

Information Brief on Green Business Jamaica Programme

Green Business Jamaica (GBJ) Programme is designed to help businesses become aware, learn and implement best practices in the area of environmental stewardship in an effort to reduce operational cost and reduce their negative environmental impact which would translate to the sustainable management and use of environmental and natural resources. The GBJ Programme is a voluntary program that gives businesses an opportunity to promote an environmentally friendly approach to the core elements of their operations and also to set high standards for pollution prevention and resource conservation for other industries/businesses to follow.

The Green Business Jamaica (GBJ) Programme is designed to 'green' businesses across various sectors and responds directly to Vision 2030 National Goal 4: Jamaica has a healthy natural environment. Businesses can green their internal operations, or those within their value chain. Additionally, they can produce green products, or provide green services to others.

Green Business Jamaica programme serves to increase environmental sustainability through the incorporation of green practices in business operations by developing a "carrot" approach that would complement the regulatory "stick" approach already created by the Jamaica's mandatory environmental permits and licensing system.

Benefits of the Green Business Jamaica Certification program include:

- ✓ Businesses can understand their environmental impact and social responsibilities towards environmental stewardship.
- ✓ provides business advantage through environmental leadership
- ✓ GBJ measures and continually improves business performance.
- ✓ ensures alignment of operational standards with global standards.
- ✓ will get recognition for business sustainability efforts
- ✓ enables sustainability to be used as a competitive market advantage.
- ✓ facilitates increased staff morale and motivation
- ✓ provides confidence in compliance reporting

In 2017 there was a public launch of the GBJ programme targeting potential participants from the private sector. A small, but diverse number of entities responded to the challenge of doing business differently. They are the core of the pilot programme that began in 2018 and included academic institutions, grocery merchandising operators, hospitality industry, fast food restaurants, and petroleum service stations.

In 2019, the commencement of the Plastic Waste Minimization Project (a project funded by the Government of Jamaica and the Japanese government through the United Nations Environment Programme) enhanced support for the pilot phase of the Green Business

Jamaica programme. The Green Business Jamaica Programme was now being facilitated as a component/demonstration activity under the Plastic Waste Minimization Project (PWMP). In addition to the initially participating private sector entities, the Programme was extended to five (5) Ministries Departments and Agencies (MDA's).

Participants in the GBJ programme are assessed using the Green Business Jamaica Assessment Form & Checklist, which forms the baseline for each entity (attached as Appendix 1). This assessment is conducted across five (5) thematic areas (Environmental Awareness & Training, Waste Management Water Efficiency, Chemical Management and Energy Efficiency).

It is important to note that the GBJ programme does not require immediate, expensive overhaul of facilities and operational practices, but that gaps in measures or activities that are applicable to the entity are scheduled to be addressed over the short, medium and long term. GBJ participants have the flexibility to 'green' their businesses according to resource availability, tackling the low hanging fruits and gradually improving the 'green' status of the business, one activity at a time. All GBJ participants have the opportunity to continually improve on their rank to attain the ultimate rank of a Gold award. GBJ green awards are based on the specific thematic areas. This allows for acknowledgement of the areas of strength for an entity, whilst serving as motivation to improve the areas of weakness to obtain a higher award.

TIER	AWARD CRITERIA
Gold	85 or more
Silver	Between 84 and 40
Bronze	Between 39 and 20
Participatory	19 or Less

To qualify for an eco-label for use on websites, products, letterheads etc, participants must achieve at least a Bronze GBJ status. Entities with a Participatory rank will only be issued a Certificate. Entities have the opportunity to improve on their GBJ ranking in accordance with established reassessment procedures.