

Cultivating Small Business Sustainability

*Lessons Learned from the
NJ Sustainable Business Registry*



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The NJ Private Sector Opportunity

800,000+

Small Businesses in NJ,
2016

1,700,000+

Private Sector Employment
by workplace in NJ, 2016

Key Industry Clusters

Financial Services

Healthcare

Technology

Advanced Manufacturing

Life Sciences

Leisure, Hospitality & Retail

Transportation, Logistics & Distribution

How can we capitalize on this potential?



NJ SBDC Sustainable Business Program

The Idea



Sustainable Business Program

NJSBDC's two-prong program for helping small and mid-sized businesses start or expand sustainable practices

Sustainability Consulting

No-cost consulting on site, in person or online

Delivered by experts in all facets of sustainability, pollution prevention, toxics mitigation, and disaster preparedness

Sustainable Business Registry

Website where businesses can apply online and become recognized for their sustainability efforts

NJ Sustainable Business Registry

The Idea

Online Registry for NJ Businesses implementing Sustainable Practices

<http://registry.njsbdc.com/>

New Jersey Sustainable Business Registry
Save Money, Share Your Success, and Inspire Others
AMERICA'S SBDC NEW JERSEY
TESTIMONIALS NEWS & EVENTS CONTACT US

HOME ABOUT JOIN HERE REGISTERED BUSINESSES BUSINESSES MAP RESOURCES RESULTS AWARDS LOG IN REGISTER

PAINTING A GREENER FUTURE

Greenleaf Painters
Member Since 2014
What are they up too?
[Read This!](#)

GREENLEAF PAINTERS

- Promote the use of LOW-VOC paints
- Recycle paint thinners
- Donate a percentage of each sale to the Trenton, New Jersey, Chapter of Habitat for Humanity

Greenleaf Painters, LLC
609.750.0030

New Jersey Sustainable Business Registry

Latest News: Painting a Greener Future

The New Jersey Sustainable Business Registry is a NO COST way to

- Promote your business
- Save money
- Be socially responsible
- Distinguish your business from your competition
- Reduce cost/Increase revenue
- Minimize risk
- Demonstrate your concern for the environment
- Spur Growth



Copper River Salon & Spa

NJ 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. Funded by a Region 2 P2 Grant.



Who can Join

The Registry is open to companies of all types and there is no cost to join



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

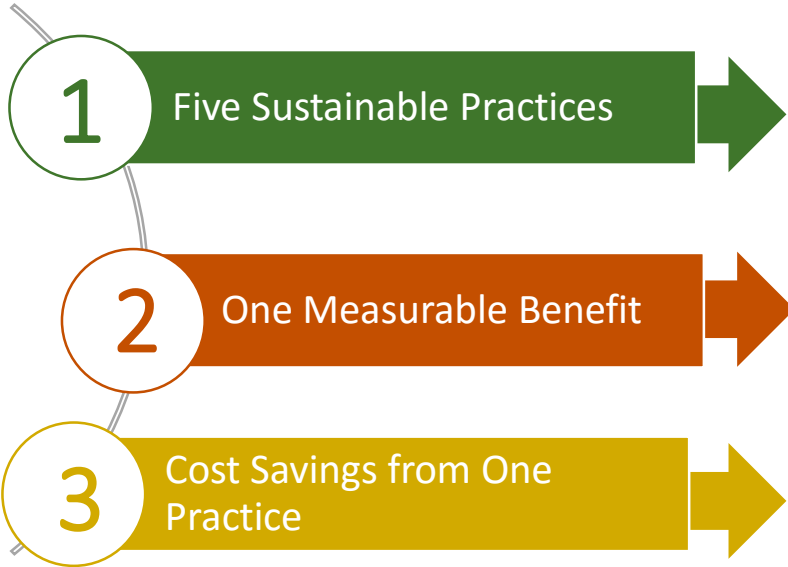
Show your commitment to your community, employees and clients by voluntarily integrating environmental practices into your business's operations and strategy; because ultimately socially responsible business is good business

NJ Sustainable Business Registry

Application Requirements

Businesses can create a profile by reporting 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**

NJ Sustainable Business Registry

Eligible Sustainable Actions/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

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

NJ 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
PHARMACEUTICALS

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

Java Love

Montclair, NJ

▼ Waste Reduction

Description of Action:

We offer a discount for customers who bring in their own mugs/thermoses. On average, we save 10,000 cups and lids a year by offering this incentive.

Lbs Saved:

140

Money Saved:

1,200

▼ Waste Reuse

Description of Action:

-We reduce, reuse, and recycle our waste in that order. We are constantly thinking of ways in which we can give new life to "waste" that would otherwise end up in a landfill. We have made chairs, cosmetic bags, purses, art pieces, hot cup sleeves, and pillows with the simple burlap bags we receive the coffee in. We reuse cardboard boxes for shipping and transporting merchandise before recycling them. We recycle all plastic and paper products. Our used coffee grinds get composted onto our on-site garden.

Lbs Saved:

5,000

Money Saved:

3,000



Participation & Results

60 Member Businesses

18+ Business Sectors Represented

Retail Establishments

Manufacturing

Food & Drink

Professional Services

SINCE

2014

NJ Sustainable Business
Registry Members

Conserved over
1,000,000 Gal
of water



Reduced travel by

63,582 mi

Decreased waste by



6,000,000 LBs



Saved over

\$2,400,000

through sustainable practices

Learn More

<http://registry.njsbdc.com/>

Tips for Success

1 Build Strategic Partnerships

2 Keep it Simple

3 Add Value

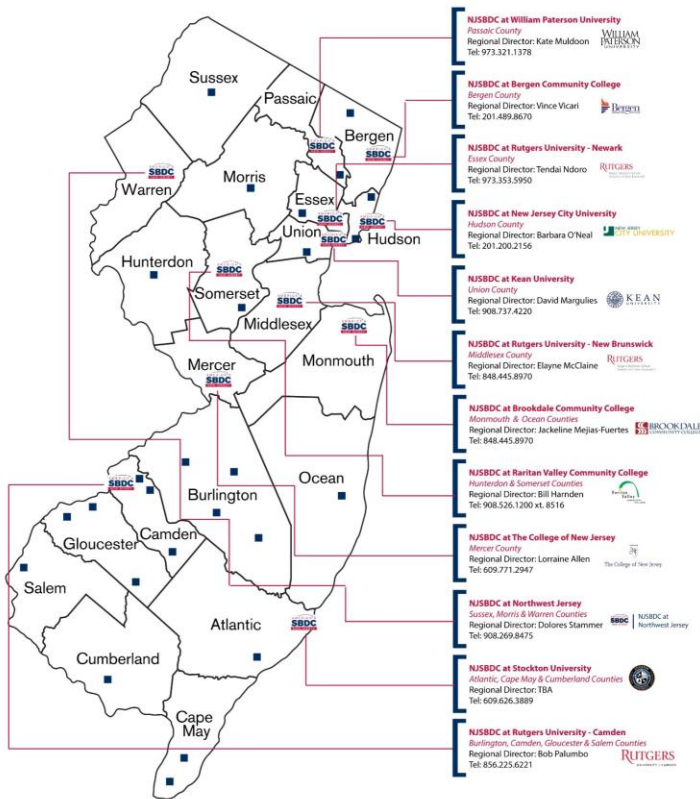
Utilize Strategic Partnerships

Registry as a NJSBDC program



Where Businesses Go *TO GROW*
BIG IMPACT
800.432.1565

-Benefits-



NJSBDC has an established clientele and reputation

Twelve regional centers throughout the state

Provide technical assistance and training on all aspects of business operations

Differentiates program from regulatory perceptions

Build Strategic Partnerships

Continue to identify and work with diverse business and community organizations

Alignment of Organizational Goals

Develop Joint Initiatives

Take Advantage of Networking Opportunities

Grow Local Advocates



Sustainable Princeton
Change a habit, change the world



Certification program for
Municipal Governments in NJ

Municipalities create Green Teams and accumulate points for performing specific actions to achieve certification

Partnership created a Green Business Recognition Action that features the NJ Sustainable Business Registry



Bronze certification requires:

- Establishment of **mandatory green team**
- Implement 2 of 12 priority actions
- Complete actions in 6 of 19 categories
- Total of at least 150 points



Silver certification requires:

- Establishment of **mandatory green team**
- Implement 3 of 12 priority actions
- Complete actions in 8 of 19 categories
- Total of at least 350 points



Sustainable Princeton

Change a habit, change the world

Businesses on the Registry Nassau Street – Princeton NJ



Somerset County Business Partnership



Somerset County
Business Partnership

Your Chamber of Commerce and more

Newly Launched Partnership

Green Challenge
Program



NJ Sustainable
Business Registry



Recognize small business owners are busy and structure your program accordingly

- Set attainable requirements
- Offer workshops at convenient times
- Provide individual assistance
- Create an intuitive website interface
- Share promotional tools



Social Media Toolkit for Registry Members

Deliver Real Benefits

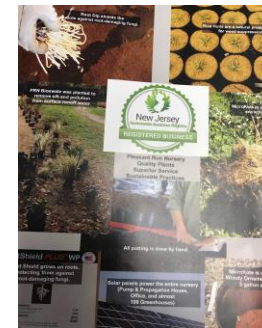
Awards

Marketing Opportunities

SBDC Technical Assistance

Networking

Continued Education



Biggest Challenges

1

Business Owner Follow Through

- Completing profiles
- Using promotional tools

2

Website Structure

- Renewal Process
- Mobile Responsiveness
- Fresh Design

3

Connecting with Consumers