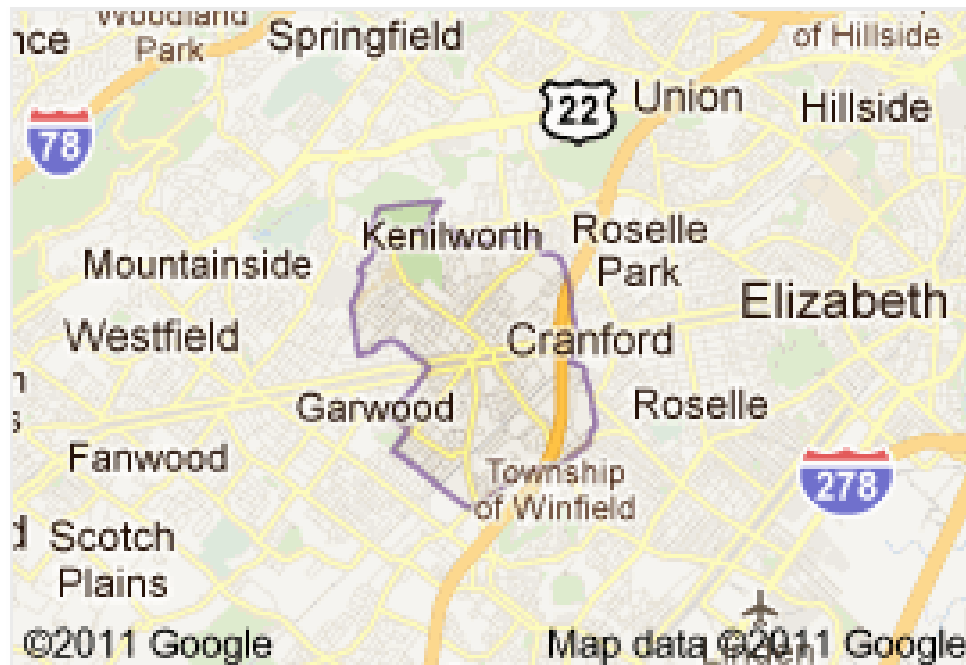


Green Business in Cranford

Mary Reilly – Green Team Leader





CHANGE IS IN OUR HANDS!



Become a part of something great with our
CRANFORD GREEN BUSINESS RECOGNITION program

Join us in our effort to help Cranford become "Sustainable Jersey" Certified. For your efforts you will be recognized by the Cranford Chamber of Commerce as a Green Business. All businesses recognized will receive a special certificate of recognition as a Cranford Green Business.

Select your "Green Business" Category:

GREEN: Implement 6 or more GREEN Steps:

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

GREENER: Implement 6 GREEN Steps plus 4 GREENER Steps:

- Implement Environmental Policy
- Place lights on motion detectors or install timers
- Complete an energy audit
- Implement waste management practices such as: reducing waste generated, reducing product packaging, reducing paper waste, increasing recycling, purchase recycled materials
- Implement actions to conserve water; low flow toilets, aerators for faucets, etc.
- Offer programs to educate employees on sustainable practices at work and home
- Support community and/or sustainable programs @
- Commitment to local economy such as purchasing products from local suppliers

EMERALD GREEN: Implement 6 GREEN Steps, 4 GREENER Steps and 5 EMERALD GREEN STEPS:

- Purchase Energy Star products such as computers, monitors, fax machines, etc
- Use solar panels or alternative forms of energy
- Implement Green fleet of vehicles
- LEEDs certified building
- Green Landscaping Green supply chain Green Packaging

Business Name:	_____
Address:	_____
City:	_____
State:	_____
Zip:	_____
Contact Name:	_____
Phone:	_____
Email:	_____



Keep it simple to start

GREEN: Implement 6 or more GREEN Steps:

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- __ Turn off computers and other office equipment at night and weekend
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- __ Replace Light bulbs with low energy fluorescent bulbs
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- __ Use Green cleaning supplies-
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- __ Other Green initiatives specific to your business and industry
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Keep it simple, cont.

GREENER: Implement 6 GREEN Steps plus 4 GREENER Steps:

- __ Implement Environmental Policy
- __ Place lights on motion detectors or install timers
- __ Complete an energy audit
- __ Implement waste management practices such as: reducing waste generated, reducing product packaging, reducing paper waste, increasing recycling, purchase recycled materials
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 - __ Offer programs to educate employees on sustainable practices at work and home
 - __ Support community and/or sustainable programs ☺
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Keep it simple, cont.

EMERALD GREEN: Implement 6 GREEN Steps, 4 GREENER Steps and 3 EMERALD GREEN STEPS


- Purchase Energy Star products such as computers, monitors, fax machines, etc
 - Use solar panels or alternates forms of energy
 - Implement Green fleet of vehicles
 - Leeds certified building
 - Green Landscaping
 - Green supply chain
 - Green Packaging
- 

Start with the end in mind

What do businesses want?

- More business!
 - Marketing
 - Marketing
 - Marketing

Ideas for marketing?

- “Cranford Cash” – discount at green stores to use at other green businesses.
 - Circular that goes in each “Green Business” that has all the other green businesses
 - PR – newspapers /TV/ etc
 - Any other ideas?
- 


Gather partners

- Chamber of Commerce
- Rotary Club
- Elks
- Real Estate Agencies
- Banks
- PTA


– Why not?



Partners can:

- Lend their seal
 - Distribute information about the program
 - Distribute enrollment forms
 - Help market winners
 - Supply volunteers
- 

Enroll volunteers to:

- Write articles for newsletters, papers
 - Take pictures
 - Solicit businesses for the program
 - Audit entrants (Summit used HS Students)
 - Keep track of the program
- 

Work with Town Council

- Once you have partners lined up, approach the mayor or town council and ask if they will participate.



Taken from the Cranford Patch

Business

Press Release: Milk Money Receives Green Business Award

The children's consignment store was recognized for their simple, environmentally responsible practices.

June 7, 2011  [Print](#)

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Margaret Sacco, proprietor of the children's consignment store Milk Money, was awarded a Level I Green Business Certificate for responsible environmental practices by Mayor Daniel J. Aschenbach, Cranford Chamber of Commerce President Eugene Matics, and Councilman Edward O'Malley at the Township Committee Meeting on Tuesday, May 24th.

As a consignment shop for children's clothing from newborn to size 12, toys and accessories, it's no surprise that Milk Money has qualified as a green business, as they are in the recycling

[View full size](#)



Cranford has

- 20 businesses enrolled
- Two volunteers
- The only all volunteer program in the state

From our experience

- Be patient
 - This took 2 years to get off the ground
 - Had to wait for municipal business group (DMC)
- Ask several times
 - Chamber of Commerce didn't come on board all at once

Good Luck!

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