

Getting Started

- Optimize product selection
- Apply best practices, i.e. HHPCC
- Align with the LEED Green Bldg Rating System
- Support customer sustainability initiatives

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Facilities / Certification

- HHPC is aligned with LEED-EB
- Incorporates third-party standards
- LEED support and council available
- LEED educational tours

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US Green Building Council

What is the USGBC?
A leading national coalition for producing a new generation of buildings that deliver high performance inside and out.

Its mission:
To promote the design, construction and operation of environmentally responsible, profitable, healthy facilities.

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LEED Certification

- Leadership in Energy and Environmental Design
- The LEED Green Building Rating System is owned and managed by the USGBC.

To promote buildings that are environmentally responsible, profitable, and healthy places to live and work.

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LEED Building Rating Systems

Rating Systems

- LEED New Construction (2000)
- LEED Existing Buildings (2004)
- LEED Commercial Interiors (2004)
- LEED Core and Shell (2005)
- LEED Homes (Pilot - 2005)

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LEED EB

Credit Categories
Maximum 85 Credits
Certification Minimum 32 Credits

- Sustainable Sites (14 Pts)
- Material & Resources (16 Pts)
- Indoor Env. Quality (22 Pts)
- Water Efficiency (5 Pts)
- Energy & Atmosphere (23 Pts)
- Innovation Credits (5 Pts)

Potential Areas of Impact (14 Pts)

- Sustainable Sites: Green Site Bldg Exterior Maintenance: 1-2 pts
- Material & Resources: Sustainable Cleaning Products & Materials: 1-3 pts; Occupant Recycling: 1-3 pts
- Indoor Environmental Quality: Entryway Systems: 1 pt; Isolation of Janitorial Closets: 1 pt; Low Env Impact Cleaning Policy: 1 pt; Low Env Impact Cleaning Equipment Policy: 1 pt; Low Env Impact Pest Management Policy: 1-2 pts

Certification Level	Required Points (credits)
Certified	32-39 points
Silver	40-47 points
Gold	48-62 points
Platinum	64-85 points

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JohnsonDiversey, Inc.
Global HQ
Sturtevant, Wisconsin

LEED – EB Gold Level

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Partner with leaders

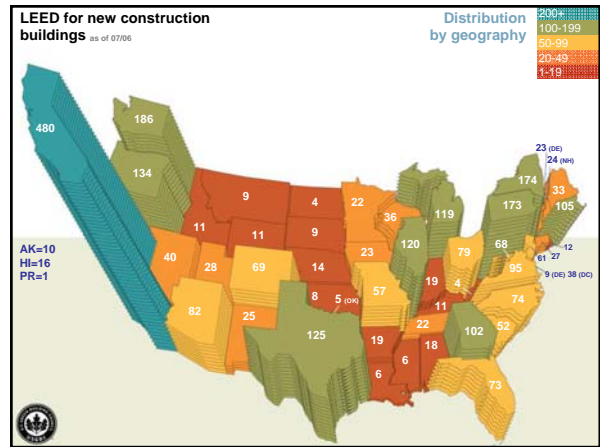
- TFM's Facility Executive of the Year
- Chairs the LEED-EB Steering Committee
- Member LEED-EB Mktg Committee
- Active on EPA advisory panels
- Field seminars
- Responsible Solutions Specialist Training

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Path to LEED Certification

GREEN SEAL CERTIFIED + HEALTHY HIGH PERFORMANCE CLEANING + LEED Criteria = LEED

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Communication

Promote and Market– HHPC Customer Promo Kit

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What to Communicate

- Internal
 - Students
 - Faculty
 - Staff
 - Visitors
- External
 - Media
 - Community
 - Parents
 - Vendors

Utilize printed media / posters / tent cards / internal publications.

Utilize press releases, local paper and local media / trade communications.

Communicate the benefits to your 'customers' of your efforts to be green.

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Communication Tools

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Level of Commitment

↑ Commitment	Plus LEED-EB	A <i>formal certification</i> for meeting criteria in the areas of: Sustainable Sites, Materials & Resources, Indoor Environmental Quality, Water Efficiency, Energy & Atmosphere.
	Plus Sustainable operations inside & out	A comprehensive approach to operational sustainability extending to all areas recognized under the LEED Rating System but does not include formal certification.
	Plus paper, liners, tools, equip.	Recognition that a comprehensive approach to custodial cleaning and maintenance can provide a larger impact.
	Green chemicals	Focus beyond appearance to safety, healthy, environment. Conversion to "green" chemicals low barrier to entry.
	Traditional	Appearance is main focus.

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Sectors to Focus on

- K-12
- College / University
- Healthcare
- BSCs
- Property Management

Who are the Stakeholders?
What are their Hot Buttons?
What Solutions can I bring?

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Sector: K-12

Who are the Stake Holders?

- Principal
- School Board
- PTA/PTO
- School Nurse
- Facilities / Operations / Physical Plant

What are their Hot Buttons?

- Attendance
- Enrollment
- Grades
- Safety
- Health

What Solutions can I bring?

- Green Cleaning in Schools
- GREENGUARD
- HHPC
- HHPC Communications Kit

Sector: College / University

Who are the Stake Holders?

- Housing
- Facilities
- Student Government
- Administration

What are their Hot Buttons?

- Recruitment
- Grades / Performance
- Parents
- Alumni

What Solutions can I bring?

- Green Seal
- HHPC
- HHPC Communication Kit

Sector: Healthcare

Who are the Stake Holders?

- Environmental Services
- Infection Control
- Administration
- Patients / Family
- Benefactor

What are their Hot Buttons?

- HAI
- Competing Health Systems
- Staff Turnover
- Financials

What Solutions can I bring?

- Green Seal
- HHPC
- HHPC Communications Kit
- GREENGUARD

Sector: BSC

Who are the Stake Holders?

- Owners
- General Managers
- Supervisors

What are their Hot Buttons?

- Marketing Themselves
- Profits / Margin Compression
- Staff Turnover
- Staff Training

What Solutions can I bring?

- Green Seal Products / EPP
- HHPC
- HHPC Communications Kit
- Green Cleaning in Schools
- GREENGUARD

Sector: Property Management

Who are the Stake Holders?

- Owners / Property Managers
- Tenants
- Customers

What are their Hot Buttons?

- Occupancy
- Marketing Themselves

What Solutions can I bring?

- Green Seal Products / EPP
- HHPC
- HHPC Communications Kit
- GREENGUARD



Responsible Solutions



Responsible Solutions

Responsible Products
Responsible Practices
Responsible Partner

