

## Helping You Clean Green

Power in Groups

## Scot Case

Director of Procurement Strategies

Center for a New American Dream  
505 Penn Street, Suite 306  
Reading, PA 19601  
scot@newdream.org  
www.newdream.org/procure



## Who Are We?

The Center for a New American Dream is a non-profit organization helping Americans consume responsibly to protect the environment, enhance quality of life and promote social justice.

www.newdream.org  
www.newdream.org/procure



## Activities

- Articles – *Inside Supply Management, Government Procurement, Purchasing Today, E Magazine, GreenBiz.com*
- Internships – *Portland, Oregon; Pennsylvania*
- Web Site – *www.newdream.org/procure*
- Presentations – *NI GP, GFOA, NRC, CERES, SELP, DoD P2, regional*
- Trainings – *Oregon Natural Step, NI GP, NRC, EPA, World Bank*
- Conference Calls – *Cleaning products, paper, electricity, vehicles*
- Conference – *April 2002 in Philadelphia; future*
- Work Groups – *Cleaning products, paper, automobiles, computers*

## Defining Environmentally Preferable Purchasing



## Environmental Purchasing Policies

States:	Counties:	Cities:
Connecticut	Chatham County, NC	Boulder, CO
Georgia	Kalamazoo County, WI	Cincinnati, OH
Illinois	King County, WA	Kansas City, MO
Indiana	Kitsap County, WA	Portland, OR
Iowa	Multnomah County, OR	Phoenix, AZ
Massachusetts	San Mateo County, CA	San Francisco, CA
Missouri	Santa Cruz County, CA	Santa Monica, CA
Minnesota	Sarasota County, FL	Seattle, WA
New Jersey		
North Carolina		
Oregon		
Pennsylvania		
Vermont		

www.newdream.org/procure



## Federal Government Definition

Environmentally preferable products are "products and services [that] have a lesser or reduced effect on human health and the environment when compared to other products and services that serve the same purpose. This comparison may consider raw materials acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service."

- Executive Order 13101, *Greening the Government Through Waste Prevention, Recycling, and Federal Acquisition*, September 16, 1998



## The "Real" Definition

*Environmentally preferable purchasing means:*

Buying less polluting products and services from less polluting companies.



## Opportunities

- Buildings
  - New construction
  - Renovation
  - Maintenance
- Cafeteria Supplies
- \* **Cleaning Products**
- Computers
- Copiers
- Electricity
- Furniture
- Landscaping/Pest Management
- Lodging
- Meetings
- Office Supplies
- Paint
- Paper
- Printing
- Vehicle Fleets

## Why Focus on Cleaning Products?



## Motivation

- Common Sense
- Health Reasons
- Liability Reasons
- Business Reasons
- Peer Pressure

## What the Center is Doing to Help



## Two Related Efforts

- Cleaning products purchasing criteria consensus
- Graffiti removal products study

13

©2003 by Scott Case, Center for a New American Dream



## Creating Consensus

With EPA funding and support, CNAD worked with the innovative pioneers to reach consensus on a single set of environmental criteria that could be used nationally to buy safer cleaning products.

Goal: Make it easier for purchasers to identify and buy "green" cleaners.

14

©2003 by Scott Case, Center for a New American Dream



## Work Group Members

- Center for a New American Dream (facilitator)
- King County, Washington
- Massachusetts
- Minnesota
- Missouri
- Pacific Northwest National Laboratories
- Phoenix, Arizona
- Santa Monica, California
- Seattle, Washington
- Washington State

15

©2003 by Scott Case, Center for a New American Dream



## International Standards

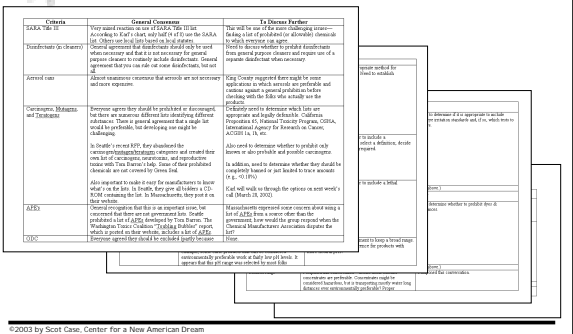
Criteria	Chemical	Physical	Biological	Other	Other
Chemical	Flammable, explosive, oxidizing, corrosive, toxic, irritant, sensitizing, carcinogenic, mutagenic, reproductive toxicant, endocrine disruptor, neurotoxic, immunotoxic, developmental toxicant, teratogenic, carcinogenic, mutagenic, reproductive toxicant, endocrine disruptor, neurotoxic, immunotoxic, developmental toxicant, teratogenic				
Physical	Highly volatile, highly flammable, highly reactive, highly corrosive, highly toxic, highly irritant, highly sensitizing, highly carcinogenic, highly mutagenic, highly reproductive toxicant, highly endocrine disruptive, highly neurotoxic, highly immunotoxic, highly developmental toxicant, highly teratogenic				
Biological	Highly allergenic, highly carcinogenic, highly mutagenic, highly reproductive toxicant, highly endocrine disruptive, highly neurotoxic, highly immunotoxic, highly developmental toxicant, highly teratogenic				
Other	Highly persistent, highly mobile, highly bioaccumulative, highly toxic, highly irritant, highly sensitizing, highly carcinogenic, highly mutagenic, highly reproductive toxicant, highly endocrine disruptive, highly neurotoxic, highly immunotoxic, highly developmental toxicant, highly teratogenic				

16

©2003 by Scott Case, Center for a New American Dream



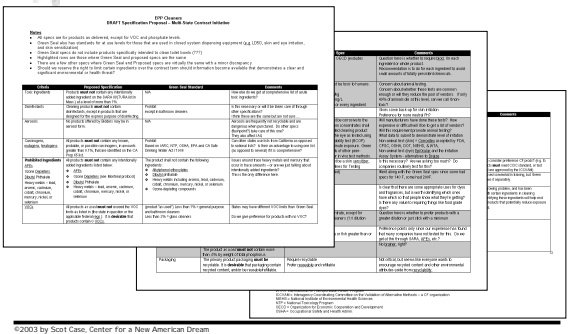
## Debated Attributes



©2003 by Scott Case, Center for a New American Dream



## Developed Independent Spec



©2003 by Scott Case, Center for a New American Dream



## Overall Benefits

### IT'S FINALLY EASY!!

- One set of criteria.
- One set of necessary documentation.
- Nationwide list of acceptable products is being developed.
- Manufacturers not dealing with confusing and potentially conflicting environmental requirements.

[www.newdream.org/clean](http://www.newdream.org/clean)

©2003 by Scott Case, Center for a New American Dream

19



## Approved by Users...

Manufacturer	Approved Products Offered Under Contract
The Clean Environment Company, Inc.	General purpose, bathroom, glass, and carpet cleaners, floor care system*, and hand soap
Cleanline Products	General purpose, bathroom, glass, and carpet cleaners
Cogent Environmental Solutions, Ltd.	General purpose, bathroom, glass, and carpet cleaners
Envirox, LLC	General purpose, bathroom and glass cleaners (multiple product options), and a carpet cleaner, a disinfectant and recycled janitorial paper products
M.D. Stetson Company, Inc.	General purpose, bathroom and glass cleaners, and a carpet cleaner, a disinfectant, floor care system*, hand soap and recycled janitorial paper products
Ramsey Company	General purpose, bathroom, and glass cleaners
Rochester Midland--EnviroCare	General purpose, bathroom and glass cleaners, floor care system*, hand soap and recycled janitorial paper products.

©2003 by Scott Case, Center for a New American Dream

20



## Certified by Green Seal...

Product Manufacturer	Green Seal Certified Products
Rochester Midland Corporation	Enviro Care Tough Job Cleaner Enviro Care Glass Cleaner Enviro Care Washroom Cleaner Enviro Care Low Foam All Purpose Cleaner
Envirox	H2Orange2 Concentrate 117 H2Orange2 Grout-Safe Concentrate 130
Hillyard Industries	#140 Super Shine-All #808 Super Shine-All
3M	Twist 'n Fill #1 Glass Cleaner Twist 'n Fill #3 Neutral Cleaner Twist 'n Fill #4 Bathroom Cleaner Twist 'n Fill #8 General Purpose Cleaner Twist 'n Fill #24 3-in-1 Floor Cleaner
Enviro-Solutions	ES 51C Washroom Cleaner ES 70C General Purpose Cleaner ES 75C Heavy Duty Cleaner/Degreaser ES 77C NFP Glass Cleaner ES 84C Neutral Floor Cleaner
Spartan Chemical Company, Inc.	Green Solutions All Purpose Cleaner Green Solutions Restroom Cleaner Green Solutions Industrial Cleaner
Cogent Environmental Solutions, Ltd.	ECOGent General Purpose Cleaner
Chemical Specialties Manufacturing Corporation	Chemspec ECOgent General Purpose Cleaner

©2003 by Scott Case, Center for a New American Dream

21



## Certified by Others

No companies have submitted independent laboratory certification that their product(s) meet the green cleaning criteria.

©2003 by Scott Case, Center for a New American Dream

22



## Self-Certified

No companies have submitted documentation demonstrating that their product(s) meet the green cleaning criteria.

©2003 by Scott Case, Center for a New American Dream

23



## Graffiti Removal

- Study released October 2003.
- Divided 34 common graffiti removers into five categories from least hazardous to most hazardous.
- Field tests demonstrate safer products perform just as well as the more hazardous ones.

©2003 by Scott Case, Center for a New American Dream

24



## Graffiti Removal

- Screened product ingredients against:
  - Janitorial Products Pollution Prevention Project human safety screening tool
  - Indiana Relative Chemical Hazard Score
  - U.S. Environmental Protection Agency Persistent Bioaccumulative Toxin (PBT) Profiler
  - California Proposition 65 List of Carcinogens
  - California Proposition 65 List of Reproductive Toxins

25

©2003 by Scott Case, Center for a New American Dream



## Graffiti Product Rankings

HWY0010 (03/19/03) - 17000 Products (Updated Screening Matrix)  
Copyright Lexipol, Inc. All Rights Reserved. Published by Scott Case, Center for a New American Dream

Product	Chemical	Ingredient Name	PH	MSDS	PEP	Carcinogen	Reproductive Toxin	Prop 65 Carcinogen	Prop 65 Reproductive Toxin	Prop 65 PBT	Prop 65 PBT Profiler
10000	10000	10000									
10001	10001	10001									
10002	10002	10002									
10003	10003	10003									
10004	10004	10004									
10005	10005	10005									
10006	10006	10006									
10007	10007	10007									
10008	10008	10008									
10009	10009	10009									
10010	10010	10010									
10011	10011	10011									
10012	10012	10012									
10013	10013	10013									
10014	10014	10014									
10015	10015	10015									
10016	10016	10016									
10017	10017	10017									
10018	10018	10018									
10019	10019	10019									
10020	10020	10020									
10021	10021	10021									
10022	10022	10022									
10023	10023	10023									
10024	10024	10024									
10025	10025	10025									
10026	10026	10026									
10027	10027	10027									
10028	10028	10028									
10029	10029	10029									
10030	10030	10030									
10031	10031	10031									
10032	10032	10032									
10033	10033	10033									
10034	10034	10034									
10035	10035	10035									
10036	10036	10036									
10037	10037	10037									
10038	10038	10038									
10039	10039	10039									
10040	10040	10040									
10041	10041	10041									
10042	10042	10042									
10043	10043	10043									
10044	10044	10044									
10045	10045	10045									
10046	10046	10046									
10047	10047	10047									
10048	10048	10048									
10049	10049	10049									
10050	10050	10050									
10051	10051	10051									
10052	10052	10052									
10053	10053	10053									
10054	10054	10054									
10055	10055	10055									
10056	10056	10056									
10057	10057	10057									
10058	10058	10058									
10059	10059	10059									
10060	10060	10060									
10061	10061	10061									
10062	10062	10062									
10063	10063	10063									
10064	10064	10064									
10065	10065	10065									
10066	10066	10066									
10067	10067	10067									
10068	10068	10068									
10069	10069	10069									
10070	10070	10070									
10071	10071	10071									
10072	10072	10072									
10073	10073	10073									
10074	10074	10074									
10075	10075	10075									
10076	10076	10076									
10077	10077	10077									
10078	10078	10078									
10079	10079	10079									
10080	10080	10080									
10081	10081	10081									
10082	10082	10082									
10083	10083	10083									
10084	10084	10084									
10085	10085	10085									
10086	10086	10086									
10087	10087	10087									
10088	10088	10088									
10089	10089	10089									
10090	10090	10090									
10091	10091	10091									
10092	10092	10092									
10093	10093	10093									
10094	10094	10094									
10095	10095	10095									
10096	10096	10096									
10097	10097	10097									
10098	10098	10098									
10099	10099	10099									
10100	10100	10100									

26

©2003 by Scott Case, Center for a New American Dream



## Graffiti Removal

Complete results available **FREE** at:  
[www.newdream.org/clean](http://www.newdream.org/clean)

27

©2003 by Scott Case, Center for a New American Dream

the center for a new American dream [newdream.org](http://newdream.org)

## A Few Words of Caution

Watch Out for These Common Mistakes

28

©2003 by Scott Case, Center for a New American Dream



## Common Goofs

- Green cleaning is not just using green products
- Watch out for misleading environmental claims

29

©2003 by Scott Case, Center for a New American Dream



## It's Not Just the Cleaners

- Janitorial processes & procedures
- Adequate training
- Proper equipment (mops & vacuum cleaners)
- Paper Products

30

©2003 by Scott Case, Center for a New American Dream



## Beware of Misleading Claims

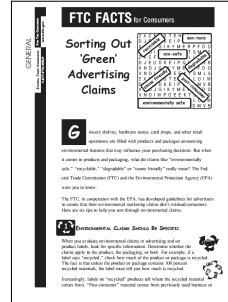
- Eco-safe
- Environmentally friendly
- Earth friendly
- Earth smart
- Environmentally safe
- Environmentally preferable
- Essentially non-toxic
- Practically non-toxic
- Made with non-toxic ingredients
- Degradable
- Biodegradable
- Compostable
- Environmentally safe
- CFC-free
- Ozone friendly
- Recyclable

31

©2003 by Scott Case, Center for a New American Dream



## FTC Green Marketing Guidelines



Available at:  
[www.ftc.gov](http://www.ftc.gov)



32

©2003 by Scott Case, Center for a New American Dream



## Identifying a Good Label

- Meaningful and verifiable information
- Clear, consistent meaning
- Lifecycle-based approach
- No conflict of interest
- Standards reviewed and updated regularly
- Available to small and medium sized companies
- Consistent with FTC labeling guidelines
- Transparent labeling development process
- Key stakeholders involved throughout development process
- Open to public comment throughout development process

33

©2003 by Scott Case, Center for a New American Dream



## Labeling Resources

- [www.eco-labels.org](http://www.eco-labels.org) -- Maintained by Consumers Union, publishers of *Consumer Reports*. I includes an assessment of more than 90 (and growing) labels.
- [www.epa.gov/oppt/epp](http://www.epa.gov/oppt/epp) -- EPA's Environmentally Preferable Purchasing Program. I includes list of questions for evaluating labeling and certifying claims.

34

©2003 by Scott Case, Center for a New American Dream

the center for a new American dream [newdream.org](http://newdream.org)

## Resources

Where to Begin?

35

©2003 by Scott Case, Center for a New American Dream



## Where to Begin?

[www.newdream.org/procure](http://www.newdream.org/procure)

[scot@newdream.org](mailto:scot@newdream.org)

610 373-7703

36

©2003 by Scott Case, Center for a New American Dream



## **Additional Information**

---

- Center for a New American Dream - [www.newdream.org/clean](http://www.newdream.org/clean)
- Green Seal - [www.greenseal.org](http://www.greenseal.org)
- Environmental Choice - [www.environmentalchoice.ca](http://www.environmentalchoice.ca)
- INFORM's "Cleaning for Health" report - [www.informinc.org/CFHbook.htm](http://www.informinc.org/CFHbook.htm)
- Janitorial Products Pollution Prevention Program - [www.westp2net.org/Janitorial/jp4.htm](http://www.westp2net.org/Janitorial/jp4.htm)

37

©2003 by Scott Case, Center for a New American Dream