



New Jersey Sustainable Business Program

NJDEP Sustainable Business Initiative
March 3, 2015

NJ Sustainable Business Program

- Two-prong program – led by NJSBDC- aimed at helping small/mid-sized businesses start or expand sustainable practices.
 1. No-cost consulting on site, on line, or in person, delivered by experts in all facets of sustainability, pollution prevention, toxics mitigation, and disaster preparedness.
 2. **New Jersey Sustainable Business Registry.** A website where businesses can apply on-line and become recognized for their efforts.

EPA Region 2 P2 Grant

Title: *Encouraging and Advancing Pollution Prevention Practices among small to mid-sized businesses.*

Two-year grant used to establish the New Jersey Sustainable Business program (under NJSBDC):

1. Hire/compensate expert consultants
2. Design/maintain New Jersey Sustainable Business Registry website (<http://registry.njsbdc.com/>)

NJ Sustainable Business Registry

- Checklist Approach
- No-Cost to Business to Apply
- Target: Small Businesses
- Not 3rd party verified; rather, 10% audit
- Simple – First Step
- Technical Assistance: consultants and workshops

NJSB Registry

Membership Benefits:

- Free Marketing
- Free Information & Technical Assistance
- Webinars
- Recognition:
 - Logo / Window Clings
 - Awards
- Differentiation



Promotional Initiatives

- NJSBDC Regional Directors & Regions
- Chambers of Commerce
 - Morris Co. Pilot
- NJ Green Association
- Sustainable Jersey
 - Green Business Recognition Action
 - Sustainable Morristown