action


Sustainable Jersey — PSE&G  
Energy Efficiency Partnership Program  
Support Energy Efficiency In Our Communities!



Orange Residential Energy Efficiency Outreach Campaign

**Our Campaign and Residential Energy Efficiency Program**

The City of Orange Township recognizes the importance of helping renters and homeowners improve energy efficiency in their homes, reduce energy demand, save money, improve the comfort of their homes, and reduce overall greenhouse gas emissions. Residents need support, but oftentimes are unaware that help is available. That's why the City of Orange Township made the easy decision to partner with Sustainable Jersey and Public Service Electric and Gas (PSE&G) to bring the Residential Energy Efficiency Campaign to individuals and families in Orange.





*"This program is important because it helps people improve the comfort of their home, and save money on heating and cooling costs at the same time."*

— Chris Mobley  
Deputy Director of Planning

Contact: [Green Team](#)

To participate, click on the button below:



Residential Energy Efficiency Program

New Jersey residents! Find incentives to



Sustainable Jersey - PSE&G Energy ...

Watch later Share

SOMERVILLE, NJ

YouTube



Join Our Campaign To Save Energy!

Moorestown Residents! Make Your Home More Energy Efficient!



Join our campaign to save energy, money and the environment!

PSE&G's energy savings programs can help improve the comfort, health, and safety of your home.

Tailored programs:

- For homeowners and renters
- Regardless of income level
- Incentives available

Learn more and sign up:  
[EnergyOutreachNJ.com/Moorestown](http://EnergyOutreachNJ.com/Moorestown)



Sustainable Jersey - PSE&G Energy ...

Watch later Share

[EnergyOutreachNJ.com/Princeton](http://EnergyOutreachNJ.com/Princeton)

Partners in Energy Efficiency

Princeton

YouTube

[EnergyOutreachNJ.com](http://EnergyOutreachNJ.com)


Customized website and professional video featuring your community, plus vertical/street banners and table runner


**Support Energy Efficiency in Our Community!**

**Dear Montclair Residents,**  
 Montclair has launched a campaign to connect residents with energy-saving home upgrades. From apartments to single-family homes, there are programs available to help you reduce your energy use, save money, and make your home more comfortable. This effort is part of Montclair's ongoing commitment to promote sustainability in our community, as well as support the state's objective of lowering greenhouse gas emissions.  
 I strongly encourage you to begin the process!  
 As part of New Jersey's clean energy efforts, our local utility PSE&G is providing tailored energy efficiency options to homeowners or renters, regardless of income level.  
 Depending on your eligibility, the program offerings range from a free energy efficiency assessment and up to \$1,500 in energy efficiency, health, and safety upgrades at no charge, to \$5,000 in rebates on energy-saving home improvements and convenient interest-free on-bill repayment options.

Visit Montclair's campaign website for more information on these programs and to find the best option for you!

[energyoutreachnj.com/montclair](http://energyoutreachnj.com/montclair)


Together, we can make a difference.  
 Sincerely,  
  
 Sean M. Spiller  
 Mayor • Township of Montclair



**Montclair Home Energy Efficiency Program**

Sponsored by the Township of Montclair, this special program for homeowners and renters will help you make your home more energy-efficient and save money on your energy bills. Find out more on Montclair's campaign website, or call PSE&G to speak to a certified energy efficiency advisor:

[energyoutreachnj.com/montclair](http://energyoutreachnj.com/montclair)  
 1-855-846-2895



# Examples of brochure and door hanger templates

## Program flyer translated into Creole



**Vinn Mennen Kanpay ak nou pou kapab Ekonomize Enèji!**  
**Rezidan Irvington yo ka travay ak PSE&G epi Sustainable Jersey pou rann kay yo pi efikas nan enèji!**

Ekonomize lajan, epi amelyore kontò, sante, ak sekite lakay ou lè w patisipe nan youn nan pwogram pou fè ekonomi nan enèji ak PSE&G. Gen opsyon ki adapte ak ankourajman ki disponib pou tout moun kominote a—ki gen ladan tou de pwopriyete kay ak lokatè—kèlkeswa nivo revni w.

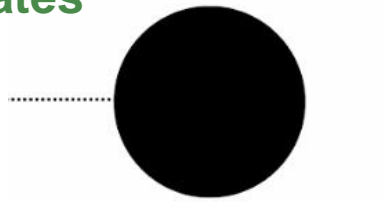
Premye etap la fasil!

- Eskane kòd QR la pou chèche konnen ki opsyon pwogram ki bon pou ou.



- Si w bezwen asistans, rele PSE&G nan **1-855-846-2895** pou konfime kalifikasyon w epi komanse.

For more information visit:  
[EnergyOutreachNJ.com/Irvington](http://EnergyOutreachNJ.com/Irvington)



**Moorestown Residents, Make your home more energy efficient!**

Join our campaign to save energy, money and the environment. PSE&G's energy savings programs can help improve the comfort, healthy and safety of your home.

- Tailored programs:
- For homeowners and renters
  - Regardless of income level
  - Incentives available

Learn more and sign up:


[EnergyOutreachNJ.com/Moorestown](http://EnergyOutreachNJ.com/Moorestown)




**Nonprofit Grant Writer and Community Builder**  
 3mo


Something I talk about \*often\* offline, but not so much on this platform, is the great work the Barrington Green Team is doing! 🌱 This year, we received our first grant through the Sustainable Jersey - PSEG Energy Efficiency Partnership Program. ⚡️ As a result, we have been able to do community outreach promoting residential programs that will help our neighbors save money and energy. Check out this video that features my awesome teammates, Vincent Cerrito and Kristin Lampe, and our beautiful town!  
<https://lnkd.in/d/a9FTku4>

#PartnersInEnergyEfficiency #SustainableJersey #SJgrants funded by PSEG



Watch on  YouTube

Sustainable Jersey - PSEG Energy Efficiency Partnership Program - Barrington  
<https://www.youtube.com/>

 16 · 4 Comments



# Municipal Energy Actions

	Energy Efficiency	Renewable Energy	Alternative Fuel Vehicles
<b>Municipal Operations</b>	<ul style="list-style-type: none"> <li>• Energy Efficiency for Municipal Facilities</li> <li>• Energy Tracking and Management</li> </ul>	<ul style="list-style-type: none"> <li>• On-Site Geothermal</li> <li>• On-Site Solar +10 pt storage/resilience + 5 pt solar thermal</li> <li>• On-Site Wind</li> <li>• Buy Renewable Energy</li> </ul>	<ul style="list-style-type: none"> <li>• Fleet Inventory</li> <li>• Purchase Alternative Fuel Vehicles</li> <li>• Meet Green Fleet Targets</li> </ul>
<b>Community Energy Use</b>	<ul style="list-style-type: none"> <li>• Energy Assistance Outreach</li> <li>• Commercial Energy Efficiency Outreach</li> <li>• Residential Energy Efficiency Outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Make Your Town Solar Friendly</li> <li>• Municipally Supported Community Solar</li> <li>• Solar Outreach</li> <li>• Renewable Government Energy Aggregation (R-GEA)</li> </ul>	<ul style="list-style-type: none"> <li>• Make Your Town Electric Vehicle (EV) Friendly</li> <li>• Public EV Chargers</li> <li>• Electric Vehicle Outreach</li> </ul>



# Program activities in all 3 tracks support SJ or SJS Actions

## **Municipal and School Facilities TA:**

- Energy Efficiency for Municipal Facilities (up to 50 points)
- Energy Efficiency for School Facilities (up to 50 points)
- Energy Tracking and Management (up to 20 points)

## **Municipal Outreach Campaigns:**

- Energy Assistance Outreach
- Commercial Energy Efficiency Outreach
- Residential Energy Efficiency Outreach

# Commercial Energy Efficiency Outreach

## For 10 points

- ✓ Outreach plan
  - Direct Install
  - Outreach Plan Template provided
- Outreach requirements
  - ✓ EE page
    - On municipal or green team website
    - Includes list of approved contractors
  - ✓ Letter from municipality to businesses
  - ✓ Two additional outreach activities, such as
    - Chamber of Commerce event
    - ✓ Video promoting energy audit

## For additional 10 points

- Pre-selected Small Business Direct Install contractor
  - Municipality selects SBDI contractor via RFP to be featured in outreach campaign
    - RFP Template provided
  - Include contact information for selected SBDI contractor(s) in:
    - Letter from municipality
    - AND
    - Municipal website information

# Residential Energy Efficiency Outreach

## For 10 points

- ✓ Outreach plan
  - “whole-home” program as centerpiece
  - Outreach Plan Template provided
- Outreach requirements
  - ✓ EE page
    - On municipal and/or green team website
    - Includes list of approved contractors
  - ✓ Letter from municipality to residents
  - ✓ Two additional outreach activities, such as
    - Info Session/Workshop
    - ✓ Video promoting energy assessment

## For additional 10 points

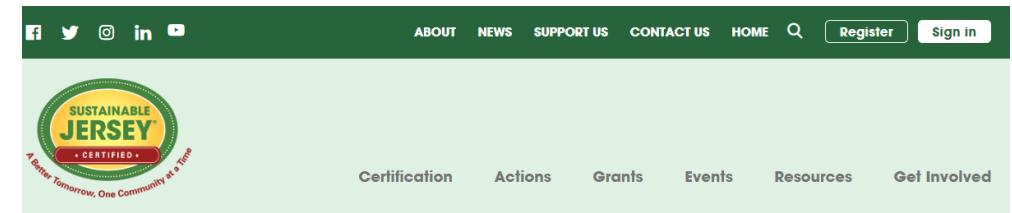
- Pre-selected Home Performance with Energy Star Assessment offer
  - Municipality selects HPwES contractor(s) via RFP to be featured in outreach campaign
    - RFP Template provided
  - Include contact information for selected HPwES contractor(s) in:
    - Letter from municipality
    - AND
    - Municipal website information



# Application Process

- Submit online application
  - **Due April 5**
- Choose track
  - Technical Assistance
  - Residential Energy Efficiency Outreach Campaign
  - Commercial Energy Efficiency Outreach Campaign
- Municipal resolution required (template is provided)

[sustainablejersey.com/grants/sj-pseg-energy-efficiency-partnership-program/](https://sustainablejersey.com/grants/sj-pseg-energy-efficiency-partnership-program/)



## PSEG Cycle

> Complete Streets Technical Assistance

SJ-PSE&G Energy Efficiency Partnership Program

Energy Technical Assistance for Municipalities and School Districts

> Community Energy Planning & Implementation Grants

> Thinking about Applying for Grants?

> Grant Recipient Information



**Sustainable Jersey-PSE&G Partnership Program to Support Energy Efficiency in Our Communities**

Free technical assistance, resources and funding for municipalities to prioritize energy efficiency in their buildings and help residents and local businesses do the same!

Application Due: Friday, April 5, 2024

[Access Online Application](#)

[View Information Packet](#)

School Districts can learn more and apply for Technical Assistance for Energy Efficiency in School Facilities track! [Learn more and apply on a rolling basis here.](#)



# Together we can make a difference

## Important Partnership Program and SJ certification dates:

- Municipalities: current application period deadline is April 5, 2024.  
Create an account and start a profile today!
- School Districts: rolling admission through the online Google Form
- 2024 SJ Municipal Certification: first deadline is February 25th



# PSE&G's Mission

- Be a positive force in a changing world by providing infrastructure to access safe, affordable, reliable, and cleaner energy.
- Work toward a carbon-free economy.
- Empower the lives of our customers, our communities, our workforce, and other stakeholders.
- Embrace diversity and inclusion, and promote equitable and ethical behavior.



# Sustainable Jersey Underwriters and Sponsors

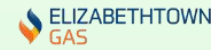
## Program Underwriters



## Grant Program Underwriters



## Corporate Sponsors





# Thank You

Leanne McGowan, [mcgowale@tcnj.edu](mailto:mcgowale@tcnj.edu)

Jane Schneider, [schneidj@tcnj.edu](mailto:schneidj@tcnj.edu)





# Questions & Support



**General Inquiries about SJ  
and Certification**

Maureen Jones

Program Coordinator

[info@sustainablejersey.com](mailto:info@sustainablejersey.com)



**SJ-PSE&G Partnership Program  
Questions**

Leanne McGowan

Program Manager

[mcgowale@tcnj.edu](mailto:mcgowale@tcnj.edu)



**SJ-PSE&G Partnership Program  
Questions**

Jane Schneider

Project Consultant

[schneidj@tcnj.edu](mailto:schneidj@tcnj.edu)

The logo is centered on a light green background. It features a large yellow oval with a green border of white dots. Inside the yellow oval, the words "SUSTAINABLE" and "JERSEY" are written in green, with "JERSEY" being significantly larger and including a registered trademark symbol. Below the yellow oval is a red rounded rectangle with a white border, containing the word "CERTIFIED" in white, flanked by two white dots. The background is decorated with four circular patterns: orange and white diagonal stripes in the top-left, green and white diagonal stripes in the top-right, orange and white diagonal stripes in the middle-right, and green and white diagonal stripes in the bottom-left.

**SUSTAINABLE  
JERSEY<sup>®</sup>**

• **CERTIFIED** •