



## Red Bank Borough Green Business Recognition Program

Beginning in 2017, the borough of Red Bank formally recognizes local businesses which make substantive efforts to increase the sustainability of their practices. The program adopts its criteria from the New Jersey Sustainable Business Registry (NJSBR), encouraging our businesses to enact sustainable initiatives at a level meriting both local and state recognition.

### Program Goals:

- Waste management and reduction

- Reduced energy and water consumption
- Sustainable construction and development
- Community and social responsibility

### About the NJSBR:

Our program borrows its recognition criteria from the NJSBR, established by the New Jersey Sustainable Business Initiative.

“The program’s vision is to raise awareness, educate and motivate companies to pursue sustainability as a competitive business strategy and a shared community responsibility, and account for its performance in terms of the triple bottom line. (People, Planet, Profit)”

Resources are available to assist businesses in registering, including No Cost Consulting, webinars, and more. Focused action categories include Management & Leadership, Waste, Energy, Transportation, Water, Certification Programs, Green Building, Environmental & Community Restoration, and Emergency Preparedness.

### Steps for Applying:

- **Review** the requirements for applying to the NJSBR, including industry-specific suggestions and programs
- **Consider** five green actions which has taken or can implement, and

one measurement of energy or waste savings

- **Reach out** for help! The Red Bank Green Team is ready to advise you on sustainable practices that can benefit your business.
- **Create** an account at [registry.njsbdc.com](http://registry.njsbdc.com) and submit your application
- Once your registration is accepted, you will be given an online listing and you’re ready to apply for Red Bank’s local program, as well
- A link to the application is available at [redbanknj.org](http://redbanknj.org)

