



# **New Jersey Small Business Development Centers Sustainable Business Program**

**Building Sustainable Organizations:  
Making a Difference and Measuring Success**

**US EPA Region 2**

**March 31, 2020**

# Origin – NJDEP's Sustainable Business Initiative

- An initiative created in 2011 by the NJ Department of Environmental Protection's (NJDEP)'s Bureau of Sustainability, in partnership with New Jersey business stakeholders from the public, private, profit and non-profit sectors.
- Objectives: develop and implement programs to educate businesses about sustainable practices; provide processes and tools to certify sustainable programs; and incent and recognize businesses that adopt sustainable practices.
- Resources required: a non-regulatory entity with links to businesses to carry out/support objectives.

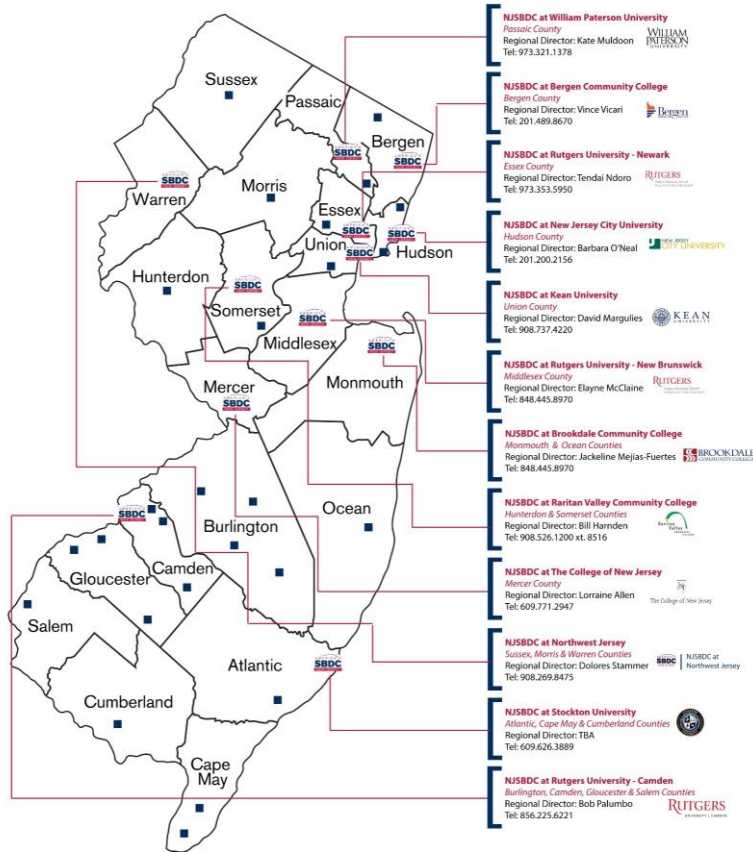
# About NJSBDC



Where Businesses Go *TO GROW*

**BIG IMPACT**

800.432.1565



Accredited member of the national Association of Small Business Development Centers

Headquarters at Rutgers University Business School, Newark, NJ

Twelve regional centers throughout the state

Provide technical assistance and training on all aspects of business operations

# NJSBDC/SBI – Compatible Objectives

1. Promote sustainability planning & practices among NJ businesses to:
  - Enhance economic success;
  - Enhance environmental protection; and
  - Improve quality of life.
2. Identify & share resources to:
  - Educate; and
  - Encourage (provide support to) the NJ business community.

# How do we accomplish our objectives?

- Institutionalize sustainability and pollution prevention as a new NJSBDC specialty/technical assistance program.
  - *Hire expert consultants to counsel business owners on site, on line, or on phone.*
- Develop a Certification Program for businesses modeled after existing programs (Sustainable Jersey, State of Maryland).
  - *Simpler approach, good first-step*
  - *NJSBDC to administer the process*

# EPA Region 2 P2 Grant

- Two-year Grant, awarded 2013
- Title: *Encouraging and Advancing Pollution Prevention Practices among small to mid-sized businesses.*
- Description: The New Jersey Sustainable Business program is a joint Rutgers-NJSBDC and NJDEP initiative intended to promote pollution prevention and thereby, improve environmental performance and enhance business efficiency.
- Objectives/P2 goals: Reduce ghg emissions, toxic waste/hazardous substances; conserve water/natural resources; promote business efficiencies; institutionalize/integrate P2 practices.

# EPA Region 2 P2 Grant

Fifteen Specific Goals focused on Grant P2 Objectives. Most direct and notable:

- Conduct a minimum of 12 – 15 P2 consultations
- Create and develop New Jersey Sustainable Business website/webpages to include an on-line registry, forms and system for processing applications; create and maintain database for recognizing successful applicants.
- Target a minimum of 40 successful New Jersey Sustainable Business registrants, first year; 60 additional registrants, year two.
- Collect data through the New Jersey Sustainable Business Registry on pollution prevention practices, measurable environmental improvement and associated cost savings.

In New Jersey, we're helping businesses  
become

# Sustainable

What does that mean?

**Learn more about our  
two-prong program.**



[registry.njsbdc.com](http://registry.njsbdc.com)



# Program Components



## 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

# Technical Assistance

- NJSBDC Sustainability Consultants work with businesses to evaluate and recommend sustainable practices including:
  - Energy efficiency
  - Water conservation
  - Toxic mitigation
  - Renewable Energy
  - Pollution Prevention
  - Waste reduction



# P2 Consulting Outcomes

- Businesses receiving P2 counseling benefited by having an environmental expert visit their facility to help them identify multiple pollution prevention opportunities.
- The summary of P2 measurements from the 16 counseled business are in the table below:

P2 Counseling Results		
P2 Outcome	Quantity	Unit
Electricity Saved	209,662	kWh
Fuel Saved	1,900	gal
GHG Reduced	183.75	MTCO <sub>2</sub> e
Solar Energy Produced	115,000	kWh
VOCs Reduced	134	lbs
Waste Reduced	17,210	lbs
Water Reduced	3,504	gal



[registry.njsbdc.com](http://registry.njsbdc.com)

# 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 membership and maintain renewal on an bi-annual basis.



# NJ Sustainable Business Registry

- Modeled after State of Maryland's program
- Checklist Approach
- NO-Cost to Business to Apply
- Target: Small Businesses
- Not 3<sup>rd</sup> party verified; applications scrutinized/approved by DEP colleagues.
- Technical Assistance: consultants and workshops

A person wearing a dark blue V-neck shirt is seated at a wooden table. On the table, there is a glass of dark liquid, a white napkin, and some papers. The person's arms are visible, and they appear to be in a meeting or workshop setting.

## Membership Requirements:

- Share information about Five Sustainable Actions/Practices your business has adopted
- Identify One Cost Savings from a Practice
- Identify One Measurable Environmental Benefit from a Practice
- Renew Membership every two years

# 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

## 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 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

## Renewable Energy Practice



**Description of Action:**  
We have installed a 200 kW solar energy system



**kWh Saved:**  
150,000

Measurable Benefit



**Money Saved:**  
\$24,000

Cost Savings





New and Improved  
**Business Resources**

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



**Latest News:** Make Your Building Green



NEW & IMPROVED

**RESOURCES FOR SUSTAINABLE BUSINESSES**

NJ Sustainable Business Resources by Topic

- MANAGEMENT AND LEADERSHIP
- WASTE
- ENERGY
- TRANSPORTATION
- WATER
- CERTIFICATION PROGRAMS
- GREEN BUILDING
- ENVIRONMENTAL AND COMMUNITY RESTORATION
- INDUSTRY SPECIFIC



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

# About our Registry Members

## Business Sectors Represented

Agriculture	Healthcare & Medical Services
Architecture	Higher Education
Arts & Entertainment	Home & Garden
Automotive & Vehicles	Hospitality
Beauty & Spas	Landscaping Services
Breweries	Manufacturing
Communications & Media	Nonprofit
Computers	Pharmaceutical
Construction	Printing Services
Dry Cleaners & Laundromats	Professional Services
Engineering	Real Estate
Event Planning & Services	Recycling Equipment
Financial Services	Retail
Fitness & Instruction	Transportation
Food & Drink	Utility
Funeral Services	Warehousing & Storage
Grocery	Waste & Recycling Services
	Winery

**20/21**

NJ Counties Represented

**198**

Member Businesses

**35**

Sectors Represented



# Overall Results/Reductions – Registered Businesses

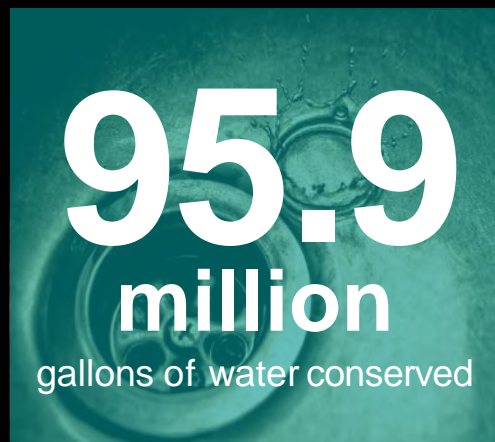
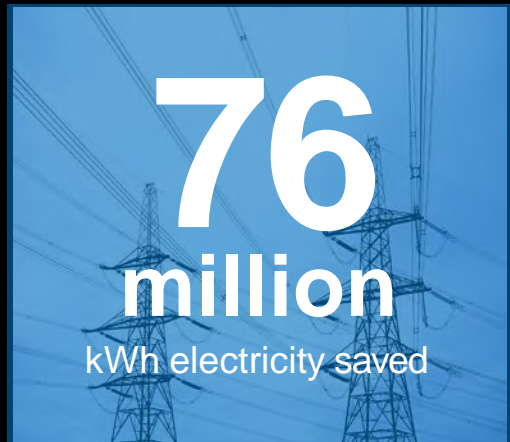
- The Registry requires every business to identify (self-report) 5 sustainable actions.
- At least one action must result in pollution reduction and at least one action must have a cost savings.

Sustainable Business Registry Results – 9/30/19		
P2 Outcome	Quantity	Unit
Electricity Saved	18,295,044	kWh
Fuel Saved	357,158	therm
Gasoline Saved	482,209	gal
GHG Reduced	15,826	MTCO2e
Money Saved	\$13,701,143	dollars
Toxic or Hazardous Waste Reduction	73,086	lbs
Waste Reduced	22,377,423	lbs
Water Reduced	81,158, 201	gal

*Data reflect each member's measurable results as initially reported. Data were extracted from the NJSBR 5-year data.xlsx file. GHG calculations were made using EPA's P2 Greenhouse Gas Calculator.*

# Results

Members Make a Difference



# Membership Benefits

- Free publicity and statewide recognition
- Sustainable Business Seal and Logos
- Access to technical assistance
- Access to tips and resources
- Search Engine Optimization




# Benefits of a Sustainability Specialty to SBDC



- Gateway to new or current established businesses that may not seek traditional SBDC offerings
- Natural addition to SBDC repertoire of programs and services
- Tool to help NJ business gain a foothold in green economy
- Coincides with NJSBDC mission – increase business operational efficiency and effectiveness
- SBR's Communities Pages reinforces business-community connection.


# Communities Pages

Suggested by Sustainable Jersey to enhance connection with local sustainability and economic advocates and serve as an incentive for business participation



The screenshot shows the top of the website. On the left is the logo for the New Jersey Sustainable Business Registry, featuring a green leaf icon. To its right is the text "New Jersey Sustainable Business Registry". Further right is the slogan "Save Money, Share Your Success, and Inspire Others" and the logo for "AMERICA'S SBDC NEW JERSEY" with social media icons for Facebook and Twitter. Below these are links for "TESTIMONIALS", "AWARDS", "NEWS & EVENTS", and "CONTACT US". A green navigation bar contains links for "HOME", "ABOUT", "JOIN HERE", "REGISTERED BUSINESSES", "BUSINESSES MAP", "COMMUNITIES", "RESOURCES", "RESULTS", and a prominent yellow "REGISTER" button.

## Communities




**Fostering sustainable communities,  
one business at a time.**

Community pages are your gateway into the green businesses and organizations in your neighborhood. All featured communities are certified Sustainable Jersey municipalities, who are working with their local business community to implement and promote sustainable business practices.

**Learn more about what's happening in your community:**

- Learn More About Sustainability
- Tips & Resources
- Calculations
- News & Events
- Registered Businesses
- Full Results
- No Cost Consulting
- Contact NJSBR
- Webinars



Welcome to the Princeton Township community page! Here you will find a list of Princeton businesses that are committed to reducing their environmental footprint through implementing sustainability initiatives. Each business featured is officially recognized as a "Sustainable Business" by the NJ Sustainable Business Registry. Princeton Township, in partnership with Sustainable Princeton also recognizes new members each year at a special municipal event.

**Search Members by Category:**

- Architecture & Construction
- Beauty & Spas
- Food & Drink
- Grocery
- Hospitality
- Nonprofit Organizations
- Printing Services
- Retail

# Contact

CONTACT US:

<http://registry.njsbdc.com>

[Ed@onsightadvisors.com](mailto:Ed@onsightadvisors.com)

[Ky.Asral@dep.nj.gov](mailto:Ky.Asral@dep.nj.gov)

[Gina.Gambacorto@dep.nj.gov](mailto:Gina.Gambacorto@dep.nj.gov)