

Speaking in Green

(What to know when Someone asks....)

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What are you doing about **SUSTAINABILITY** in my building?

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

~ World Commission on Environment and Development. Our Common Future. (1987)

Are you a member of the **USGBC**?



The United States Green Building Council is "a coalition of leaders from across the building industry working to promote buildings that are environmentally responsible, profitable and healthy places to live and work." To do this, the USGBC developed the Leadership in Energy and Environmental Design (LEED) Green Building Rating System®.

What is **LEED**?



LEED (Leadership in Energy and Environmental Design), is a consensus based rating system based on existing proven technology. It evaluates environmental performance from a whole building perspective over a building's life cycle. LEED is a measurement system designed for rating new and existing commercial, institutional, and high rise residential buildings. LEED certifies buildings, not products. LEED Certification is awarded in the following categories:

LEED N/C – New Construction

LEED for Commercial Interiors

LEED for Schools

LEED CS – Core & Shell

LEED EB-O&M – Existing Buildings-Operations & Maintenance

Points and certification levels are earned by satisfying certain criteria. LEED for Existing Buildings O&M ratings are awarded according to the following point totals: Certified = 40-49 points, Silver = 50-59 points, Gold = 60-79 points, Platinum = 80-100 points.

What can you do to help me achieve **LEED Credits**?



The LEED for Existing Buildings Rating System helps building owners and operators measure operations, improvements and maintenance on a consistent scale. LEED for Existing Buildings addresses whole-building cleaning and maintenance issues (including chemical use), recycling programs, exterior maintenance programs, and systems upgrades.

What are the **LEED CREDITS THAT CAN APPLY TO CLEANING OPERATIONS**

- Green Cleaning Policy– Required
- High Performance Cleaning Program – 1 point – EQ Credit 3.1
- Custodial Effectiveness Assessment – 1 to 2 points – EQ Credit 3.2 and 3.3
- Purchase of Sustainable Cleaning Products and Materials – 1 to 3 points – EQ Credits 3.4-3.6
- Sustainable Cleaning Equipment – 1 point – EQ Credit 3.7
- Entryway Systems – 1 point – EQ Credit 3.8
- Indoor Integrated Pest Management – 1 point – EQ Credit 3.9
- Building Exterior and Hardscape Management Plan – 1 point - SS Credit 2
- Waste Stream Audit – 1 point - MR Credit 6
- On-Going Consumables Program (Recycling) - MR Credits 7.1 and 7.2

Are you involved in the **I.S.S.A.** ?

The International Sanitary Supply Association. A trade association of distributors, wholesalers, manufacturers, and member companies offers cleaning and maintenance industry supplies and resources.

What are **EPP's**? – Environmentally Preferable Products

Term used by the U.S. Environmental Protection Agency (EPA) to define products or services that reduce a company's impact on human health and the environment, when compared to competing products or services that serve the same purpose. Examples of EPP include, but are not limited to, those which minimize waste, contain recycled content, conserve energy or water, conserve raw materials, etc. Specific standards for EPP vary among EPA and Non-Governmental Organizations, though EPA's primary directive is support of source reduction.

What are **GREEN SEAL** certified products?



Green Seal, a non-profit based in Washington D.C., has been identifying consumer and institutional products and services that protect the environment from toxic chemicals, noxious fumes and wasted resources since 1989. Green Seal— at the start of the modern environmental movement—is the first non-profit certifier (ecolabel) in the U.S. and has developed over 40 standards and certified more than 3,000 products and services.

- Alternative Fueled Vehicles (GC-2)
- Degreasing Agents in Production and Maintenance Operations (GS-34)
- **Commercial & Institutional Cleaning Services (GS-42)**
- **Consumer Soaps, Cleansers, and Shower Products (GS-44) (In development)**
- Coated Printing Paper (GS-10)
- Commercial Adhesives (GS-36)
- Electric Chillers (GS-31)
- Energy Efficient Lighting - Compact Fluorescent Lamps (GS-5)
- Fleet Vehicle Maintenance Operations (GC-10)

- Food Service Packaging (GS-35)
- General-Purpose, Bathroom, Glass, and Carpet Cleaners Used For Household Purposes (GS-8)
- **Industrial and Institutional Cleaners (GS-37)***
- **Hand Cleaners and Hand Soaps Used for Industrial & Institutional Hand Purposes (GS-41)**
- **Industrial & Institutional Floor Finishes and Floor Finish Strippers (GS-40)**
- **Laundry Care Products (GS-48) (In development)**
- Lodging Properties (GS-33)
- Newsprint (GS-15)
- Occupancy Sensors (GC-12)
- Paints and Coatings (GS-11)**
- Paper Products Used in the Preparation of Food (GC-8)
- **Paper Towels and Paper Napkins (GS-9)**
- **Plastic Resin Film Bags (GS-45) (In development)**
- **Powdered Laundry Bleach (GC-11)**
- Printing and Writing Paper (GS-7)
- Recycled Content Latex Paint (GS-43)
- Re-Refined Engine Oil (GS-3)
- Residential Cleaning Services (GS-49) (In development)
- Restaurant and Food Service Operations (GS-46) (In development)
- Reusable Utility Bags (GS-16)
- Stains and Finishes (GS-47) (In development)
- **Tissue Paper (GS-1)**
- Windows (GS-13)
- Window Films (GS-14)
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What is **GS-42** ?



One of the over 40 standards developed by Green Seal. This Standard establishes requirements for cleaning service providers, including in-house and external cleaning services, to create a green cleaning program that protects human health and the environment. For the purposes of this Standard, green cleaning encompasses all indoor activities typically required to clean commercial, public, and industrial buildings. Maintenance of exterior areas such as parking lots, grounds, or picnic areas is excluded from the Standard, with the exception of areas directly outside building entryways. This Standard does not cover residential buildings.

What is **GS-37** ?



This standard establishes environmental requirements for industrial and institutional general-purpose, restroom, glass, and carpet cleaners. For purposes of this standard, industrial and institutional cleaners are defined as those cleaners intended for routine cleaning of offices, institutions, warehouses, and industrial facilities. The standard does not include cleaners for household use, food preparation operations, or medical facilities. The standard does not apply to air fresheners, enzymatic or microbially active products or products required to be registered under the Federal Insecticide, Fungicide, and Rodenticide Act, such as those making claims as sterilizers, disinfectants, or sanitizers.

A competitor of yours told me they use **C.I.M.S.** standards? What is that?



The Cleaning Industry Management Standard (CIMS) was created for facility service provider (FSP) organizations and applies to an organization's management structure and performance systems and processes. It should be thought of as a framework to help facility service providers develop customer-centered organizations. Compliance with the Standard demonstrates that the organization is structured to deliver consistent, quality services. The Standard is administered by ISSA.

What is **GREEN SOLUTIONS?** – **GREEN CLEAN INSTITUTE ?** – **GREEN CLEAN CERTIFIED?- ETC., ETC., ETC.**

Cleaning procedures and products promoted by various manufacturers and organizations.

What is **GREENGUARD** all about?



The GREENGUARD Environmental Institute (GEI) is an industry-independent, non-profit organization that oversees the GREENGUARD Certification Program. As an ANSI Authorized Standards Developer, GEI establishes acceptable indoor air standards for indoor products, environments, and buildings. GEI's mission is to improve public health and quality of life through programs that improve indoor air.

How is Green Seal different than **ECOLOGO?**



Launched by the Canadian federal government in 1988, EcoLogo has grown to serve buyers and sellers of green products throughout the United States and Canada, and around the world. In fact, EcoLogo is North America's oldest environmental standard and certification organization (and the second oldest in the world). Many describe EcoLogo as the Canadian version of Green Seal.

What is the **EPA DfE** program?



The Design for the Environment (DfE) Program works in partnership with a broad range of stakeholders to reduce risk to people and the environment by preventing pollution. DfE focuses on industries that combine the potential for chemical risk reduction and improvements in energy efficiency with a strong motivation to make lasting, positive changes. DfE convenes partners, including industry representatives and environmental groups, to develop goals and guide the work of the partnership.

Is **CRI GREEN LABEL PLUS** better than **CRI GREEN LABEL?**



Green Label Plus, a voluntary industry testing program for carpet and adhesive products, establishes the highest standard for indoor air quality (IAQ) ever set by the carpet industry. The Carpet and Rug Institute (CRI) created Green Label Plus to identify carpets and adhesives that are tested by an independent, certified laboratory and meet stringent criteria for low chemical emissions.

Are your vacuums **CRI GREEN LABEL CERTIFIED?**



The Green Label Testing Program was introduced by CRI in 2000 for the purpose of identifying superior cleaning equipment. Three key performance factors are measured by a rigid testing process in order to determine if a vacuum qualifies for a Green Label. These factors are: Soil Removal — A vacuum must remove a set amount of soil from a carpet in four passes. Dust Containment — No more than 100 micrograms of dust particles per cubic meter of air by the vacuum. This protocol evaluates the total amount of dust particles released by the vacuum, and is more stringent than the National Ambient Air Quality Standards. Carpet Appearance Retention — In one year of normal use, the vacuum should not affect the appearance of the carpet more than a one-step change.

Is that a **H.E.P.A.** vac?

HEPA stands for High Efficiency Particulate Air, and a true HEPA filter is widely regarded as the ultimate filter. It traps particles as tiny as .3 microns with an efficiency rating of 99.97%. A particle of 10 microns is invisible to the naked eye. Pollen ranges between 5-100 microns. Human hair between 70-100 microns.

Does your equipment have the **CRI SEAL OF APPROVAL?**



The CRI Seal of Approval program identifies effective carpet cleaning solutions and equipment that clean carpet right the first time and protect a facility's carpet investment.

Everybody's talking about **GREEN CLEANING.** What does that really mean?

Green Cleaning is defined as "Cleaning to protect health without harming the environment". Essentially, the use of cleaning products and practices that have reduced environmental impacts in comparison with conventional products and practices.

How can you help us with **SOURCE REDUCTION?**

Source Reduction reduces waste sent to landfills, reducing tipping fees, and reduces the need for virgin materials.



What is **GREENWASHING?**

Greenwashing is a marketing technique in which a company falsely claims environmental responsibility. As more and more consumers are concerned about sustainability and the environment, a growing number of corporations have stepped up, claiming to be improving their environmental practices and reforming their industries. While this may certainly be true in some cases, many of the claims of environmental stewardship made by companies are actually false, or at the very least extremely misleading.



The "Six Sins of Greenwashing"TM

1. Sin of the Hidden Trade-Off
2. Sin of No Proof
3. Sin of Vagueness
4. Sin of Irrelevance
5. Sin of Fudging
6. Sin of Lesser of Two Evils



"All natural ingredients !!"

"Fuel Efficient V-8"

Are you using **POTABLE** water?

Potable water is simply water that is suitable for drinking and is supplied from wells or municipal water systems. Most likely, you would be using potable water for all cleaning.

Do your products have low **VOC'S** ?

Volatile Organic Compounds. These are the materials released into the environment that can be harmful to people in the building. Examples can be: chemicals, paint, adhesives, carpeting, glue, aerosols, pesticides, etc.

What are **CFC's**

Chlorofluorocarbons. Hydrocarbons that cause depletion of the stratospheric ozone layer and are used as refrigerants in buildings.

Are there any **HFC's** in my building?

Hydrofluorocarbons. Refrigerants that do not deplete the stratospheric ozone layer. However, some HFC's have high global warming potential and are not environmentally benign.

Are there any **HCFC's** in my building?

Hydrochlorofluorocarbons. Refrigerants that deplete the stratospheric ozone layer and are used in building equipment.

What is your procedure on **MERCURY** contamination?



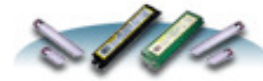
What is your procedure? If a fluorescent bulb breaks, ventilate the room as much as possible, as rapidly as possible. Open windows and turn on fans. Do not handle the fragments with your bare hands or a vacuum cleaner, but attend to the mess immediately. The EPA recommends picking up all the bulb fragments with paper towels (if you have disposable gloves, they certainly wouldn't hurt). Wipe the affected area clean, then place the fragments, towels and gloves in a sealed plastic bag.

What is the percent of **POST CONSUMER RECYCLED** in our paper products?



*EPA Guidelines for post consumer recycled content:
Paper Towels and Wipers– 40% Toilet Tissue – 20%*

Where might there be **PCB**'s in a building?



Fluorescent ballasts produced prior to 1977 may contain PCB's. Do not handle or dispose of old ballasts.

We have an **IPM** program here. What can you do to contribute to that?

Integrated Pest Management is the coordinated use of pest control methods and environmental information to prevent pest damage by the most economical means without harming people, property or the environment. I.P.M. is an effort on the part of every occupant of the building to eliminate sources of food for pests.

Will your employees follow our **ETS CONTROL** policy?

Environmental Tobacco Smoke Control policies are designed to prevent airborne particles from the burning end of cigarettes, cigars, and pipes exhaled by smokers (second hand smoke) from endangering the building population. ETS control prohibits smoking in the building except in designated smoking areas and to locate exterior designated smoking areas at least 25 feet away from building entries, outdoor air intakes and operable windows.

What's the difference between **SBS** – Sick Building Syndrome – Situations where building occupants experience acute discomfort and negative health effects as a result of time spent in the building without any specific cause that can be identified, and the symptoms disappear soon after the occupants leave the building.

and

BRI – Building Related Illness – Diagnosable illnesses that can be directly attributed to airborne building contaminants.

and

IAQ – *Indoor Air Quality* – The nature of air that affects the health and well being of building occupants.

IEQ – *Indoor Environmental Quality* – Includes all factors that contribute to the well-being of building occupants. *IAQ, Day-Lighting, Thermal Comfort, Acoustics, Occupant Control of Building systems, among others.*

STEWARDSHIP – *Defined by the EPA as: “Environmental stewardship is the responsibility for environmental quality shared by all those whose actions affect the environment”. In the buildings environment it is an awareness of all factors that make a building a healthy place, and the individual involvement and participation of all occupants of the building. Stewardship is about everyone being involved.*

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