



**VOORHEES TOWNSHIP**  
**GREEN BUSINESS PROGRAM**

Today, more than ever, sustainability is providing companies a competitive edge - financially, environmentally, and socially.

True sustainability requires finding balance among four main objectives:

- Social progress that takes into account the needs of everyone
- Protection of the natural environment
- Careful and considered use of natural resources
- Steady and increasing levels of economic growth and employment

Already, businesses across New Jersey must pay attention to their use of natural resources and the way in which they impact human welfare. Concerns may include escalating energy costs, restricted fresh water supplies, reduced air quality, or all of the above as they factor into the triple bottom line.

The triple bottom line demands that a company's responsibility be to stakeholders rather than just shareholders. Stakeholders include anyone who might be affected by a company's or industry's practices, from workers to surrounding communities and beyond. It involves consideration of:

- **Vibrant communities (People):** An organization has a responsibility to its employees and to the wider community in which it works. A triple bottom line company understands how its practices affect the corporation, its workers, and wider stakeholders, and it works to promote all of their best interests.
- **A healthy environment (Planet):** Without question, committing to sustainable environmental practices is good business. Corporations can save money and reduce their environmental footprints by reducing waste, conserving energy, and maintaining environmentally safe manufacturing processes.
- **Strong profitability (Profit):** Clearly, making money is essential to business success. A triple bottom line company, however, recognizes that its own sustainability rests on its ability to work harmoniously in its social and environmental settings. For this reason, the costs of pollution, worker displacement, and other factors are included in profit calculations.

You can help lead the way.

Sustainable Voorhees invites you to join us in our efforts to create a more sustainable community by registering your company with the Voorhees Township Green Business Program.



The Voorhees Township Green Business Program (VTGBP) is a NO COST way to:

- Promote your business
- Reduce cost
- Increase revenue
- Distinguish your business from your competition
- Spur Growth
- Minimize risk
- Be socially responsible
- Demonstrate your concern for the environment

To qualify for the program, your business must be located within the boundaries of Voorhees Township and observe sustainable business practices recognized by the VTGBP. Qualification is tiered and based on the applicant's level of commitment. To measure this commitment, Sustainable Voorhees has adopted the criteria of the New Jersey Sustainable Business Registry (NJSBR).

The Registry is a component of a larger initiative between Rutgers' New Jersey Small Business Development Centers (NJSBDC) and the New Jersey Department of Environmental Protection (NJDEP), with support and assistance from other business and environmentally concerned partners and stakeholders. Collectively, these entities comprise the New Jersey Sustainable Business Initiative (NJSBI).

For your sustainability efforts, your company will be recognized by the Township as a Green Business and receive a special Certificate of Recognition and window badge for display. In addition, your business will be listed, by recognition level, on a municipal website as a participant in the VTGBP. Press releases will be issued on a regular basis acknowledging the latest program participants.

Recognition Awards:

- **Bronze Level** - Share information on at least **FIVE** of the VTGBP Environmental Practices implemented at your facility.
- **Silver Level** - Complete all Bronze Level requirements **AND** successfully enroll in the New Jersey Sustainable Business Registry.
- **Gold Level** - Complete all Silver Level requirements **AND** complete at least **ONE** of the Certificate Programs listed in the VTGBP Environmental Practices. The certificate program may be counted as one of the five environmental practices used to achieve Bronze Level recognition.

For more information on the program, please visit Sustainable Voorhees on the web at:

<http://www.sustainablevoorhees.org/green-businesses>

*(Portions of this document are excerpted from The University Of Wisconsin Sustainable Management Program and The New Jersey Sustainable Business Directory)*