Helping Your Local Businesses be More Sustainable



September 13, 2017



Speakers





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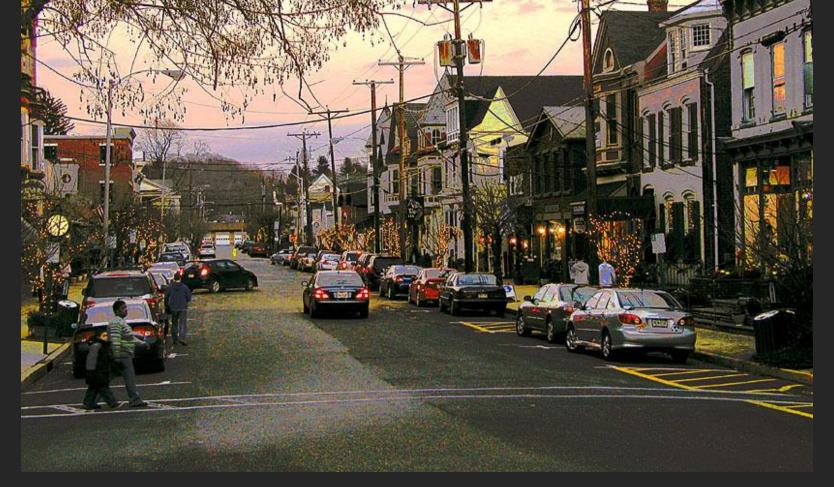


OVERVIEW

- 1. Why Businesses
- 2. SJ Business Recognition Action
- 3. Example Community

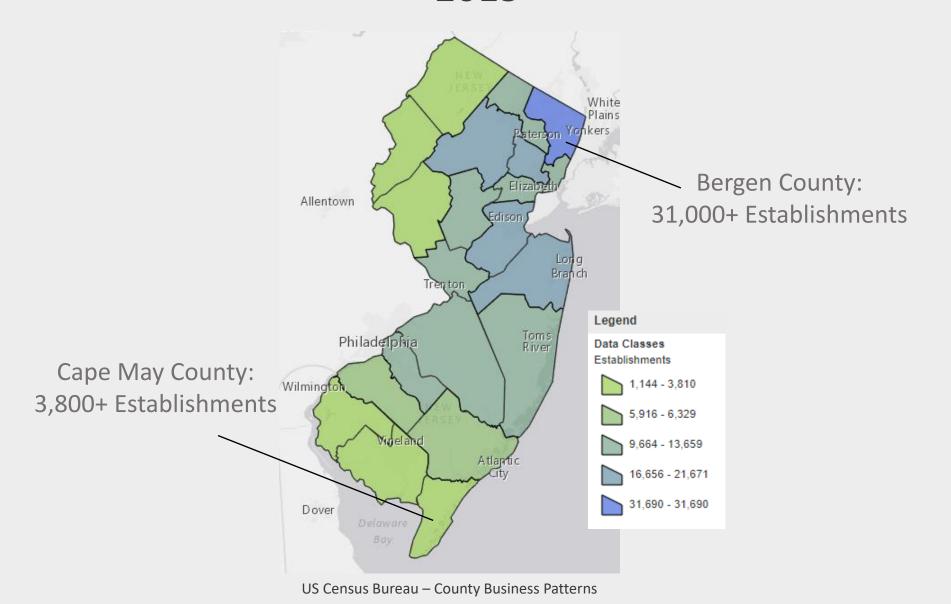
- 4. NJ Sustainable Business Registry
- 5. Getting Started
- 6. Resources



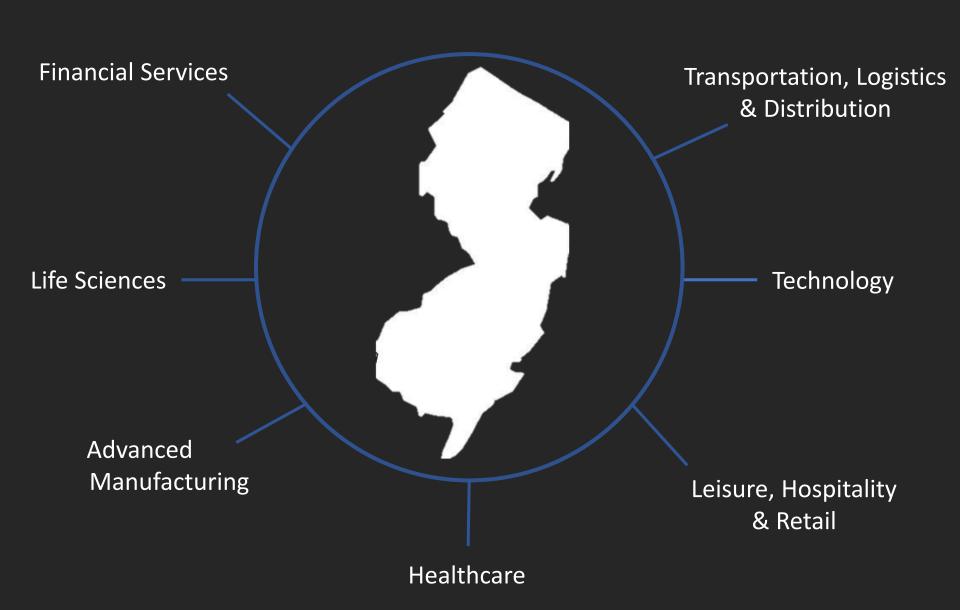


Community efforts toward sustainability cannot be successful without the active engagement of the private sector

NJ Business Establishments by County 2015



NJ INDUSTRY CLUSTERS



Why Work with Local Businesses?

Relationship Building

Establishes a relationship and creates a favorable impression within the business community

Learning Opportunity

Gives Green Teams the opportunity to learn the unique challenges for businesses in adopting sustainable practices

Gateway to Engagement

Lays the groundwork for more meaningful engagement and partnerships in the future



A Green Business Recognition Program offers marketing and promotional support to encourage local businesses to implement sustainable practices.

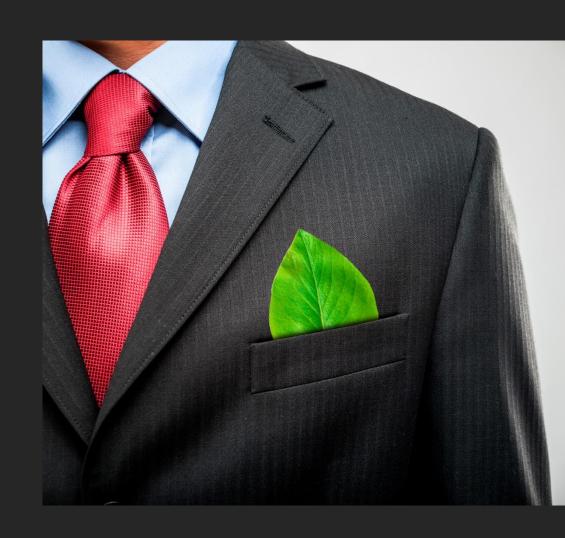


SJ - GREEN BUSINESS RECOGNITION PROGRAM ACTION

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



SJ - 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 – have 2 businesses successfully join the Registry.	
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.	

Community Participation

10 Points

Bordentown Summit

Cranford Toms River

E. Windsor Union

Ewing Upper

Haddon Ventnor

Haddonfield W. Windsor

Hammonton Woodbridge

Hawthorne Woodcliff Lake

Maplewood Wyckoff

Ridgewood

15 Points

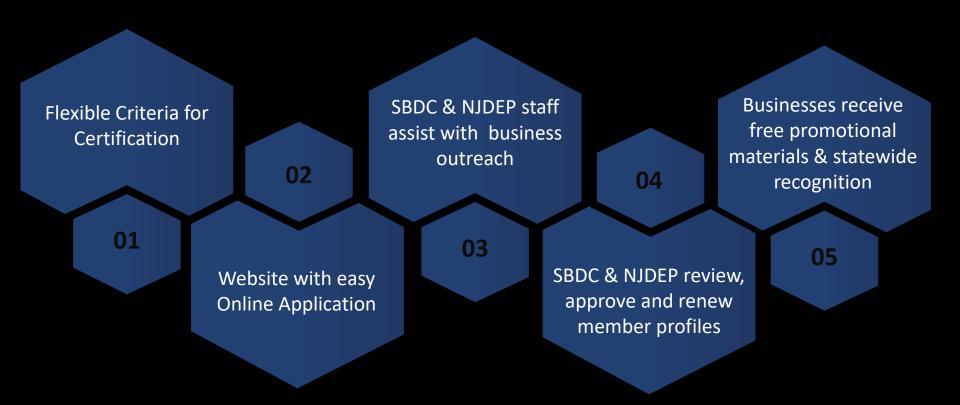
Maple Shade

Montclair

Verona



Best Practice Go for 15 and use the Registry!



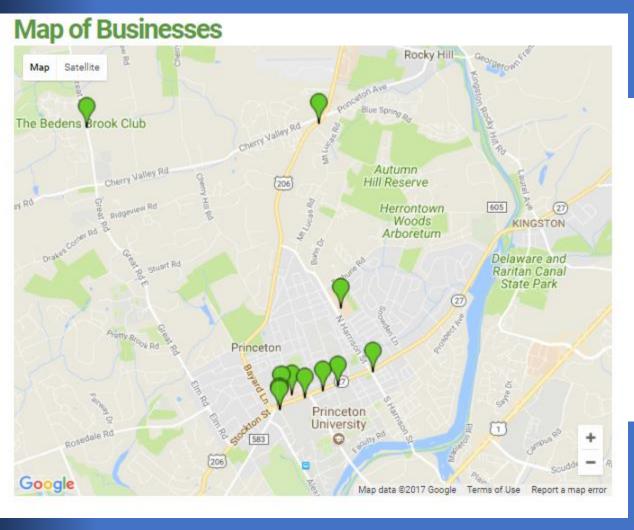
Using the Registry allows you to focus on promoting your green businesses with marketing campaigns & recognition events



Princeton, NJ



Registered Green Businesses in Princeton



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

"Working one-on-one with our local businesses to get approved for the Registry has helped us build relationships with vital Princeton stakeholders. In addition to learning more about the sustainable practices being undertaken by our business community, we have also started conversations about ways to work together to expand them and have identified new opportunities for collective impact."

Christine Symington

Program Director, Sustainable Princeton





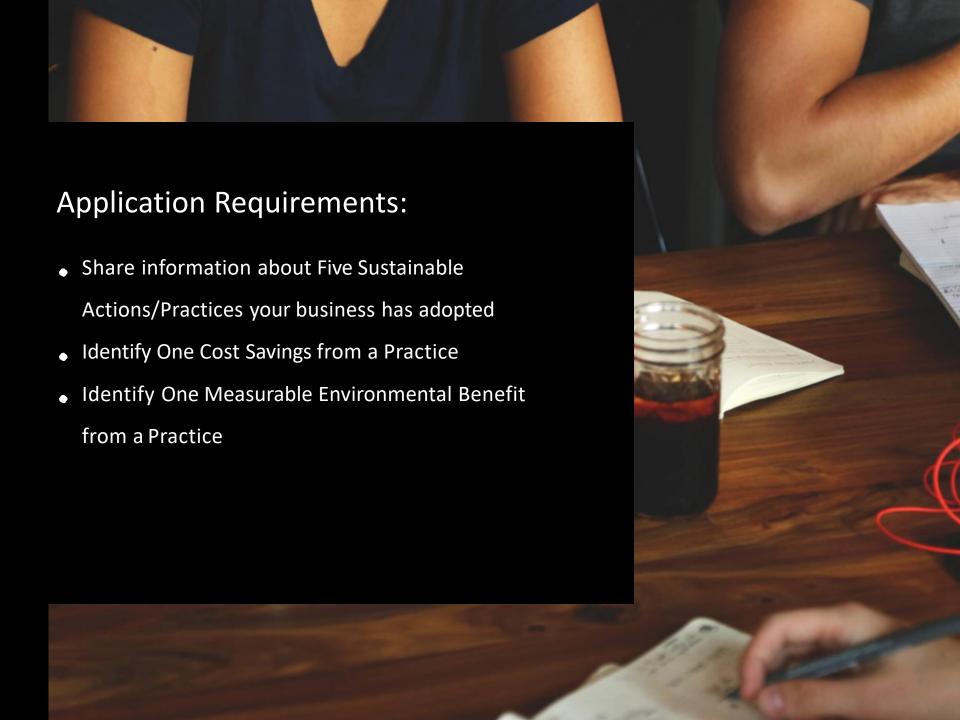




NEW JERSEY SUSTAINABLE BUSINESS REGISTRY

The NJSBR was developed by the New Jersey
Small Business Development Center with
technical assistance from the NJDEP.
Businesses on the registry have met the
qualifications for certification and maintain
renewal on an bi-annual basis.





Eligible Practices

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
- Participate in Sustainable Somerset
- Shop Local

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

Vater:

- 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
- River Friendly Certification
- 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:

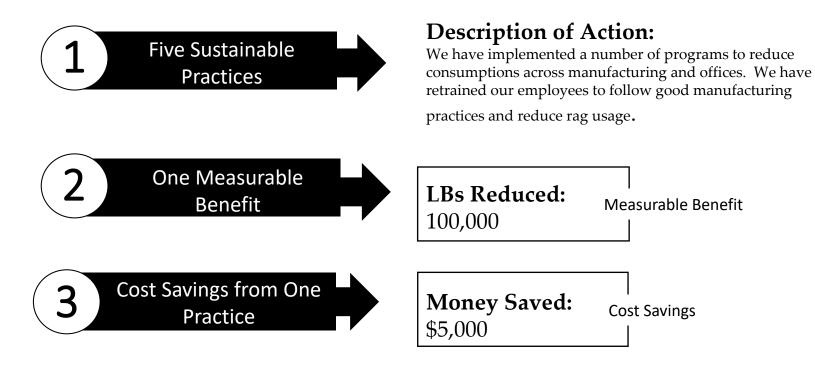
Implement Environmental Practices specific to your Industry

Emergency Preparedness:

Make Preparations for Emergencies

Example Requirements

Waste Reduction Practice



Business Case Study

Earth Friendly Products

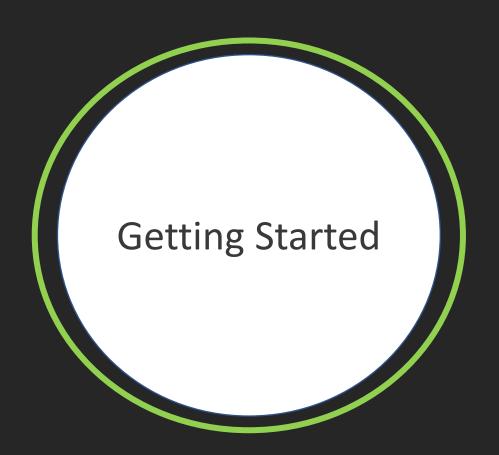


- 1) Renewable Energy
- 2) Waste Recycling
- 3) Water Reduction
- 4) Water Reuse
- 5) Efficient Business Travel
- 6) Employee Commute
- 7) Environmental & Community Restoration
- 8) Water Neutrality
- 9) Sustainability Leader
- 10) Annual Environmental Goal
- 11) Environmentally Preferable Purchasing Plan
- 12) Environmentally Preferable Products/Services

MEMBERSHIP BENEFITS

- Free publicity and statewide recognition
- Access to technical assistance
- Access to tips and resources
- Search Engine Optimization









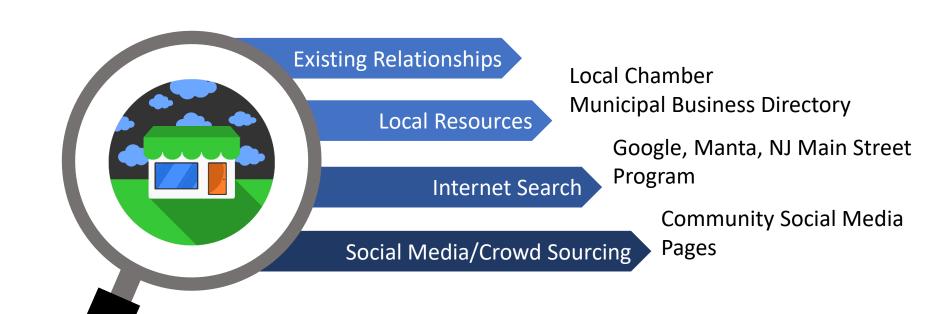


Identify existing Green businesses in your community before trying to convert businesses

Initial Business Sectors to Consider

Architecture/Engineering/Design Firms
Energy Companies
Waste Companies
Natural Food/Health Food
Stores/Grocery Stores
Restaurants
Farms
Breweries/Wineries

How to find your businesses?



What if a business is interested, but not sure how to Go Green?



First

- Take advantage of FREE sustainability consultants via NJSBDC
- Create a Green Team
- Look at Examples from the Registry

Next

- Write an Environmental Policy/Take an Environmental Pledge
- Get an energy audit some businesses may be eligible for NJCEP free Benchmarking Services
- Maximize Recycling

Consider

- Replacing lightbulbs with CFL or LEDs
- Replacing appliances with energy star graded equipment
- Printing Double sided
- Using Green Cleaning Products/Biodegradable Cleaners
- Making green purchasing decisions

Challenges



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



Online Resources

Sustainability Audits

NJSBDC No Cost Water/Energy/Waste Evaluation http://registry.njsbdc.com/webform/get-counseling

Energy Benchmarking http://www.njcleanenergy.com/benchmarking

Funding & Incentives

NJ Clean Energy Program Incentives & Rebates http://www.njcleanenergy.com/

Energy Star

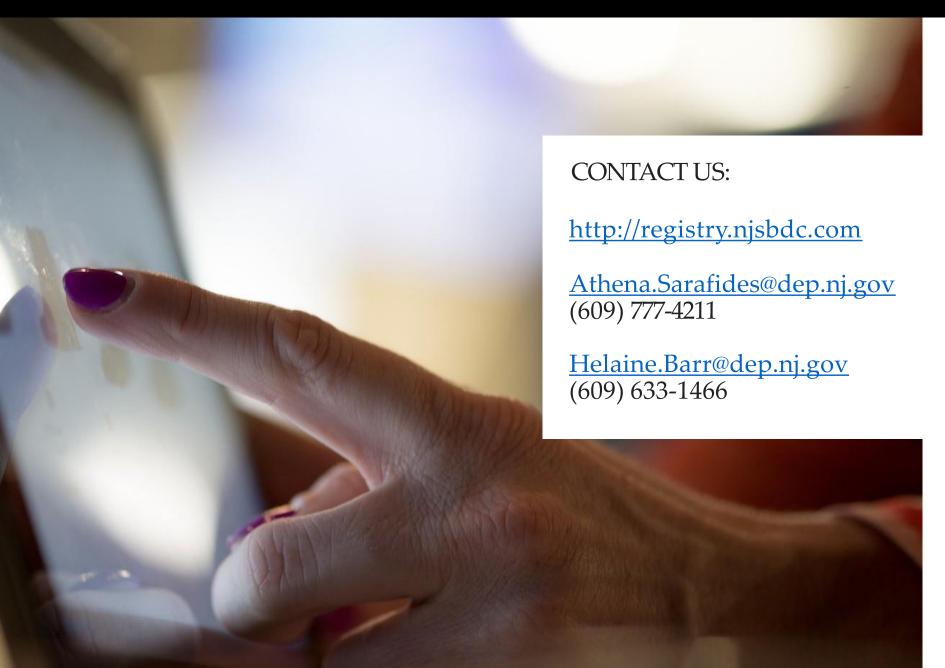
https://www.energystar.gov/buildings/facility-owners-and-managers/existing-buildings/use-portfolio-manager

Other Info

Sustainability Best Practices http://registry.njsbdc.com/resources

Metrics Calculations
http://registry.njsbdc.com/calculations-tools

Contact



Sustainable Jersey Support

- Technical Support
 - Samantha McGraw: 609-771-2938;
 info@sustainablejersey.com
- Social Media
 - Follow us on Facebook, Twitter, LinkedIn and Instagram





Sustainable Jersey Hub Events

Sustainable South Jersey Meet Up

Wednesday, September 12, 3017, 6:00pm – 8:00pm

Collingswood Public Library, 771 Haddon Avenue, Collingswood, NJ 08108

This is a networking event sponsored by Tri-County Sustainability Alliance and Sustainable Cherry Hill. It will include 'lightning talks' from Joan Leonard, Collingswood Green Commissioner, and Lena Smith, from FWW speaking on federal renewable energy legislation. Continue the discussion afterwards and meet other novice and veteran sustainability enthusiasts. For more information, visit the Facebook event page here.

Distilling Sustainability

Tuesday, October 3, 2017, 6:00pm – 8:00pm

Little Water Distillery, 807 Baltic Avenue Unit B, Atlantic City, NJ

Network with other green team members, professionals and individuals in the sustainability field in the Atlantic-Cape May region. There will be time to briefly share what your green team has been working on, recent successes or something you are excited about.

REGISTER

Small Grants for Energy Projects Webinar

Tuesday, September 19, 2017 3:00pm – 4:00pm

REGISTER

The Gardinier Environmental Fund is contributing \$150,000 to support a Sustainable Jersey Small Grants Program cycle for municipalities and school districts. For this grant cycle, the Gardinier Environmental Fund will fund energy projects focused on energy conservation, efficiency, and renewable energy. The project can be a municipal project, or a district-wide initiative implemented for a specific school or schools in a district.

This webinar will cover the application process, online submission procedures and tips for a successful Sustainable Jersey Small Grant application.





New Jersey Mayors' Climate Summit

Saturday, October 7, 2017, 9:00am – 12:00pm

Somerset (Franklin Township) Municipal Building 495 Demott Lane, Somerset, NJ 08873

REGISTER

Mayors and community Leaders across New Jersey have taken up the challenge of addressing climate change and implementing the Paris Accord at a local level. It is vital for our mayors and communities to take a leading role in preserving our environment and protecting the public health of our citizens. The day will consist of three panel experts who will discuss a pathway forward to enable New Jersey to succeed in the battle against climate change.





Sustainable Jersey Annual Luncheon

Tuesday, November 14, 2017 12:00pm – 2:00pm

The Crown Ballroom, Sheraton Atlantic City

Join us on November 14, 2017 in Atlantic City. The 2017 Sustainable Jersey municipal awards will be the pinnacle event of the year, bringing together over 300 local and regional government officials, green team members, industry professionals and sustainability leaders. It's a fantastic opportunity to re-connect, collaborate and celebrate your collective achievements!



Highlights:

- Pre-Luncheon Networking Session (10:30am Noon)
- Luncheon (Noon 2:00pm)
- Recognition of the 2017 Sustainable Jersey Certified Communities
- Conveyance of Special Awards

