

Green Seal & Institutional Cleaners - a brief guided tour.

Green Cleaning Panel
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About Green Seal

- Non-profit, 13 years old, science-based
Green Seal's mission is to achieve significant environmental improvement by encouraging the purchase & production of products & services that work well & have less impact on the environment.
- Exclusive focus on products, services, purchasing
- Multiple product categories
- Multiple criteria (life-cycle approach)
- Meets
 - EPA criteria for 3rd-party certifiers
 - Global Ecolabelling Network, ISO 14020 & 14024
 - Consumers Union criteria "What Makes a Good Ecolabel"

2

Why Use Environmental Standards?

- Define "green" for purchasers & manufacturers
- Lifecycle/multiple attribute approach to purchasing
- Single attributes sometimes "apples to oranges" (non-toxic vs. biodegradable – performance??)
- Insulation from complaints
- Help meet environmental purchasing mandates
- Make it easier to purchase green products that work
- Using private sector standards required by law & regulation (PL 104-113, OMB A-119 & A-76, OFPP 92-4)

3

The Global Ecolabelling Network (GEN)



How Green Seal Sets Environmental Standards

- Appoint Stakeholder Committee (incl. Users, Manufacturers, Trade Groups, Government, Environmentalists, Others)
- Study category
- **Environmental Evaluation**
- **Draft standard**
- Public review
- **Response-to-Comments** (119 comments on GS-37)
- Stakeholder ballots
- **Publish standard**

5

Stakeholder Committee for GS 37

Manufacturers

- Seventh Generation
- Spartan Chemical
- Clean Environment Co.
- Church & Dwight
- 3M

Users

- US Postal Service
- Aberdeen Proving Ground
- Int'l Exec Housekeepers Assn
- American Federation of State, County, & Munic. Employees
- ServiceMaster Industries

Government

- City of Santa Monica
- MN Ofc Of Env Assist.
- MA Exec Ofc of Env Affairs
- US EPA
- US GSA

Environmental

- INFORM
- Global Toxics Campaign, WWF
- Washington Toxics Coalition
- Environmental Health Coalition

Others

- UMass Toxics Use Reduction Institute
- John Paul Kusz
- Tom Barron

6

Criteria in GS 37 for Industrial & Institutional Cleaners

- | | |
|-------------------------------------|-----------------------------------|
| • Performance Tests | • Aquatic toxicity |
| • Human Toxicity | • <i>Aquatic biodegradability</i> |
| • Carcinogens & Reproductive Toxins | • <i>Eutrophication</i> |
| • Skin & Eye Irritation | • Packaging |
| • Skin Sensitization | • Concentrates |
| • Combustibility | • Fragrances |
| • <i>Smog Production/IAQ (VOCs)</i> | • Prohibited ingredients |
| | • Training |
| | • Animal Testing |

7

References to GS-37 by Federal Purchasers/Users

- "The Department of the Interior is adopting Green Seal Standard No. GS-37 for janitorial chemicals used at its offices & parks. DOI recommends following Green Seal standards, which are the best known & most widely accepted guidelines available. Green cleaning is still a relatively new concept, & managers who follow Green Seal standards will be on the cutting edge of green cleaning..."
- EPA's EPP goals for 2005 & 2010 include "greening" janitorial & maintenance services contracts. "All janitorial services contracts should meet ASTM Cleaning Stewardship for Community Buildings Standard & specify use of products which meet the Green Seal Cleaning Products Standard."

8

References to GS-37 by State & Local Government Purchasers/Users

- Center for a New American Dream Cleaners Work Group
"This procurement has been designed in consultation with various state and local governments across the country for the purpose of establishing a set of minimum criteria that they and others can use in drafting their contract bids. This effort was coordinated by the Center for a New American Dream and included the participation of MA; MN; MO; WA; King County, Washington; Phoenix, Arizona; Santa Monica, California; Seattle, Washington; and the Pacific Northwest National Laboratory."
- Commonwealth of Pennsylvania, Illinois
- Other state and local governments pending.

9

References to GS-37 by Non-Government Purchasers/Users

- Center for Health, Environment & Justice report *Creating Safe Learning Zones: The ABC's of Healthy Schools* and "Green Flag" program for schools; the Healthy Schools Network.
- US Green Building Council's LEED for Existing Buildings (LEED-EB)
- INFORM's *Cleaning for Health: Products and Practices for a Safer Indoor Environment*, "...the plethora of differing standards has made it difficult for cleaning product manufacturers...INFORM recommends that purchasing entities consider using Green Seal's GS-37 standard in their purchasing specifications, rather than attempting to develop standards of their own."

10

Cleaning Products that Meet GS 37

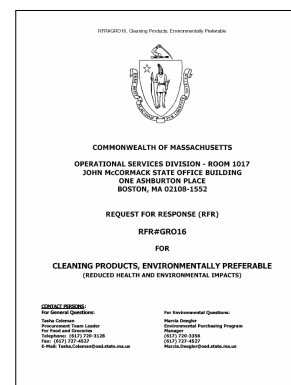
- Rochester Midland Corporation
- Hillyard Industries
- EnvirOx
- 3M
- Several other companies with products being evaluated

Additional products being verified by organizations referencing GS-37 in contracts and bids.

Currently no reference to GS-37 requires certification by Green Seal

11

Center for a New American Dream (CNAD) Cleaners Work Group & the Massachusetts RFR



- Issued October 2002, 40 pages
- Work Group members agreed to the environmental criteria.
- 16 bidders with products from 11 manufacturers.
- Awarded March 2003
- Santa Monica & Minnesota currently out for bids.

12

Massachusetts RFR

• Covers approximately 90-95% of cleaning product needs:

- General Purpose
- Bathroom
- Glass
- Carpet
- Disinfectants
- Floor care
- Hand soaps



13

Products Verified as Meeting GS 37

MA bids recently awarded use products from:

- ✓ The Clean Environment Co.
- ✓ Cogent Environmental Solutions
- ✓ M.D. Stetson Company
- EnvirOx
- Rochester Midland



(Ramsey Company & Cleanline Products still pending)

14

Identifying Products

Green Seal Certified Products on the Green Seal Website.

Products Meeting the Consensus Criteria on the CNAD Website

- (1) Green Seal Certification -- automatically qualifies and will be designated on the website as "Green Seal Certified product."
- (2) Approved by a government purchaser using the Massachusetts RFR criteria -- will be listed on website as "Approved for use by _____, which used the consensus-based green cleaning criteria."
- (3) Certified by an independent (non-Green Seal) laboratory -- will be listed on website as "An independent laboratory verifies this product meets the consensus-based green cleaning criteria."
- (4) Self-certified by manufacturer -- listed as "The manufacturer claims its product meets the consensus-based green cleaning criteria."

15

The Take Away

It's Finally Easy to Buy Green Cleaners!!

- One set of criteria.
- One set of necessary documentation.
- Nationwide list of acceptable products is growing. The marketplace is responding to the aggregated demand.
- Manufacturers not dealing with confusing & potentially conflicting environmental requirements.

16

On a related note...



- Developed for PA Department of General Services
- Covers products, practices, employees
- Involved national experts and Commonwealth Advisory Panel, draft manual pilot tested for 3 months in buildings
- 3 chapters on cleaning
- www.dgs.state.pa.us

17

2 reasons for green cleaning @ home



Deacon (floor cleaner)



Zaboo (washroom & fixture cleaner)

Questions? Comments?

URLs mentioned

- Green Seal's GS-37 for Industrial & Institutional Cleaners
<http://www.greenseal.org/standards/industrialcleaners.htm>
- The Global Ecolabelling Network
<http://www.gen.gr.jp>
- Consumers Union "What Makes a Good Ecolabel"
http://www.eco-label.org/good_ecolabel.cfm
- Department of the Interior *Greening the Janitorial Business*
<http://webteam.nbc.gov/green/sustain/final2.html>
- EPA's Environmentally Preferable Purchasing goals for 2005 & 2010
<http://www.epa.gov/opptintr/epp/pilot/13101%20goals.htm>
- Center for a New American Dream (CNAD) Cleaners Work Group
<http://www.newdream.org/procure/products/cleaners.html>
- Products meeting the CNAD purchasing criteria
<http://www.newdream.org/procure/products/approved.html>
- Pennsylvania Green Building Maintenance Manual
http://www.dgs.state.pa.us/dgs/lib/dgs/green_bldg/greenbuildingbook.pdf
- INFORM's *Cleaning for Health*
<http://www.informinc.org/cleanforhealth.php>

19