

# *Green Business* **ALLIANCE**



**PARTNER KIT**

An initiative of



# Green Business ALLIANCE



*Join the Collingswood  
Green Dining  
Movement!*

## Get Certified as a Green Dining or Business Partner

Sustainable Collingswood is launching a program to partner with local restaurants and businesses to support and encourage sustainable practices to reduce waste, fight climate change, and attract eco-conscious customers.

By working together, we can strengthen the local economy, reduce waste, reduce emissions, and improve the overall sustainability of our town.

As more consumers are looking for sustainable options when shopping and dining, getting certified can be used as a marketing tool to promote your business. Based on a recent community survey:

- 90%** Ranked sustainable packaging as important
- 84%** Would be more likely to order from restaurants with sustainable containers
- 88%** Would be willing to pay more for sustainable options

## How Do I Participate?

Agree to adopt action items in each of the five categories of Core Greening Principles:



**SUSTAINABLE  
FOOD PRACTICES**



**WASTE & POLLUTION  
REDUCTION**



**WATER CONSERVATION**



**ENERGY EFFICIENCY**



**EMPLOYEE WELLNESS**



## Collingswood Green Business Alliance Partners:



### Certified Partner Levels

We realize that many of our businesses have already adopted some of these principles and that others may just be getting started. Depending on the number of action items you commit to in each of the Core Greening Principles, you will be certified as a partner in one of three levels:



#### LEVEL 1

Select and complete  
1 action item in each category  
+  
1 priority action item



#### LEVEL 2

Select and complete  
2 action items in each category  
+  
2 priority action items



#### LEVEL 3

Select and complete  
3+ action items in each  
category  
+  
3 priority action items

### Become a Leader in Sustainability

By partnering with the Green Business Alliance, your business will be recognized for being on the leading edge of change and helping to designate Collingswood as New Jersey's first "green business district." Get started today: [CollingswoodGreenBusiness.com](http://CollingswoodGreenBusiness.com)



# SUSTAINABLE FOOD PRACTICES

## Action Items

### PRIORITY:

- Farm-to-Fork, locally sourced within a 300-mile radius
- Offer organic menu options
- Offer vegetarian and vegan menu options
  
- Offer certified, humanely-raised food menu options
- Offer sustainable seafood menu options
- Eliminate “red listed” seafood
- Utilize traditional food scraps for menu options
- Other: \_\_\_\_\_



### KEY FACTS:

*The average U.S. food product travels 1,500 miles before it ever reaches our plates. Reducing travel miles helps combat air pollution, improves local economies, and shortens supply chains which offer cost savings.*

*Sustainable seafood is either caught or farmed in a way that ensures the long-term viability of a species and doesn't negatively affect the ocean.*

*In the U.S. alone, the number of people who identify as a vegan has increased by 600% over just three years, from 1% in 2014 to 6% in 2017.*

.....

*By 2050, there will be more plastic in the ocean than fish.*

*1,500 plastic water bottles are used every second in the United States.*

*Containers and packaging make up a major portion of municipal solid waste, amounting to 77.9 million tons.*

*Use reusables whenever possible. If you must use disposables, purchase products with a high amount of post-consumer waste that are not chemically bleached.*



# WASTE & POLLUTION REDUCTION

## *Action Items*

### PRIORITY:

- Use recycled content packaging for takeout
- Ban Styrofoam
- Ban single-use plastic bags and use only post-consumer recycled paper bags
- Incorporate a reusable bag customer rewards program
- Only provide plastic straws upon request
- Re-use or bring mugs for fountain drinks or coffee
- Use stainless steel food containers with lids for preparing and storing food
- Eliminate unnecessary disposable items such as drink stirrers, toothpicks, or lids for in-house drinks or make available upon request
- Use ceramic, glass, or stainless-steel refillable containers for condiments
- Use reusable menus instead of paper
- Use reusable coffee and tea filters
- Use cloth and/or linen for dine-in service
- Use real plates, cups, and silverware for dine-in service
- Sign up for junk mail reduction
- Offer employees paperless payroll options
- Use BPA-free receipt paper or offer option to email receipt
- Compost leftover food scraps
- Use a chalkboard for daily specials rather than paper
- Reduce your impact on stormwater drain pollution with actions such as sweeping instead of hosing sidewalks and/or installing rain gardens or plants to absorb water
- Use environmentally friendly cleaning products including for dishes
- Use green certified and low chemical dry cleaners
- Use a green certified pest control company
- Use organically grown plants in landscaping and decor
- Offer biking and/or hybrid or electric car food delivery service
- No idling policy for delivery trucks
- Other: \_\_\_\_\_



# WATER CONSERVATION

## Action Items

### PRIORITY:

- Serve drinking water upon request only
- Install low-flow pre-rinse spray nozzles
- Adjust sprinklers to water plants, not sidewalks, and only water when needed

- Install rain barrels
- Fix and maintain plumbing to reduce leaks
- Install faucet aerators
- Use closed system steamers
- Use air cooled ice machines
- Install a tankless water heater
- Other: \_\_\_\_\_

### KEY FACTS:

*On average, a restaurant uses 300,000 gallons of water every year.*

*By serving water upon request only, you could save up to 2 gallons of water per glass due to unused water and dish washing.*

.....

*Energy Star appliances are 30-40% more efficient than conventional models.*

*LEDs use up to 90% less energy, last longer, contain no mercury, and emit fewer greenhouse gases than incandescent bulbs.*

*Occupancy sensors can reduce energy usage by an estimated 60%.*





# ENERGY EFFICIENCY

## *Action Items*

### **PRIORITY:**

- Keep indoor temperatures moderate
- Install a SMART thermostat
- Install Energy Star Appliances
- Use a startup/shutdown appliance schedule
- Use alternative energy sources, such as solar

- Lower water temperatures on dishwashers but still maintain proper disinfecting
- Install unheated hand dryers
- Routine maintenance schedule on all appliances and cooking equipment
- Shut down idle equipment
- Use energy efficient lighting
- Install occupancy lighting sensors
- Other: \_\_\_\_\_





# EMPLOYEE WELLNESS

## Action Items

### PRIORITY:

- Offer employee incentives for walking, biking, and/or carpooling
- Participate in or hold a health fair that offers free health screenings
- Provide stress reduction education and resources

- Encourage wellness through recognition and rewards programs
- Participate in prescription cost reduction programs such as Good RX
- Encourage healthy eating with education and healthy workplace snacks
- Reward your team with wellness gifts such as a massage or a team building fitness activity
- Distribute an employee wellness newsletter
- Incentivize smoking cessation programs
- Other: \_\_\_\_\_

### KEY FACTS:

*Wellness programs improve employee performance.*

*Wellness programs can reduce organizational costs.*

*Wellness programs help boost employee morale and can result in increased employee retention.*





# The Benefits of Partnership

## FOR CERTIFIED PARTNERS (LEVELS 1–3)



*“Sustainability is important to us — and to our customers. This program makes it easy to implement green practices that grow our business while reducing our impact on the planet.”*

—Michael Schmeltzer, Songbird Karaoke

Once your Action Items are complete, you will become a Certified Partner. At all three levels of certification, you will benefit from marketing support to highlight your business and spread the word about your commitment to sustainability. Marketing support includes:

### Marketing Toolkit

- Posters
- Window Decals
- Counter/Tabletop Signage
- Digital Graphics

### Promotional Support

- Green Business Alliance Website Directory Link
- Social Media Posts from Borough of Collingswood, Green Team, Sustainable Jersey, and Partners



# Ready to Go Green?

## HOW TO GET CERTIFIED

There's no time like the present to start building a more sustainable future. Consider which green business practices are the best fit for you and your customers, then make a plan for how to implement them. The Collingswood Green Business Alliance is here as your partner to provide resources and support to ensure your success.

## Green Business ALLIANCE



### STEP 1

Sign up online at:

**CollingswoodGreenBusiness.com**

### STEP 2

Select and implement your action items.

### STEP 3

Submit your list of completed actions for review and approval.

### STEP 4

Receive your Green Business marketing toolkit, promotional support, and ongoing updates.

### Additional Resources

- Green Restaurant Association  
[www.DineGreen.com](http://www.DineGreen.com)
- New Jersey Sustainable Business Registry  
<http://registry.njsbdc.com/resources>
- E – The Environmental Magazine: “7 Ways Businesses Can Become More Sustainable”  
[emagazine.com/sustainability-and-brand-image/](http://emagazine.com/sustainability-and-brand-image/)
- Visit the website for more!

### Questions?

For more information, please contact:

**Sandi Kelly**  
(856) 854-0720  
[sandi@slk-partners.com](mailto:sandi@slk-partners.com)



LEONARD FORD  
1888  
1888

An initiative of



# Green Business ALLIANCE



*Learn More:*

[CollingswoodGreenBusiness.com](http://CollingswoodGreenBusiness.com)



It's Where You Want To Be



**PSE&G**

*We make things work for you.*

## GREEN BUSINESS ALLIANCE SIGN UP WORKSHEET

Please refer to the Business Partner Kit for instructions to fill out the form below for the level you wish to obtain and return the completed form to your Green Team representative or email to Sandi Kelly at [sandi@slk-partners.com](mailto:sandi@slk-partners.com)

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

\_\_\_\_\_

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