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MAYOR OF JERSEY CITY

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### ***Mayor Steven M. Fulop Launches the Green Business Certification Program***

*Jersey City Encourages Local Businesses to Promote Sustainability and Help Reduce Environmental Impact*

**JERSEY CITY** – Mayor Steven M. Fulop announced today, along with the Jersey City Office of Sustainability, Jersey City Small Business Services, and the Jersey City Environmental Commission, the launch of a Green Business Certification Program.

As part of the Green Business Certification program, the City will offer several business development seminars and classes to help local small businesses implement sustainable practices in areas such as energy, waste, and water use. The first of these events will be held on March 28th at 10am in Chambers at City Hall. Representatives from the NJ Clean Energy Program will be at the event to discuss how small businesses can receive tax-free funding for these energy efficiency improvements. Representatives from the NJ Sustainability Business Registry will be on-site to register qualified businesses for free sustainability consulting.

Currently, businesses participating in the Green Business Certification Program can be awarded at “Leaf” tier, which will be supplemented in the future with higher certification levels. The City will award marketing materials and public recognition to Certified Green Businesses to highlight these business’ practices, help consumers make informed choices, and help sustainable businesses attract environmentally conscious customers.

“Businesses are a key part of the Jersey City community, and engaging with local business is integral to the City’s sustainability program,” said Mayor Fulop “The Green Business Certification program and sustainable business classes will help local businesses save money, reduce their environmental impact, and help make Jersey City a leader in urban sustainability.”

The City’s new Office of Sustainability will help lead and develop the program, including the development of new tiers, exploring incentives for certification, developing marketing and business education materials, and conducting outreach to the business community. Jersey City Small Business Services will assist with promoting and growing the program. The Jersey City Environmental Commission (JCEC) will be the approving body for all Green Business Certification applications.

The Office of Sustainability will take responsibility for overseeing the City’s sustainability policy. This includes carrying out Jersey City’s “2018: Year of Energy” campaign, which includes programs aimed at reducing the City’s carbon footprint and energy use. The Office of Sustainability will also be continuing the “2017: Year of

Water” initiatives that were previously led by the Office of Innovation, such as the implementation of green infrastructure projects and updating the City’s storm water regulations.

Jersey City Small Business Services provides guidance, training, and marketing services to entrepreneurs and small businesses from business formation to build out. Find out more about Small Business Services here:  
<http://www.jcsmallbiz.com>

The JCEC promotes the protection and conservation of land, air, water and other natural resources within Jersey City, and advises city government about the best methods for protecting and conserving these resources. Find out more about the JCEC here:  
<http://www.cityofjerseycity.com/CityHall/citydirectory/businessadministration/environmentalcommission/>