Sustainability, LEED & Green Cleaning

Presented by

- **Steve Ashkin** – President of The Ashkin Group, Executive Director of the Green Cleaning Network, Co-founder of Green Cleaning University, CEO of Sustainability Dashboard Tools, LLC and author
- **Joe Davis** – Category Account Executive, P&G Professional
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Objectives

In this 60-minute webinar, attendees will learn about:

• New sustainability protocols per the updated LEED v4, the most recent version of the LEED Green Building Program
• How LEED v4 will affect the cleaning industry
• What cleaning managers and distributors need to know to be in compliance with the new changes from LEED v4
Steve Ashkin
• President of The Ashkin Group; P&G Professional Advisory Council Member
Stephen Ashkin: *Father of Green Cleaning*

- Founding member of the USGBC
- Past member of USGBC’s National Board of Directors
- Member of the original Core Committee that wrote *LEED-EBOM*
- Drafted the cleaning credits in *LEED-EBOM*
- Currently serves as the USGBC’s subject matter expert on cleaning
What You Should Know About USGBC and LEED
What You Should Know About USGBC and LEED

- USGBC and LEED continue to grow in the U.S. and abroad.
- 12,699 national members; 30,000 individual members; and 188,015 credentialed professionals in 77 Chapters.
- 17,863 buildings certified and 35,996 buildings registered (plus 111,355 homes).
- 2.6B sqft certified, plus 7.4B sqft registered (15% of U.S. floorspace).
- 1.5M sq. ft. being certified every day.
What You Should Know About USGBC and LEED

- LEED Version 4 isn’t required until June 1, 2015.

- LEED Version 4 is more stringent than LEED 2009.

- LEED-EBOM Version 4 significantly changes the cleaning prerequisite and credits.

- LEED-EBOM Version 4 can be used today and offers numerous benefits for buildings and the cleaning industry.
Re-Introducing the Cleaning Industry
Re-Introducing the Cleaning Industry

- 4.6 Million C&I Buildings
- 71.6 Billion Square Feet
- $100 Billion annual revenue
- 1,000 Manufacturers
- 5,000 Product Distributors
- 800,000 Service Providers
- 4.5 Million Janitors
Re-Introducing the Cleaning Industry

- 6.2 Billion Pounds: Chemicals
  ✓ Non-renewable resources
- 4.5 Billion Pounds: Paper
  ✓ 30+ Million trees
- 1 Billion Pounds: Equipment
  ✓ 40,000 dump trucks
- Resource Consumption
  ✓ Energy & Water
• Cleaning is a big industry.
• Cleaning products and services matter.
• You can make a difference and save money at the same time.
• LEED can help.
Re-Introducing Green Cleaning

• Concept / Approach / Thought Process
  – Preventative maintenance
  – Time management
  – Continuous improvement

Focus on cleaning to protect health without harming the environment
“…products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose.

This comparison may consider raw materials acquisition, product, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service.”
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Roadmaps
Roadmaps

- LEED for Existing Buildings
- The Business of Green Cleaning
- Green Guide for Health Care
- Quick & Easy Guide to Green Cleaning
Changes to LEED-EBOM
Shift from avoiding negative impact categories to improved environmental outcomes.

- Reduce carbon emissions
- Enhance human health and well-being
- Protect water and biodiversity
- Promote regenerative resource cycles
- Build a green economy
- Support community-level quality of life

- 6 rounds, 23,000+ public comments
## LEED-EBOM 2009

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
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<tr>
<td>Sustainable Sites</td>
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<td>Exterior Management</td>
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<td>Materials &amp; Resources</td>
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<td>Innovations &amp; Reg Priorities</td>
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### Cleaning

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<tr>
<th>Prerequisite</th>
<th>Points</th>
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<td>Cleaning Policy</td>
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<td>Cleaning Products</td>
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<tr>
<td>Cleaning Equipment</td>
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<tr>
<td>Entryway Systems</td>
<td>1</td>
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<td>Indoor IPM</td>
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<td>1 Point</td>
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</tbody>
</table>

- **1 Point** for Exterior Management
- **1 Point** for IPM & Landscaping
- **1 Point** for Waste Stream Audit
- **1 Point** for Solid Waste Management
- **1 Point** for Custodial Effectiveness
- **1 Point** for Cleaning Policy
- **1 Point** for Cleaning Products
- **1 Point** for Cleaning Equipment
- **1 Point** for Entryway Systems
- **1 Point** for Indoor IPM

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**LEED-EBOM V4**
Changes to LEED-EBOM
Prerequisite and Credits
Prerequisite

Absorbed the Policy Credit

2 Options

Strategy to Reduce Energy and Water Consumption

Strategy to Address Laundry and Ware Washing
Prerequisite Option 1
In-House Cleaning Policy

• Address cleaning products and equipment credit
Goals & Strategies:

• Establish cleaning procedures and auditing
• Address protection of vulnerable building occupants during cleaning
• Address selection and appropriate use of disinfectants and sanitizers
• Address safe handling, storage and spills of cleaning chemicals
Goals & Strategies (continued)

- Reduce toxicity of chemicals in laundry, ware washing, and other cleaning activities
- Promote the conservation of energy, water, and chemicals used for cleaning
- Promote and improve hand hygiene
Prerequisite Option 1
In-House Cleaning Policy

Personnel:

• Contingency planning to manage staffing shortages under a variety of conditions
• Training on hazards of use, disposal, and recycling of cleaning chemicals
Prerequisite Option 1
In-House Cleaning Policy

• Physical and programmatic scope,
• Duration of applicability,
• Responsible parties (by name or title),
• Sustainability goals and objectives,
• Procedures and strategies for implementation,
• Specific metrics by which performance will be measured, and
• Quality assurance process to evaluate and verify successful implementation.
Prerequisite Option 2
Certified Cleaning Services

- Green Seal’s Environmental Standard for Commercial Cleaning Services (GS-42), or

• Confirm that building was audited within 12 months of the performance period.

• Develop goals and strategies for promoting the conservation of energy, water and chemicals used for cleaning the building.
Score Tightened from 3.0 to 2.5

Local Equivalent
EQc7 Green Cleaning Products

30% to 75% of Purchases

More Options:
reduces cost, improves products and raises standards
EQc7 Cleaning Chemicals

- Green Seal and Environmental Choice (ULE/EcoLogo) Standards
- EPA Design for the Environment Program
- Cleaning devices that use only ionized water or electrolyzed water and have equivalent third-party-verified data
- Manufacturer’s Self-Certification
• Green Seal and Environmental Choice (ULE/EcoLogo) Standards
• EPA Design for the Environment Program
• Cleaning devices that use only ionized water or electrolyzed water and have equivalent third-party-verified data
• California Code of Regulations maximum allowable VOC levels
EQc7 Hand Soaps

- No antimicrobial agents
- Green Seal and Environmental Choice (ULE/EcoLogo) Standards
- EPA Design for the Environment Program
EQc7 Paper & Plastic Liners

• EPA Comprehensive Procurement Guidelines for paper and liners

• Green Seal and Environmental Choice (ULE/EcoLogo) Standards

• Products derived from rapidly renewable resources or made from tree-free fibers

• FSC certification for fiber procurement

• California integrated waste management requirements, for plastic trash can liners
“Green” paper
Replace multifold hand towels with large rolls
(save 30%)

Eliminate plastic liners in desk-side trashcans

Standardize trash cans and “right-size” can liners
20% to 40% of Purchases

Phase-Out Plan

More Data on Vibrations & Sound
Safeguards, such as rollers or rubber bumpers

Ergonomic design to minimize vibration, noise, and user fatigue

Environmentally-preferable batteries
**EQc8 Equipment**

- Vacuums and extractors certified by Carpet and Rug Institute Seal of Approval Program

- Powered floor equipment must capture fine particulates

- Propane-powered equipment must meet the CA Air Resources Board or EPA standards

- Autoscrubbers equipped with variable-speed pumps and chemical controls

- Alternatively, scrubbing machines may use tap water only, with no added cleaning products
Option 1: Entryway systems

- 10 feet
- Maintain on a weekly bases
What You Should Know

• **LEED Version 4** isn’t **required** until June 1, 2015

• **LEED Version 4** is more stringent than **LEED 2009**

• **LEED-EBOM Version 4** significantly changes the cleaning prerequisite and credits

• **LEED-EBOM Version 4** can be used today and offers numerous benefits for buildings and the cleaning industry
And It’s More Than Just About Compliance

Sustainable Cleaning Standards Unlock:

• Tax and legal benefits

• Long-term cost savings

• Leads and repeat business
  – Consumer preference for green when all else is equal
  – Corporate and government sales accounts

• Healthier and thus happier guests, staff and management
In Fact...

A 2013 Cone Communications Survey reveals that almost 3/4 (71 percent) of Americans think about the environment when making purchasing decisions

- 7% consider every time they shop
- 20% consider it regularly when they shop
- 44% consider it sometimes when they shop
1. Consumer skepticism around greenwashing is high. Certifications such as LEED can help.

2. Seek out the right vendors to provide “green” products and services.

3. Rely on industry associations for resources and help.

4. Review guest feedback. Ask them what’s important and what they want to see.
Joe Davis

- Category Account Executive, P&G Professional
Our Safety Standard

P&G products are designed to be safe...
Both for use in the home...
AND away from home...
By consumers everywhere in world.
Many customers’ properties have earned Leadership in Energy and Environmental Design using PGP products.

Our line-up of cleaners meet California VOC requirements, a criterion for green cleaning products under LEED standards.

Here are just some of the products we have that can count towards LEED credit:
- Spic n Span 3 in 1
- Comet Disinfecting Bathroom Cleaner
- All 7 P&G Floor Finish products
- PG Pro Line Disinfecting Floor Cleaner
- PG Pro Line Clean Quick Quat Sanitizer
- PG Pro Line Carpet Extraction Cleaner / Sanitizer
Daily Cleaners and Sustainability

- **EFFICIENCY**
  - Multipurpose, so you only need two products to clean dry and wet surfaces vs. 5 or more in a standard system

- **SAFETY**
  - The ingredients in PGP cleaners have excellent safety profiles regarding:
    - Chemical toxicity
    - Carcinogens
    - Reproductive toxicity
  - We do not formulate with butyl cellusolve
  - We do not formulate with alkyl phenol ethoxylate (APEOs)
    - We phased these out 20 years ago!
  - We concentrate products where possible to minimize water use, raw ingredients, and packaging
  - We have eliminated phosphates in daily cleaners

- **PERFORMANCE**
  - Excellent cleaners to remove soil the first time
  - Disinfectant products are hospital grade
Concentrated Floor Cleaners

Floor Cleaners and Green
Includes Mr. Clean and P&G Pro Line Finish Floor Cleaners

- Contain no phosphates
- Concentrated formulas help minimize packaging and shipping
- Available in "Closed loop" packaging to help prevent spills, accidental contact and overuse
- Meets the California Code of Regulations maximum allowable volatile organic compounds (VOC) levels
- Do not contain known carcinogens or reproductive toxins
- Not toxic to aquatic life following typical wastewater treatment
- Not classified as corrosive to skin or eyes
- Not formulated with: alkylphenol ethoxylates, butyl cellosolve, dibutyl phthalate, or heavy metals
Includes all P&G Pro Line Floor finishes

- Our products are formulated to help extend the life of the floor finish and reduce overall environmental impact.

- Overall product durability reduces recoating and stripping and refinishing so that you can use less finish over the life of the floor.

- All Finishes are UL Slip Classified and are Compliant with California Air Resources Board VOC (Volatile Organic Compound) limit.

- Zinc-Free New Directions™ Floor Finish – EPA DfE Certified.
Questions and Answers

P&G Professional™

For more information visit www.pgpro.com
or call (800) 332-7787
Thank you for attending the “Sustainability, LEED and Green Cleaning” webinar today.

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