The Role of Demand-side Work in Transforming The Cleaning Industry

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CEO, Sustainability Dashboard Tools
State of Green Cleaning Industry

• ~30% of commercial products
  o 3% for consumer products
• Mainstreaming
  o Multiple certifiers & standards
  o ~250 manufacturers
  o ~2,000 products
• Legislation & policies
  o Federal requirements
  o 22 states
  o 18 local governments
Diffusion of Innovation

1. Innovators
   - Rochester Midland Corporation
   - Seventh Generation

2. Early Adopters
   - Healthy Schools Campaign
   - Chicago Public Schools

3. Mainstreaming
   - US Green Building Council
   - Green Sports Alliance
• Innovation Phase
  o Learn profit requirements
  o Figure out the sales process
  o Find allies / sponsors
  o Target early adopters
  o Define the FAQs
  o Address common objections
Healthy Schools Campaign
Chicago Public Schools

• Early Adopter Phase
  o Collaboration
  o Add capacity
  o Build momentum
  o Demonstrate success
  o Tell others
  o Give ownership
  o Make it sustainable
US Green Building Council
Green Sports Alliance

- Mainstreaming Phase
  - Memorialize the “roadmap”
  - Get to the real decision maker
  - Understand the business model
  - Make it easy
  - Make it cool
  - Make it the law
  - Have fun!
Sustainable cleaning products and materials

MRc4.1 | Possible 1 point

Intent
Reduce the environmental impacts of cleaning products, disposable janitorial paper products and trash bags.

Requirements
Implement sustainable purchasing for cleaning materials and products, disposable janitorial paper products and trash bags. Cleaning product and material purchases include building purchases for use by in house staff or used by outsourced service providers. Calculate the percentage of the total sustainable material and product purchases that meet at least one of the specified sustainability criteria. The percentage of the total sustainable cleaning product and material purchases determine the number of points earned up to a total of 3 points. One point will be awarded for each 30% of the total annual purchases of these products (on a cost basis) that meet one of the following sustainability criteria:

- Cleaning products that meet the Green Seal GS-37 standard if applicable, OR if GS-37 is not applicable (e.g., for products such as carpet cleaners, floor finishes or strippers), use products that comply with the California Code of Regulations maximum allowable VOC levels.
- Disposable janitorial paper products and trash bags that meet the minimum requirements of U.S. EPA's Comprehensive Procurement Guidelines.
Green cleaning - products and materials

Possible 1 point

Intent
To reduce the environmental effects of cleaning products, disposable janitorial paper products, and trash bags.

Requirements

Establishment
None.

Performance
Purchase green cleaning materials and products such as floor finishes and strippers, disposable janitorial paper products, and trash bags. Include items used by in-house staff or outsourced service providers.

At least 75%, by cost, of the total annual purchases of these products must meet at least one of the following standards.

Cleaning products must meet one or more of the following standards, or a local equivalent for projects outside the U.S.:

- Green Seal GS-37, for general-purpose, bathroom, glass and carpet cleaners used for industrial and institutional purposes;
Cleaning products must meet one or more of the following standards, or a local equivalent for projects outside the U.S.:

- Green Seal GS-37, for general-purpose, bathroom, glass and carpet cleaners used for industrial and institutional purposes;
- UL EcoLogo 2792, for cleaning and degreasing compounds;
- UL EcoLogo 2759, for hard-surface cleaners;
- UL EcoLogo 2795, for carpet and upholstery care;
- Green Seal GS-40, for industrial and institutional floor care products;
- UL EcoLogo 2777, for hard-floor care;
- EPA Design for the Environment Program’s Standard for Safer Cleaning Products; and/or

Cleaning devices that use only ionized water or electrolyzed water and have third-party-verified performance data equivalent to the other standards mentioned above (if the device is marketed for antimicrobial cleaning, performance data must demonstrate antimicrobial performance comparable to EPA Office of Pollution Prevention and Toxics and Design for the Environment requirements, as appropriate for use patterns and marketing claims).

Disinfectants, metal polish, or other products not addressed by the above standards must meet one or more of the following standards (or a local equivalent for projects outside the U.S.):

- UL EcoLogo 2798, for digestion additives for cleaning and odor control;
- UL EcoLogo 2791, for drain or grease trap additives;
- UL EcoLogo 2796, for odor control additives;
- Green Seal GS-52/53, for specialty cleaning products;
- California Code of Regulations maximum allowable VOC levels for the specific product category;
- EPA Design for the Environment Program’s standard for safer cleaning products; and/or

Cleaning devices that use only ionized water or electrolyzed water and have third-party-verified performance data equivalent to the other standards mentioned above (if the device is marketed for antimicrobial cleaning, performance data must demonstrate antimicrobial performance comparable to EPA Office of Pollution Prevention and Toxics and Design for the Environment requirements, as appropriate for use patterns and marketing claims).
Appendix 1
Green Cleaning Chemicals Specifications

1. All Purpose, Glass & Washroom Cleaners (non-disinfecting)
Shall meet one of the following requirements:
- Green Seal GS-37, for general-purpose, bathroom, glass and carpet cleaners used for industrial and institutional purposes;
- Underwriters Labs UL 2759 or EcoLogo CCD-146, for hard-surface cleaners;
- U.S. EPA Safer Choice Program’s Standard for Safer Cleaning Products; and/or
- Cleaning device that produces ionized, ozonated, electrolyzed or similar water-based solutions.

2. Disinfectants & Sanitizers
Shall meet one of the following requirements:
- U.S. EPA’s Green disinfectant pilot program;
- California Code of Regulations maximum allowable VOC levels for the specific product category;
- U.S. EPA Safer Choice Program’s Standard for Safer Cleaning Products; and/or
- Cleaning device that is registered with U.S. EPA as a disinfectant that produces ionized, ozonated, electrolyzed or similar water-based solutions.

3. Heavy Duty Degreasers
Shall meet one of the following requirements:
- Green Seal GS-34, for cleaning and degreasing compounds;
- Underwriters Labs UL 2759 or EcoLogo CCD-110, for cleaning and degreasing compounds; and/or
- U.S. EPA Safer Choice Program’s Standard for Safer Cleaning Products.

4. Hand Soaps & Hand Sanitizers
Shall meet one of the following requirements with preference given for foaming dispensers:
- Green Seal GS-41, for industrial and institutional hand cleaners;
- Underwriters Labs UL 2784 or EcoLogo CCD-104, for hand cleaners and hand soaps;
- Underwriters Labs UL 2783 or EcoLogo CCD-170, for hand sanitizers;
- U.S. EPA Safer Choice Program’s Standard for Safer Cleaning Products; and/or
- No antimicrobial agents (other than as a preservative) except where required by health codes and other regulations (e.g., food service and health care requirements);

5. Biological & Enzymatic Products Used for Odor Control and Drain Maintenance
Shall meet the following requirements:
<table>
<thead>
<tr>
<th>ITEM #</th>
<th>DESCRIPTION</th>
<th>QTY</th>
<th>UNIT</th>
<th>BRAND / ORDER #</th>
<th>UNIT PRICE</th>
<th>EXTENDED AMOUNT</th>
<th>DILUTION RATE FOR MEDIUM SOILS</th>
<th>COST PER USABLE GAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GREEN CLEANER, general purpose/floor cleaner. Must be certified by Green Seal (GS-37) or Environmental Choice (CCD 110 or CCD 146I) or US EPA’s DFE Program.</td>
<td></td>
<td>GAL</td>
<td>$</td>
<td>$</td>
<td>1:____</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>GREEN CLEANER, glass, windows and mirrors. Must be certified by Green Seal (GS-37) or Environmental Choice (CCD 146A) or US EPA’s DFE Program.</td>
<td></td>
<td>GAL</td>
<td>$</td>
<td>$</td>
<td>1:____</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>GREEN CLEANER, restroom &amp; tile cleaner. Must be certified by Green Seal (GS-37) or Environmental Choice (CCD 146J) or US EPA’s DFE Program.</td>
<td></td>
<td>GAL</td>
<td>$</td>
<td>$</td>
<td>1:____</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>GREEN CLEANER, carpet and upholstery cleaner. Must be certified by Green Seal (GS-37) or Environmental Choice (CCD 148A) or US EPA’s DFE Program.</td>
<td></td>
<td>DRUM</td>
<td>$</td>
<td>$</td>
<td>1:____</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>GREEN DEGREASER, heavy-duty. Must be certified by Green Seal (GS-34) or Environmental Choice (CCD 146E or F) or US EPA’s DFE Program.</td>
<td></td>
<td>GAL</td>
<td>$</td>
<td>$</td>
<td>1:____</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>GREEN FLOOR FINISH. Must be certified by Green Seal (GS-40) or Environmental Choice (CCD-147) or US EPA’s DFE Program. 55-gal/dr.</td>
<td></td>
<td>DRUM</td>
<td>$</td>
<td>$</td>
<td>RTU</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>GREEN FLOOR FINISH, same as above, 5 gallon plastic pail.</td>
<td></td>
<td>PAIL</td>
<td>$</td>
<td>$</td>
<td>RTU</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>GREEN STRIPPER, floor, must be certified by Green Seal (GS-40) or Environmental Choice (CCD-147) or US EPA’s DFE Program. 5 gallon plastic pail.</td>
<td></td>
<td>PAIL</td>
<td>$</td>
<td>$</td>
<td>1:____</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>GREEN STRIPPER, same as above, 55-gal/dr.</td>
<td></td>
<td>DRUM</td>
<td>$</td>
<td>$</td>
<td>1:____</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>GRAFFITI REMOVER, non-aerosol, citrus or soy based, non toxic spotter to remove paint, oil, grease, marker and crayon from concrete, stone, metal and plastic. Quart container.</td>
<td></td>
<td>CS</td>
<td>$</td>
<td>$</td>
<td>RTU</td>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>
Eco Tips In Game Day Programs & Digital Messaging

**DID YOU KNOW?**
All MLB All-Star Games and World Series events are powered by 100% renewable energy.

**GET IN THE GAME:**
JOIN MAJOR LEAGUE BASEBALL by powering your home with clean, renewable energy. Ask your electric utility about switching to renewable power suppliers such as solar or wind.

**DID YOU KNOW?**
MLB has helped cut back on air pollution by using hybrid buses to transport fans to All-Star events.

**GET IN THE GAME:**
JOIN MAJOR LEAGUE BASEBALL in reducing air pollution by putting plants around your home and office to cut down on indoor contaminants that contribute to allergies and asthma—the cleaner air could also help you perform better on the field.

**DID YOU KNOW?**
Every second, people in the U.S. consume 1,500 plastic water bottles. About 38 billion of them end up in landfills each year—enough to circle the globe 150 times. Those 1,500 bottles take more than 1,580 gallons of water and 99 gallons of oil to make.

**GET IN THE GAME:**
JOIN MAJOR LEAGUE BASEBALL in cutting waste and saving energy by toting your own water in a stainless-steel, BPA-free bottle.
Custodial Training to Protect Kids, Staff and the Environment

Clean and healthy schools protect the health of kids and staff, and promote better learning environments.

**ENVIRONMENTAL LEADERSHIP AWARD GALA**
A Celebration of Environmental Leaders in Professional Sports
**HONORING THE NEW YORK YANKEES**

**GREEN CLEAN SCHOOLS**
July 29th – August 1st, 2015
Seattle, Washington

**Redefining Health Care Sustainability**
CleanMed 2016
Creating Healing Environments
**MAY 17-19, 2016**
The Omni Dallas Hotel | Dallas, Texas

**Welcome to Fabulous ISSA/INTERCLEAN**
Las Vegas 2015

“Viva The One Show”

**Sustainability Dashboard Tools, LLC**
Creating a Culture of Sustainability
Sustainability is a noble pursuit

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