



Jersey City

Green Business Certification Program

Quick Guide for a *Retail Business* to Become Greener

Thank you for your interest in becoming a certified green business! Kindly refer to the quick guide below to find easy ways to meet the program requirements. Implementing will get you to about **15 points** (which is more than enough to qualify for the Green Business Certification Program)! For more resources or initiatives specific to your type of business, please refer to our [Resources](#) and [Checklist](#) documents at jcmakeitgreen.org/greenbusiness.

Waste Management

- Implement reusable bag practices by distributing free reusable bags or offering a discount for people who bring their own bags to reduce reliance on single-use plastic bags

Energy Use

- Install LED lighting; ENERGY STAR certified bulbs use up to 90% less energy than standard bulbs which will save you \$30-\$80 over their lifetime
- Conserve energy by keeping unnecessary lighting off throughout the store and turning off appliances at the end of workday

Water Conservation

- Adopt a catch basin + reduce flooding by keeping it free of debris and litter

Transportation

- Offer commuter benefits for customers or employees; incentivizes decreasing harmful air pollutants

Sourcing

- Replace toxic cleaning products with green products (either purchase certified products or make your own); doing so may improve the health of your customers and does not have to be more expensive
- Switch any paper purchases to recycled paper products (e.g., notepads, receipt paper, paper towels, napkins, toilet paper, not pads); reduces the need to cut down trees in order to make more paper