NJ Sustainable Business 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.
Goals of the NJ Sustainable Business Registry

1. Recognize and Promote NJ Sustainable Businesses

2. Encourage all NJ businesses to adopt green practices

3. Increase Transparency for NJ Consumers
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.
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.
About our Members

21/21 NJ Counties Represented

472 Member Businesses

36 Sectors Represented

NJ Sustainable Business Registry

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

How green is your business?
Annual Results: Members Make a Difference

- 107 million kWh electricity saved
- 112 million gallons of water conserved
- 9 million vehicle miles reduced
- 1 million gallons of fuel saved
- 27 million dollars saved
- 110 million pounds of waste reduced
Application Requirements

Business must create a log in and report the following:

1. Five Sustainable Practices
2. One Measurable Benefit from One Practice
3. One Cost Savings from One Practice

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.

Measurable Benefit
Lbs Saved: 258,237

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.

Cost Savings
Money Saved: $2,000