Demystifying Green Cleaning in a LEED Environment

Presented by:

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President/Owner
ServiceMaster by Brown
Who is ServiceMaster by Brown?

Built to serve:

• Our customers
• Our employees
• Our community
• Our planet
Who is ServiceMaster by Brown?

- Independently owned franchise of the ServiceMaster Corporation
- 9th largest ServiceMaster janitorial franchise of over 800
- Cleans close to 5 M square feet in the Albuquerque area (2,800 toilets per night!) with over 300 employees
- Only Janitorial company in NM to be Green Seal certified (and 5th in the nation)
- 100% of all ServiceMaster by Brown buildings are Green Cleaned with our “Capture and Removal” System
Program Objectives

- LEED and Green Cleaning
- Define Green Cleaning?
- Why Green Clean?
- What are the key components of Green Cleaning?
- What steps to take to be “Green”
- What are the available resources?
LEED: Green Cleaning Policy - Intent

“To reduce the exposure of building occupants and maintenance personnel to potentially hazardous chemical, biological and particulate contaminants, which adversely affect air quality, human health, building finishes, building systems and the environment”

LEED 2009 for existing Buildings: Operations & Maintenance
LEED: Green Cleaning Policy – Requirements

- Purchase sustainable cleaning products
- Establish standard operating procedures
- Address cleaning to protect vulnerable building occupants
- Promote and improve hand hygiene
- Safe handling and storage of chemicals
- Appropriate staffing and training of cleaning personnel
- Provide feedback and continuous improvement method
LEED 2009 for Existing Buildings: Operations & Maintenance sets the standards.
We must define how to implement.

And it’s Getting Easier To Be Green!
At ServiceMaster by Brown, we believe Green Seal created the roadmap to getting there.
Defining Green Cleaning

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

Executive Order 13101
“...reduce the exposure of building occupants and maintenance personnel to potentially hazardous chemical, biological and particulate contaminants, which adversely affect air quality, human health, building finishes, building systems and the environment”

LEED Reference Guide for Building Operations and Maintenance
“methods by which a facility is cleaned effectively while protecting human health and the environment”

GS-42 Green Seal™ Environmental Standard for Cleaning Services
Why Green Clean?

Our employees health

“Cleaning workers have a 71% higher risk of occupational asthma”

Christian Nordqvist as quoted in Medical News Today
Why Green Clean?

- Our employees health
- Interior Air Quality

People spend 90% of their time indoors where air quality is 2-5 times worse than outdoor air
Green Cleaning combined with a “Capture and Removal” mentality is more productive and less expensive than traditional systems.
Why Green Clean?

Our employees health
Interior Air Quality
Savings
Its better for the environment
Why Green Clean?

- Our employees health
- Interior Air Quality
- Savings
- Its better for the environment
- It is the new standard in cleaning
Pathway to Green Cleaning - Basics

- Keep it out wherever possible
- Clean it safely
- Remove it
- Recycle it
- Build a culture of Green
- Document!
Pathway to Green - Basics

Keep it out if whenever and where ever possible

– Clean the parking lot and sidewalk
– Walk off matting
  • 6-8 feet of scraper matting
  • 6-8 feet of wiper matting
Pathway to Green - Basics

Clean it safe

- Environmentally Preferable Products
Clean it safe

– Proper dilution and minimizing worker exposure to chemicals
Use Recycled Paper Goods

- Paper towels
- Toilet paper
- Liners
Clean it safe

– High filtration vacuums (dust control)
Pathway to Green - Basics

Take it out through removal procedures

– Microfiber technology
Pathway to Green - Basics

Take it out through removal procedures

- Microfiber technology
  - Microfiber towels
  - Microfiber mops
  - Microfiber roto pads
ServiceMaster’s patented dusting wand – a unique approach to capture and removal
Develop a floor and carpet maintenance plan that maintains the best appearance while minimizing restorative methods.
Develop Recycle Plan

- Basics of Aluminum, Glass, Plastic, Paper
- Additionally Light bulbs, Electronics, etc.
Build a culture of Green

- Employee Training
- Building specific plan
- Site specific training
- Document
  - Training
  - Equipment maintenance
  - Chemical usage
Third Party Certification – but beware!

Beware of Green washing

• 1. Sin of the Hidden Trade-Off
• 2. Sin of No Proof
• 3. Sin of Vagueness
• 4. Sin of Irrelevance
• 5. Sin of Fibbing
• 6. Sin of Lesser of Two Evils
Pathway to Green – Superior

Third Party Certification – but beware!

**Green Clean Institute**
- Knowledge based
- Certify in hours
- No third party confirmation
- One time $795 and 4 hours

**Green Seal**
- Performance Based
- On site audit by Green Seal
- Annual re-certification
- Months of preparation and $9,350 *per year*
Always verify through the certification agency!
Key Components of Green Cleaning

Review

Products
- Chemicals
- Expendables

Equipment
- Microfiber!
- High filtration vacuums

Procedures
- Capture and remove

Training

Documentation
Steps to Green Cleaning

- Set goals and objectives
- Develop your plan (Green Seal, Green Guide for Healthcare, Green Guide for Schools, etc.)
- Build a green team
- Establish a timeline
- Documentation and measurement methods
- Establish review process
Additional Categories if we had Time

- Construction clean-up for a LEED Building
- Disinfecting in a Green Environment
- Green Carpet Care
- Green Hard Surface Floor Care
Green Cleaning Resources

- US Green Building Council  [www.usgbc.org](http://www.usgbc.org)
- IFMA Foundation  [www.ifmafoundations.org/deliverthegreen.pdf](http://www.ifmafoundations.org/deliverthegreen.pdf)
- Green Seal  [www.greenseal.org](http://www.greenseal.org)
- Global Health and Safety Initiative  [www.globalhealthandsafety.org](http://www.globalhealthandsafety.org)
  [www.buildgreenschools.org](http://www.buildgreenschools.org)
  [www.ecologo.org](http://www.ecologo.org)
  [www.theshakinggroup.com](http://www.theshakinggroup.com)
- Green Cleaning for Dummies by Stephen Ashkin  [www.greencleaningfordummies.com](http://www.greencleaningfordummies.com)
  [www.gogreenwithclean.com](http://www.gogreenwithclean.com)
  [www.environmentalchoice.org](http://www.environmentalchoice.org)
  [www.envirodesic.org](http://www.envirodesic.org)
  [www.ecogent.org](http://www.ecogent.org)
Questions?
Interested in follow up sessions for actual implementation? Let me know.

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The only Green Seal certified cleaning company in New Mexico!