



# New Jersey Sustainable Business Registry

## JOIN TODAY



### 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



### 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



### 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



### Be Socially Responsible

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

## ABOUT THE REGISTRY

The New Jersey Sustainable Business Registry was created to recognize and promote sustainable businesses across the state.

The Registry is open to all businesses, nonprofits, and higher education institutions located in New Jersey. Organizations that have implemented five sustainable practices are eligible to create a promotional profile and receive membership benefits.

**There is no cost to join!**

## APPLY NOW



Go to [registry.njsbdc.com](http://registry.njsbdc.com)  
Create a Business Profile &  
Report Five Sustainable Practices  
to become a Member!

## CONTACT US



For more information email:  
[Sustainability@dep.nj.gov](mailto:Sustainability@dep.nj.gov)



The New Jersey Sustainable Business Registry was developed by the NJ Small Business Development Centers (NJSBDC), in collaboration with the New Jersey Department of Environmental Protection and a host of other business and nonprofit partners. Original funding for the Registry and related technical assistance programs was made possible by a grant to Rutgers/NJSBDC from the US Environmental Protection Agency.





## If your business is committed to five of the actions below, you qualify to register!

### 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

### Waste:

- Waste Reduction Practices
- Waste Reuse Practices
- Waste Recycling
- Food Waste Reduction Practices
- 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
- River Friendly Certification
- Participate in other Sustainability Certification or Recognition Programs

### Green Building:

- Apply other Green Building Practices independent of LEED

### Environmental 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

### 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

Visit [registry.njsbdc.com](https://registry.njsbdc.com) to learn more