

Environmental Stewards Project *Verona Green Business Recognition Program*



John Britch
*Green Team
Volunteer,
Environmental
Steward,
LEED GA*

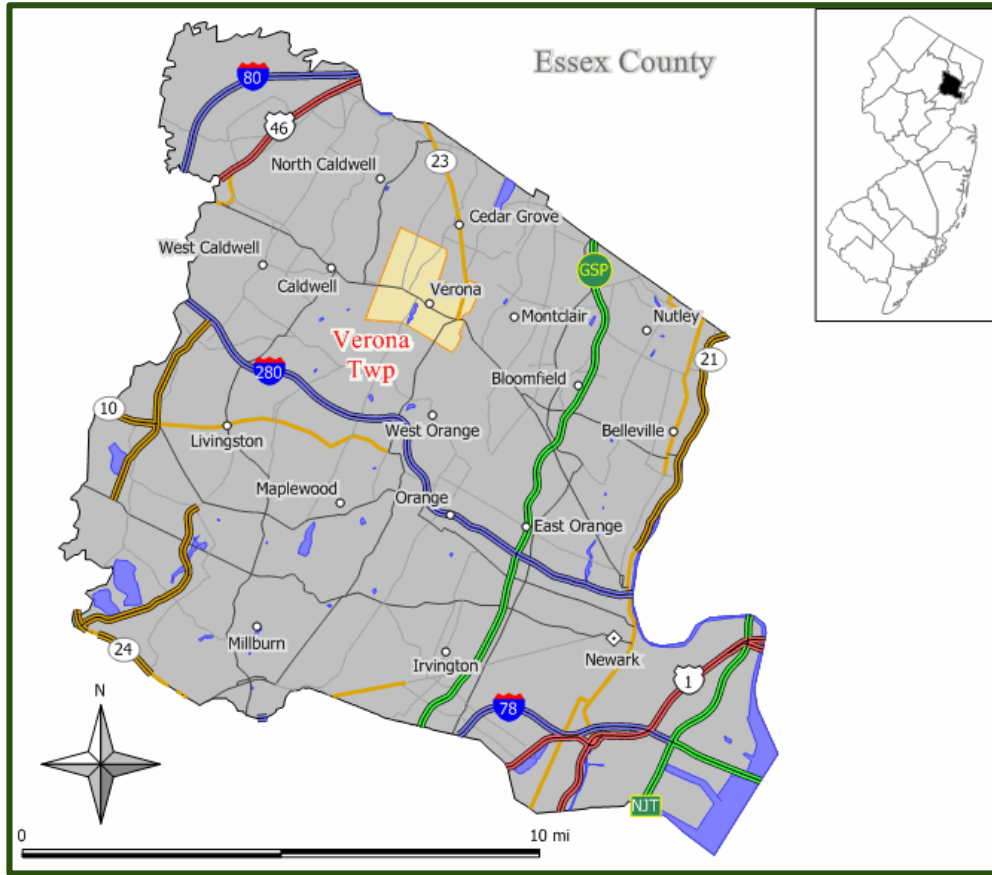
Rutgers Environmental Stewards



- ▶ Spring 2016 class
- ▶ Passaic County Extension
- ▶ Dr. Amy Rowe



Verona, New Jersey



- ▶ Essex County
- ▶ 2.766 square miles
- ▶ Population 13,332
(5,315 households)
- ▶ Sustainable Jersey
Bronze Level
Certification (2016)







GBR Program Goals

- ▶ Encourage and support sustainable operating practices.
- ▶ Increase community investment and awareness.
- ▶ Improve business relationship with the township.
- ▶ Enhance our Sustainable Jersey profile.



Process

- ▶ Worked closely with the Green Team Chair.
- ▶ Researched other GBR programs and the NJ Sustainable Business Registry.
- ▶ Compiled a database of Verona's ~300 businesses.
- ▶ Created the initial collateral materials (*application, benefits sheet, program calendar*).
- ▶ Canvassed local businesses to recruit and test program ideas.

Application

- ▶ Doing 5 actions from a longer list mirroring the *NJ Sustainable Business Registry* criteria.
- ▶ “Wildcard” category allows for industry or business-specific actions.

**SUSTAINABLE
VERONA** 
Creating a Greener Community



Be Part of the Solution:

**Verona Green Business Recognition Program
Application**

Business Name: _____

Address: _____

City: _____ State: ____ Zip: _____

Main Contact Name: _____

Phone: _____ Email: _____

Number of Employees: _____ Number of Facilities: _____

[Submit Application to SustainableVerona@gmail.com](mailto:SustainableVerona@gmail.com)

The Verona Green Business Recognition Program recognizes and promotes local businesses that demonstrate a commitment to sustainability by instituting responsible environmental practices at their place of business.

To qualify as a Green Business you must implement at least 5 of the following criteria:

- Turn off lights, computers and office equipment on nights & weekends.
- Use a programmable thermostat or control during unoccupied times.
- Replace conventional light bulbs with low energy LEDs.
- Use recycled paper products (avoid virgin paper and Styrofoam products).
- Use environmentally friendly cleaning supplies.
- Recycle (business products as well as consumer waste).
- Promote walking, biking or carpooling to work.
- Offer a wellness program to employees.
- Other Green initiatives specific to your business and industry.
- Purchase local material/foods regularly (Local = 5 mile radius).



Are you doing something green that isn't on this list? Tell us!

Signature: _____ Date: _____

Benefits

- ▶ Promotional support
- ▶ Education and Networking Support



Verona Helps Businesses Go Green

Let us help you make your business stand out, find ways to lower costs, improve your bottom line, and make Verona an even greener community.

Promotional Support

- Your logo and business profile will be featured on Verona Township's dedicated Green Business web and Facebook pages.
- You'll receive a free table at the annual Green Fair, where you'll be announced as a Verona Green Business.
- You'll also receive a certificate and window cling acknowledging your Verona Green Business achievement.

Education and Networking Support

- We'll set up free professional energy and waste audits and business-specific recycling and waste reduction coaching.
- We'll help you register your business with the statewide New Jersey Sustainable Business Registry or national Green Restaurant Certification.
- Invitation to exclusive networking and idea-sharing events with fellow Verona Green Businesses.

And more!



Progress & Next Steps

- ▶ Signed on three businesses on (one to the NJSBR).
- ▶ Partnering with:
 - ▶ NJSBR
 - ▶ PSEG Institute for Sustainability Studies at Montclair State U



Benefits of Environmental Stewardship

- ▶ ES curriculum aligns with SJ goals:
 - ▶ Biodiversity & Ecosystem Services
 - ▶ Water
 - ▶ Agriculture & Soils
 - ▶ Air Quality
 - ▶ Development Patterns
 - ▶ Energy
 - ▶ Waste
- ▶ Class environment encourages networking among facilitators and fellow students.

