

It's Getting Easier To Be Green



THE ASHKIN GROUP

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Define "Green" Cleaning

"Green" Cleaning: Cleaning to protect health without harming the environment.

"Green" Cleaning is more than just switching a traditional cleaning chemical with a naturally derived alternative.

...products and services that reduce the health and environmental impacts compared to similar products and services used for the same purpose."

Executive Order 13101



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The Impact of Cleaning on...

■ Building Owners & Managers

- Complaints
- Tenant Retention
 - Profitability
 - Vacancy Costs
 - Sales
 - Space Improvements
- Marketing



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The Impact of Cleaning on...

■ Building Tenants/Occupants

- Productivity
 - \$160/sq ft
 - 2% - 7%
 - \$3+/sq ft
- Litigation
- Marketing



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The Impact of Cleaning on...

■ BSC

- Health
- Workman's Comp
- Turnover
 - Recruiting
 - Hiring
 - Training
 - Impact on service
- 3 Million custodians



The Impact of Cleaning on...

■ The Environment

- 5 Billion pounds of Chemicals
- 4.5 Billion pounds of Paper
- 100 Million Plastic Liners per Day
- Equipment



Green Requirements for Government Customers

FAR Section 23.7 "...consider environmental factors when purchasing products and services.

E.O. 13101 Greening the Gov't Through Waste Prevention, Recycling and Federal Acquisition.

E.O. 13148 Greening the Government Through Leadership in Environmental Management

RCRA Section 6002 Comprehensive Procurement Guidelines ...recycled content in janitorial items.

MOA Aug. 2000. Committee on Purchase, NISH, NIB, Dept of Interior and EPA.

EPA EPP Program

- "Beyond Pilots" – Institutionalize Green Cleaning Products and Procedures
- OFEE "There has been enough pilot projects. They want people to just do it."
- GSA "They are committed to pursuing green cleaning in custodial services."
- EPA "They are helping to develop the necessary tools to move 'Beyond Pilots'."

Who's doing it?

- ✓ Federal Agencies: GSA, DOI, DoD, USDA, EPA...
- ✓ States: Massachusetts, Minnesota, California, Pennsylvania, Vermont, Washington....
- ✓ Counties & Municipalities: King County, WA, Phoenix, AZ, Santa Monica, CA, Austin, TX....
- ✓ Schools & Universities
- ✓ Green Seal, plus CRI, NSF, UL, SCS...
- ✓ NGO's: CNAD, INFORM, NACO...
- ✓ US Green Building Council: LEED for Existing Buildings

US Green Building Council LEED for New Construction



- 2,800+ Members (the LEADERS)
- 700+ Registered Projects
 - Feds – GSA, DoD, EPA, USPS, DOI, USDA
 - States – NY, PA, CA, MO, WI, WA, OR...
 - Cities – Chicago, LA, NYC, Austin, LV...
 - Universities – MIT, UNC, Duke, UT, UM...
 - K-12 -- Detroit & Seattle Public Schools...
 - Building Owners – CB Rich Ellis, Hines, PNC Bank, Ford, Sprint, Boeing, J&J...

US Green Building Council LEED for Existing Buildings



- 65 Pilot Projects
- 51 Organizations
- Wide Range of Sectors
- 12 Credits
 - 42% -- LEED Certified
 - 33% -- LEED Silver



“80 times as big as new construction”
Nigel Howard, USGBC

Why Others Want It (It's NOT Just About LEED Credits)

- | | |
|---|---------------------------------|
| ✓ Reduce environmental and health impacts | ✓ Improve tenant satisfaction |
| ✓ Reduce liability, legal costs and insurance | ✓ Improve tenant retention |
| ✓ Reduce regulatory and inspection load | ✓ Improve productivity |
| | ✓ Improve “product” quality |
| | ✓ Improved quality of work life |
| | ✓ Improve employee retention |

It's Smart Business!



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Making the world
a cleaner, safer, healthier place
... one building at a time.

Thank You

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