

Sustainability Speaker Series Winter 2022 Meeting:  
Sustainable Business Operation

# The NJ Sustainable Business Registry



# 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.

### Who can Join

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



# NJ Sustainable Business Registry

## Goals of the Registry

**1** Recognize and Promote NJ Sustainable Businesses

**2** Encourage all NJ businesses to adopt green practices

**3** Increase Transparency for NJ Consumers

The screenshot shows the homepage of the New Jersey Sustainable Business Registry. At the top, the logo for the New Jersey Sustainable Business Registry is displayed alongside the slogan "Save Money, Share Your Success, and Inspire Others" and the logo for the New Jersey Small Business Development Center (NJ SBDC). A navigation menu includes links for HOME, ABOUT, JOIN HERE, REGISTERED BUSINESSES, BUSINESSES MAP, COMMUNITIES, RESOURCES, RESULTS, LOG IN, and REGISTER. The main content area features a featured article for "Arlee's Raw Blends Sustainable Super Juice" with a list of sustainable practices: selling organic, locally sourced, fresh, cold pressed juices; composting all food waste and reusing juicing by-products; a brew-out counter made from reclaimed wood; utilizing biodegradable packaging; and installed LED lighting. Below this, a "Latest News" section highlights "New NJDEP Sustainability Guides". A central message states, "The New Jersey Sustainable Business Registry is Sustainability Made Simple. It is a no cost way to promote your sustainability and show your commitment to:" followed by three icons representing "Reducing your Environmental Footprint", "Supporting your Community", and "Being a NJ Business Leader". Three main content boxes are present: "Register Your Business" with a "REGISTER" button, "Learn More About Sustainability" with a list of links (Tips & Resources, News & Events, Registered Businesses, Full Results, No Cost Consulting, Contact NJSBR, Webinars), and "The Results at a Glance" showing statistics: 10,664,317 Gallons of Water Recycled, 82,137 Gallons of Fuel Saved, 134,099 Total Transportation Miles Saved, 752 Total Hazardous Waste Recycled, and \$5,821,281 Money Saved by NJSBR Businesses. A "News and Events" section at the bottom features a post from 02/08/2018 about "New NJDEP Sustainability Guides".

# NJ 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*



### **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



### **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

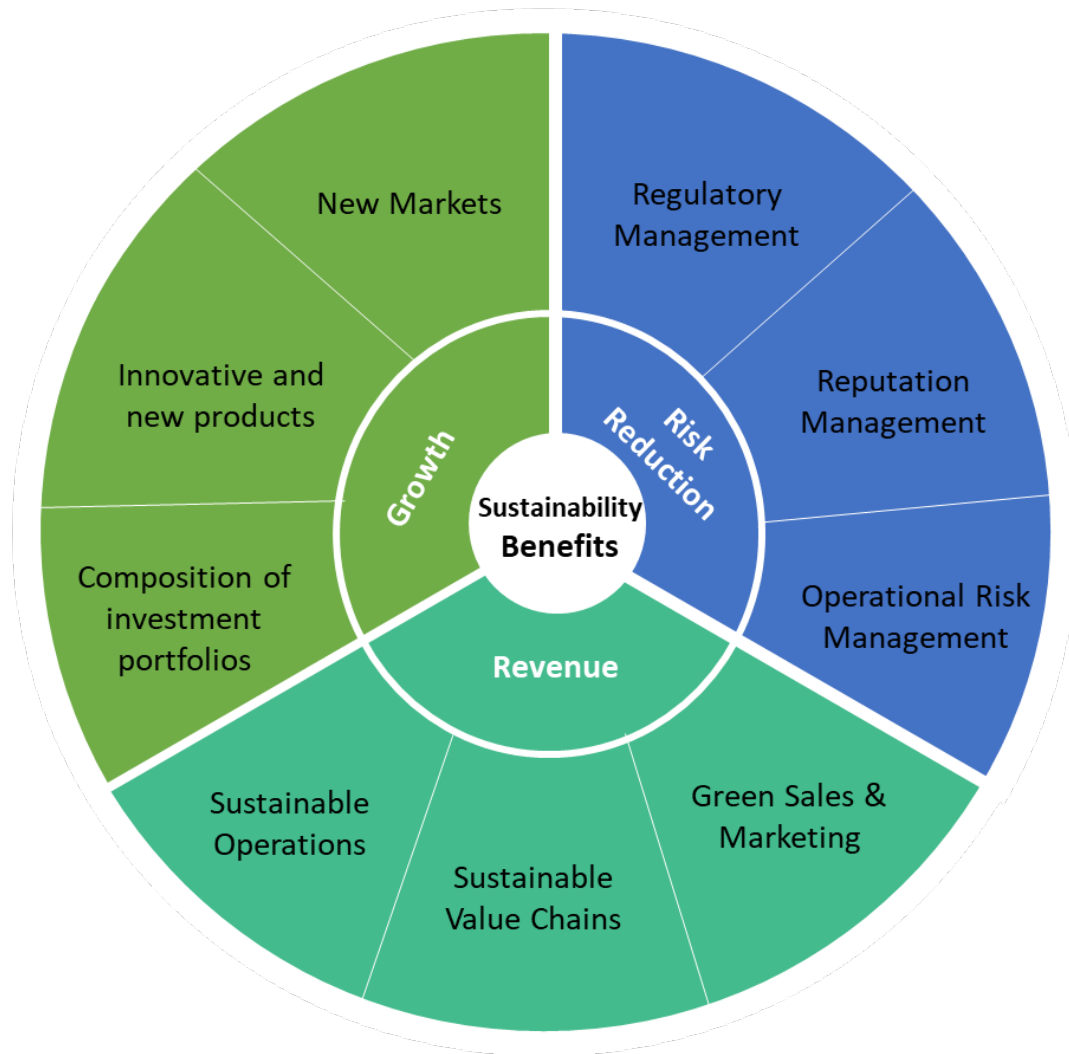


### **Gain Competitive Advantage**

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

# NJ Sustainable Business Registry

## Value in Sustainability



- Companies with high Environmental, Social and Governance Ratings outperform the market in the medium (3-5 years) and long (5 -10 years) term
- In 2016 sustainable investments constituted 26% of assets that were professionally managed – worth \$22.89 trillion in total
- 55% of US consumers are willing to pay more for products from socially responsible companies
- 72% of Millennials are willing to pay more for products and services from companies committed to positive environmental and social change
- Products that promote sustainability through marketing and packaging claims have an average annual sales increase of 5%, compared to conventional products

Sources:

•Sheila Bonini and Stephan Görner, "The business of sustainability: McKinsey Global Survey results," Oct 2011, mckinsey.com

•Bernow, Sara, Klempher, Bryce and Magnin, Clarisee, "From 'why' to 'why hot': Sustainable investing as the new normal, Oct 2017, mckinsey.com

•Hozik, Michael, "Making the Green by Going Green: Increased Demand for Green Products and the FTC's Role in a Greener Future" Feb 2016 Georgetown Environmental Law Review

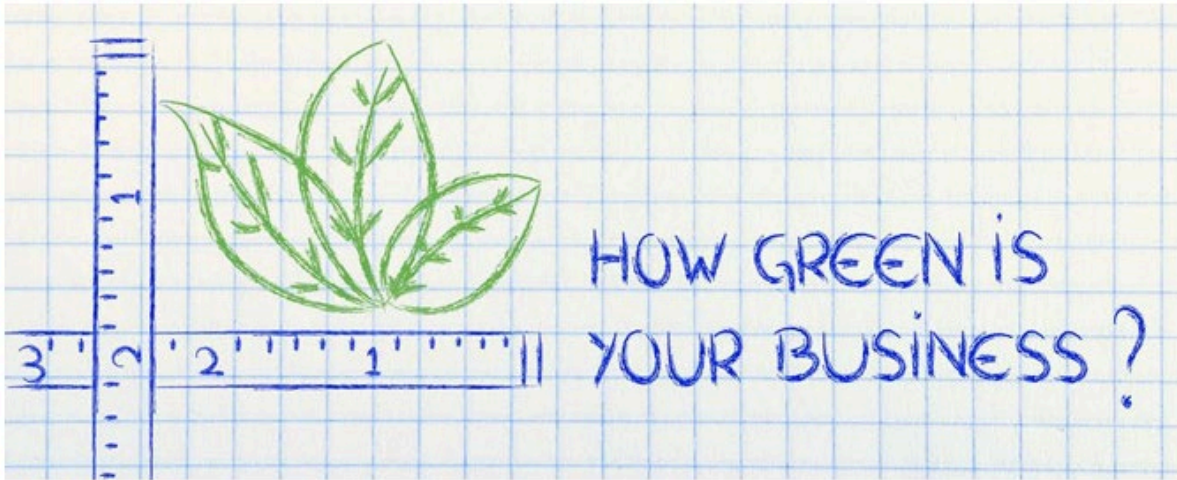
# NJ Sustainable Business Registry

## About our Members

21/21  
NJ Counties  
Represented

472  
Member  
Businesses

36  
Sectors  
Represented



### Agriculture

Bridgepoint Run Farm LLC

Cherry Grove Farm

Cheyenne's Road Market

Dutch Hollow Farm

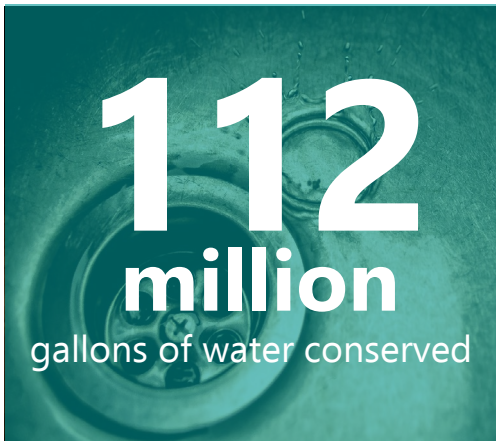
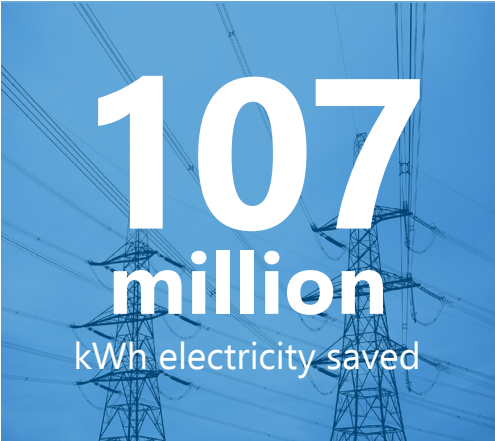
Great Road Farm

Hunter's Farm Market

Seeds Of Hope Community Development Corporation

# NJ Sustainable Business Registry

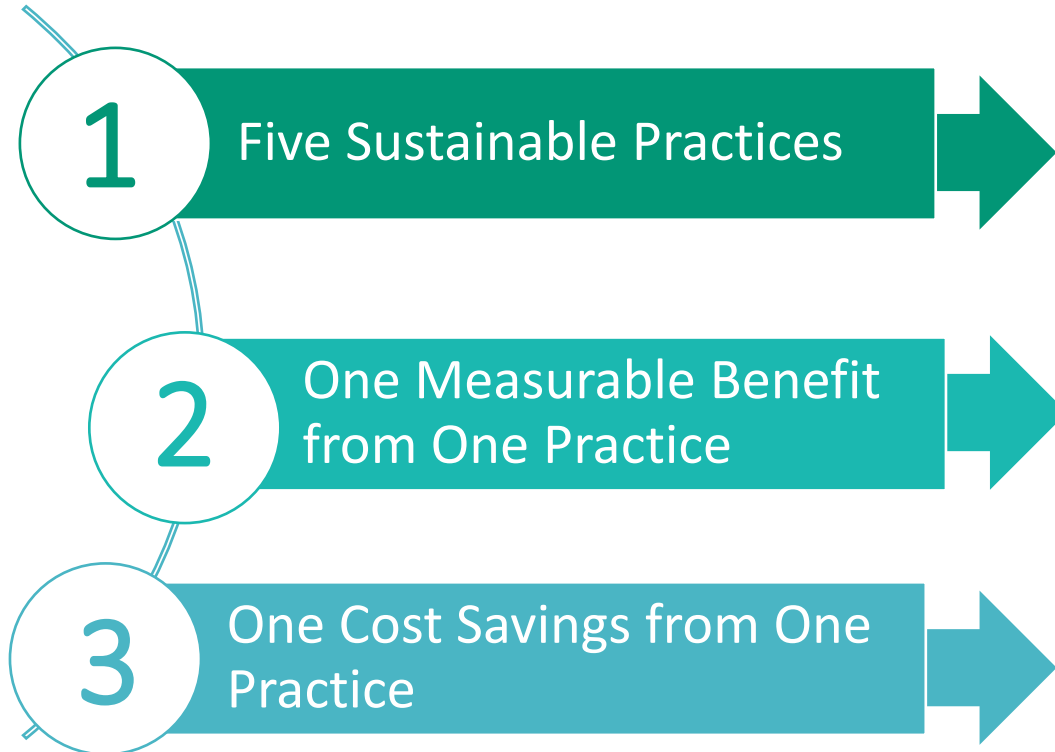
## Annual Results: Members Make a Difference



# NJ Sustainable Business Registry

## Application Requirements

Business must create a log in and report the following:



## Wawa

### Waste Recycling

#### Description of Action:

In addition to our in-store recycling program and store front recycling program for customers, in 2017, we began offering new and improved recycling at the fuel courts in our New Jersey stores. This is an important step forward in our trash and recycling goals and makes it more convenient for our customers to recycle. In 2019, customers recycled over 18,600 tons of cans, plastics and bottles through our store front recycling program. In 2019, Wawa recycled over 15,100 tons of cardboard.

Lbs Saved:  
258,237

**Measurable Benefit**

### Energy Efficiency

#### Description of Action:

Wawa continues to upgrade the exterior parking lot and site lights to LED at its New Jersey stores. Our store remodel program only installs LED interior lighting. This has helped Wawa reduce its electricity use and carbon footprint significantly in New Jersey and the other states we operate. Every store is retrofitted for LED lights in the cooler/freezer display doors which have saved Wawa on average \$2,000 per store per year and every store has motion sensors installed as well.

Money Saved:  
\$2,000

**Cost Savings**



# NJ Sustainable Business Registry

## Website Walkthrough



Save Money, Share Your Success, and Inspire Others



TESTIMONIALS AWARDS NEWS & EVENTS  
CONTACT US REQUEST COUNSELING

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

### New and Improved Business Resources

Check out the Registry's resources  
[Click Here!](#)



### NEW & IMPROVED RESOURCES FOR SUSTAINABLE BUSINESSES



### BE SOCIAL WITH US:



Like us on Facebook  
[@NJSustainableBusinessRegistry](#)



Follow us on Twitter  
[@NJSBDC\\_GREENBIZ](#)



Follow us on Instagram  
[@njsustainablebusinessregistry](#)

Latest News: Be Forest Friendly This Halloween

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