ISSA and the Greening of the Cleaning Industry

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Overview

- How ISSA Helped Green the Cleaning Industry
- Strategic Planning
- Progressive Decisions, Directions
- Effectively Delivering the Message
- Public Policy that Fosters Green Markets
ISSA: Background

- Non-Profit Trade Association
  - Representing the Cleaning Industry
    - Manufacturers
    - Wholesalers
    - Distributors
    - Facility Service Providers

- ISSA Role
  - Promote Business Opportunities for Members

- Unique Perspective
  - Proximity to End Use Markets
  - Progressive vs. Protect Status Quo
ISSA: Strategic Planning

- Where Market Will Be in 5 to 10 years
- What Can ISSA Do to Prepare Members
  - Programs, Education, Resources
  - Prepare Our Members to Thrive
- Greening of the Industry
  - Mid ‘90s: Environmental Scan
  - Markets Going Green
  - Environmental Preferability
  - Key Component of Business Strategies
ISSA: Progressive Directions

- Given the Prognosis for the Future
- What Should Our Direction Be?
  - As an Association
  - As an Industry
- Protect Status Quo?
  - Create Barriers to Green
- Progressive Directions
  - Stewardship
  - Right Thing to Do
  - Good Business Opportunities
ISSA: Delivering the Message

- Market is Going Green
- Businesses Must Prepare for New Reality
  - Survive
  - Thrive
- Dedication of Resources:
- Staff
- Seminars, Workshops
  - Education
  - Networking
ISSA: Delivering the Message

- **Books, Publications**
  - Green Cleaning for Dummies
  - The Business of Green Cleaning

- **Web Content:** [www.issa.com/green](http://www.issa.com/green)
  - LEED-EB and Green Cleaning
  - Green Cleaning Procurement Policies

- **Green Cleaning University**
  - Electronic Media
  - Professional Designation
  - Help Differentiate in Green Marketplace
ISSA: Delivering the Message

- How You Say It = What You Say
- Delivering the Message
  - Non-Threatening
  - Constructive
  - Don’t be Critical
  - Associations Stand in Close Proximity to Members
- Essential to Success
  - For Companies to Listen, Hear Message
  - Integration into Business Strategies
ISSA: Public Policy

- Foster Environment that Promotes Green Business Opportunities
- Alliances
  - EPA Design for the Environment
  - OSHA
  - Healthy Schools Campaign
- Sponsorships
  - CleanGredients
  - Resource for Manufacturers
  - Promote Greener Cleaning Chemicals
ISSA: Public Policy

- State Govt. Green Cleaning Policies
  - 16 states
  - 13 bills pending
  - Promote pragmatic policy
  - Drives market

- EPA Office of Pesticide Programs
  - Disinfectants, Sanitizers
  - Claims of Environmental Preferability
  - Drives Innovation
  - Greener Disinfectants
Thank You!!

Discussion