



Welcome to

Helping Your Local Businesses Be More Sustainable

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Green Business Recognition Program Action



- Community efforts toward sustainability cannot be successful without the active engagement of the private sector.
- A Green Business Recognition Program offers marketing and promotional support, and sometimes financial and regulatory incentives, to encourage local businesses to implement sustainable practices.
- Action updated in March 2015 to include the NJ Sustainable Business Registry Program.
- Action is a Bronze and Silver Priority Action
- Points: 10, 15, 20



Green Business Recognition Program Action



10 Points

Target local companies. Municipal criteria identified and a marketing strategy established to recognize participants.

15 Points

Adopt the New Jersey Sustainable Business Registry Program. Promote, assist and market to participating businesses.

20 Points

Promote and encourage participation in sector specific green business programs that are geographically and economically appropriate. Examples: River Friendly Program, NJDEP Clean Marina Program and Green Restaurant Certification.



Green Business Recognition Program Action



10 Points

Bordentown

Cranford

E. Windsor

Ewing

Haddon

Haddonfield

Hammonton

Hawthorne

Maplewood

Ridgewood

Summit

Toms River

Union

Upper

Ventnor

W. Windsor

Woodbridge

Woodcliff Lake

Wycoff

15 Points

Maple Shade

Montclair

Verona



New Jersey Sustainable Business Registry



Background on the Registry



Mission

Created to recognize and promote sustainable businesses across the state of New Jersey.

About

Launched in Fall of 2014 via a Partnership between the NJ Small Business Development Centers, the Environmental Protection Agency and the NJ Department of Environmental Protection.



Who can Join

The Registry is open to all companies and nonprofits in NJ and there is no cost to join





New Jersey Sustainable Business Registry



Membership Benefits



Promote your Business

Membership benefits include free marketing materials; the use of the NJ Sustainable Business Logo and Seal, a promotional profile on the Registry website and eligibility for the annual Small Business Development Centers *Sustainable Business Award*



Gain Competitive Advantage

Distinguish your business from your competition by joining the Registry; position yourself ahead of the pack by attracting consumers and investors who integrate sustainability factors into investment and purchasing decisions



Save Money and Minimize Risk

Members receive access to no cost expert counselors, who will work with you to identify ways to increase efficiency and save money through energy conservation, waste reduction, pollution prevention, streamlined procurement and risk management



Be Socially Responsible

Show your commitment to your community, employees and clients by voluntarily integrating environmental practices into your business's operations and strategy; because ultimately socially responsible business is good business



New Jersey Sustainable Business Registry



Application Requirements

Business must create a login and report the following:

Earth Friendly Products



Waste Reuse

Description of Action:

We have implemented a number of programs to reduce consumptions across manufacturing and offices. We have retrained our employees to follow good manufacturing practices and reduce rag usage.

LBs Reduced:

100,000

Measurable Benefit

Money Saved:

5,000

Cost Savings



New Jersey Sustainable Business Registry



Eligible Sustainable Actions/Practices - Criteria

Management and Leadership:

- Adopt an Environmental Policy Statement
- Identify a Sustainability Leader / Create a Sustainability Team
- Set Annual Environmental Goals
- Develop an Environmentally Preferable Purchasing Plan
- Provide Environmentally Preferable Products and Services
- Implement an Environmental Management System
- Develop Aspirational Goals

Community:

- Support the Well-being of your Employees
- Improve Indoor Air Quality
- Serve Customers with Disabilities
- Support Community Initiatives
- Adopt a Cause or Project in your Community
- Participate in Sustainable Jersey

Other:

- Any other environmental activities not covered in the categories above

Waste:

- Waste Reduction Practices
- Waste Reuse Practices
- Waste Recycling
- Hazardous Waste/Toxic Use Reduction

Energy:

- Energy Efficiency Measures
- Utilize Renewable Energy

Transportation:

- Support Employee Commuting Options
- Efficient Business Travel
- Fleet Vehicles Efficiency

Water:

- Water Conservation Efforts
- Storm Water Management and Environmental Site Design

Certification Programs:

- NJDEP Environmental Stewardship Initiative Recognition
- Certified by Leadership in Energy and Environmental Design (LEED)
- Participate in the New Jersey Clean Marina Program
- Participate in other Sustainability Certification or Recognition Programs

Green Building:

- Apply other Green Building Practices independent of LEED

Environmental and Community

Restoration:

- Participate in Environmental Restoration Projects
- Share your Environmental Successes

Industry Specific:

- Implement Environmental Practices specific to your Industry

Emergency Preparedness:

- Make Preparations for Emergencies



New Jersey Sustainable Business Registry



Example Measurable Benefits & Cost Savings

Gallons of Water



During the brewing process, cold water is used to cool boiled, un-fermented beer from 212 F to 70 F. This cool water is heated during the process and collected in our hot water tank for use in the next brew.

Saves 800,000 Gallons/Year
Saves \$2,200/Year

Energy Usage



We replaced all of the exterior light fixtures (22 fixtures) with LED lighting. Our electric bill is much lower and the new LED lights better illuminate the property at night, which improves safety.

Saves 6,000 Kilowatt Hours/Year
Saves \$900/Year

Travel



West-Ward has increased their ability to store hazardous waste, therefore fewer pickups are needed by our hauler. In 2014, we had a total of seven completed shipments and in 2015 we reduced this number to four.

Saves 147 Miles/Year
Saves \$1,125/Year



New Jersey Sustainable Business Registry



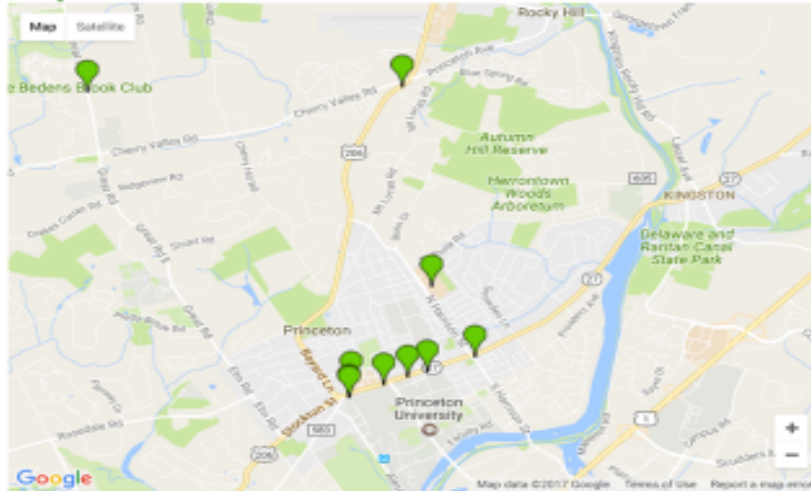
Since 2014 Members have:



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COMMUNITY – PRINCETON TOWNSHIP

Map of Businesses



PRINCETON TOWNSHIP

1. Lasley Brahaney Architecture + Construction
2. McCaffrey's of Princeton
3. Whole Earth Center
4. Arlees Raw Blends
5. Copper River Salon and Spa
6. Princeton Printer
7. The Farmhouse Store – Princeton
8. Jammin' Crepes
9. Joshua Zinder Architecture + Design



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Marketing Efforts

- Recognize businesses on our social media channels
- Organized a recognition for businesses on the registry event at Council meeting



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Benefits

- Establishes a relationship with the businesses and lays the groundwork for more meaningful engagement
- Gives SP the opportunity to learn the unique challenges for businesses from adopting more sustainable practices
- Creates a favorable impression within the business community



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Challenges

- Business owners are busy!
- Getting the businesses to use as a marketing tool
- May require several interactions to get 1 business to follow through



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Final Thoughts



Collective Impact:

n. the commitment of a group of actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration