

New Jersey Businesses are Being Recognized for the ‘Triple Bottom Line’: People, Planet, Profit

BY JOHN GIORDANO



What do a Princeton grocer, a juice maker, a salon and a furniture store have in common? They have each adopted at least five environment friendly practices and they are being recognized as NJ Sustainable Businesses.

That is just a few of the businesses in Princeton and 50 businesses overall in New Jersey that are being recognized for their Earth-friendly practices on the state’s NJ Sustainable Business Registry.

People. Planet. Profit.

“Not only is the registry a great resource for consumers, but it supports businesses that care about the triple bottom line – people, planet and profits,” said Sustainable Princeton’s Executive Director Diane Landis. “We are proud to see Princeton businesses well represented on the Registry and applaud the businesses that qualify.”

Sustainable Princeton, which has been encouraging businesses to get involved in the state program since it launched last year, understands that communities striving for sustainability cannot be successful without participation by the private sector.

Green Leaders

Montclair Township is doing the same. It designed its Green Business Recognition program with two levels. The first, Green Explorers, is for businesses that agree to adopt five environmental friendly practices. The second, Green Leaders, is for those who adopt five or more prac-

tices and provide measurable results and cost savings. These Green Leaders are recognized statewide through the NJ Sustainable Business Registry.

DEP’s Office of Sustainability worked with Princeton Township and Montclair, where students from Montclair State University are assisting with outreach efforts.

The Sustainable Business Seal

The NJ Sustainable Business Registry is a website where businesses can apply online to get recognized for their commitment to sustainability. This commitment is demonstrated through the adoption of as few as five sustainable practices from a menu featuring dozens of sustainable actions relevant to any small business.

The Registry provides resources at no cost to small and mid-sized businesses interested in becoming sustainable and is a great way for businesses to:

- Demonstrate social responsibility
- Set their business apart from competition
- Reduce costs and increase revenue
- Minimize risk
- Spur growth
- Communicate concern for the environment
- Promote their business

Registered businesses receive a “Sustainable Business” seal which they can display on site and place on their promotional materials.

State and Federal Partnerships

The Registry is a partnership of the NJDEP, the New Jersey Small Business Development Centers and the U.S. Environmental Protection Agency (EPA). EPA funding was used to recruit expert consultants and create the Registry, which is geared towards small and mid-sized businesses, said Brenda Hopper, CEO and state director of the New Jersey Small Business Development Centers.

See the Cost Savings

In the registry’s first two years, 50 businesses have signed up. To see actual results, visit the web page at: registry.njsbdc.com/resources/results.

To learn more about the NJ Sustainable Business Registry, e-mail an NJSBDC program manager at NJSBinfo@NJSBDC.com or go to registry.njsbdc.com. ♦

John Giordano Esq. is the assistant commissioner for air quality, energy and sustainability, NJ Department of Environmental Protection. He can be reached at (609) 292-2795.

How Your Business Can Go Green

Here are some of the actions that New Jersey Sustainable Business Registry recommend for:

Recycling

- ▶ Purchase reusable items, such as kitchenware for office functions and meetings.
- ▶ Offer employees alternatives to individual bottled water, such as filtered water.
- ▶ Provide easily accessible and clearly labeled bins for recyclables.
- ▶ Where business recycling is not provided by the local government, contract with your waste hauler to accept recycled materials.
- ▶ Recycle your computers, monitors, laptops, portable computers and televisions through an environmentally sound recycling program for free.

Energy

- ▶ Undergo an energy audit, and investigate incentive programs.
- ▶ Invest in energy efficient equipment and appliances. Look for the ENERGYSTAR symbol when buying office equipment. If you are looking at any water related equipment, look for the Watersense symbol.
- ▶ Replace incandescent lighting with energy efficient fluorescent lighting.
- ▶ Train employees on basic conservation practices such as turning off lights and equipment when not in use, controlling thermostat, and activating energy saving features on equipment.

Transportation

- ▶ Offer incentives for public transit use and carpooling.
- ▶ Promote biking to work.
- ▶ Purchase and operate efficient fleet vehicles.
- ▶ Consider installing workplace charging stations for electric vehicles for employees and visitors.

For more steps, visit <http://registry.njsbdc.com/resources>.

your
**HEALTH
PLAN** choice
is
CLEAR

OXFORD OPTIONS FOR NEW JERSEY

The Freedom
Network

The Liberty
Network

The Oxford Garden
State Network

- No hidden hospital costs
- New competitive pricing
- Variety of plans

Contact your broker today for a quote on an Oxford plan.
Visit uhc.com/njoxford



Oxford HMO products are underwritten by Oxford Health Plans (NJ), Inc. Oxford insurance products are underwritten by Oxford Health Insurance, Inc. NJ-16-153