

The following captures the Q&A session from the “Green Cleaning: Simplified Steps to a Sustainable Cleaning Practice” Webinar featuring Procter & Gamble Professional expert and guest speaker, Stephen Ashkin.



Stephen Ashkin is an entrepreneur, author, speaker and a leader of the Green Cleaning Movement where he is often thought of as the “Father of Green Cleaning.” President of The Ashkin Group, Steve is also executive director of the Green Cleaning Network, cofounder of Green Cleaning University and CEO of Sustainability Dashboard Tools – important roles that support his efforts to move the global cleaning industry from green to sustainable. Steve has been working in the cleaning industry since 1981, and for the past 20 years he has been an active leader in the effort to promote green cleaning with extensive experience working with manufacturers, product distributors, service providers, building owners and facility managers. In addition, he also works with market influencers such as environmental and health advocates, labor unions, policy-makers, standard setters and others which have given him deep insights into how the marketplace can be used to drive health and environmental improvements. An author of notable books such as the ISSA *Edition of Green Cleaning for Dummies*, Steve also has been quoted in leading national publications such as *The New York Times* and *Newsweek*.



Chris Vuturo is the Procter & Gamble Professional external relations manager. He has been with Procter & Gamble for 10 years, working on marketing and sustainability initiatives for brands such as Fit[®], Cheer[®] and Febreze[®], as well as Procter and Gamble Professional. A graduate of Harvard University, Chris also holds a master’s degree in Environmental Assessment and Evaluation from the London School of Economics, a master’s degree in Environmental Management from the Nicholas School of the Environment at Duke University, and an MBA from the Duke University’s Fuqua School of Business. Prior to joining P&G, Chris was a high school teacher.

Q. What is your feeling on “green” cleaning products? Our company works closely with the building’s cleaning contractor to "GO GREEN" and our employees are very interested in green initiatives.

- A. The right product for your customer depends on many factors. We typically recommend trying to understand the customer’s underlying needs in order to match them with the right product. It’s important to make sure that they have a product that can get their specific job done right the first time – so that there is reduced need for rework and reduced usage of product. If customers want more certification, then P&G Professional offers two different levels.

Our first level is P&G Professional’s [Green Guarantee](#). Our Green Guarantee ensures the environmental safety of our products, packaging and operations. All P&G Professional Green Guarantee products provide outstanding performance while meeting high standards for human and environmental safety.

Additionally, all Green Guarantee products meet applicable state and federal guidelines, including those of the U.S. Environmental Protection Agency (EPA). Where applicable, we also employ our internal standards (which may be stricter than what is required by law) using well-established risk assessment methods to understand both the hazards and potential exposures. These risk assessments are a mandatory part of the company’s product development process and begin during the early stages of a product’s design.

Our second level involves third-party certification. We recognize that many of our customers want to utilize third-party seals because they see it as an easy way to define whether a product is “green” or not. Therefore, we selectively use third-party eco-labels, particularly EPA’s Design for the Environment (DfE), on our products to meet the needs of those customers.

Q. Why doesn't P&G Professional get Green Seal certified?

- A. Procter & Gamble believes in using formulations that have been tested using the most advanced risk science possible. In the case of Green Seal’s standards for cleaners, Green Seal 37 (GS-37), hazard standards are used instead of risk science, which broadly restricts many chemicals without determining their safety profiles. Supporting GS-37 would deny researchers the ability to learn the amounts and conditions under which chemicals can be used safely. This would make it harder for manufacturers to develop new products, and it would take away the incentive to drive innovation, especially when it is needed to create sustainable products for growing populations, both in developed and developing countries. In some instances, the inflexible use of hazard standards can make it difficult to certify products that actually have significant green advantages, defeating the standards’ purpose. P&G

would like to work with Green Seal to advance the broader cause of sustainability, and in many other areas we think we can work together to do that. But we feel that GS-37, as it currently exists, has substantial shortcomings and we cannot support it at this time.

Q. Can you touch on the EPA's Design for the Environment (DfE) designation?

A. DfE is a program administered by the U.S. Environmental Protection Agency (EPA). DfE allows manufacturers to put the DfE label on [household and commercial products](#), such as cleaners and detergents, that meet stringent criteria for human and environmental health. We chose to work with DfE for several reasons, because we believe its government affiliation give it both credibility and staying power over the long term. If the federal government legislates green standards, we believe it will work with and through the EPA and DfE.

Q. Will deploying green products cost more than traditional products?

A. The answer to this question is very case specific and depends on several measures including the products being used, the situation and the goals set for deploying green products. It also depends on costs are accounted for. For example, a hypothetical sustainable product may cost more on a per ounce basis, but if it does the job better (reducing rework) and is designed to have fewer impacts on both the environment and people, then in the long run it can end up costing less than the alternative.

Q. Did you mention that there are no Green-certified disinfectants?

A. That is correct. Disinfectants are regulated under the EPA's Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), and no such products can make "green" claims. The EPA is conducting a pilot project (in which P&G is participating) to test whether or not to change the standard, but this is still in the testing phase.

Q. Where are the "roadmap" books available?

A. There are many ways to start your sustainable cleaning program. One suggestion is to visit the website of our Webinar guest speaker, Steve Ashkin at www.ashkingroup.com. There you will find a list of several articles that can help you with your specific cleaning needs. Another resource, if you are in the education field, is the Healthy Schools Campaign's *Quick & Easy Guide to Green Cleaning in Schools*. Learn more by visiting www.healthyschoolscampaign.org/publications.

Q. Besides the basic steps, what other steps should I take to conserve water and energy consumption? You gave one laundry example: regular maintenance and full loads.

A. For laundry programs, the greatest amount of energy used is during a hot water washing cycle because it takes a lot of energy to heat water. Choose products that are specifically formulated to clean at cooler temperatures, like Tide® Coldwater Liquid Laundry Detergent. Hot water does, however, convey some cleaning benefits, so if you have very soiled products (especially white), then make sure that those loads in particular are full when doing laundry, to minimize the number of hot washes. Finally, use Energy Star® certified appliances for your laundry program as an added step to conserve energy.

Q. Is Procter & Gamble Professional or its distributors working to increase the education of federal buyers concerning holistic/green cleaning options in order to help develop a pull strategy for green products in the federal government?

A. In general, we want to work with all parties – government, consumers, and businesses – to help select the best, most sustainable solutions for their cleaning needs.

Other Questions

Q. How can I access this presentation?

A. The recording and the PDF of this Webinar presentation are available on www.pgpro.com.

Q. Will this presentation be downloadable for later viewing?

A. The recording of this Webinar is available on www.pgpro.com for on-demand access, along with the PDF slides of the presentation.

Q. Do you have any step by step cleaning instructions available?

A. P&G Professional has materials, pamphlets, and other tools available for our customers to clean their facilities. These vary by tasks and procedures, and our associates at 800-332-7787 can provide more information.