Boston Green Tourism
Making The Leaders Greener

Green Cleaning Products,
Minimizing Cross Contamination &
Ideas For Guest Engagement

Innovation distinguishes between a leader and a follower.

Steve Jobs

Presented By:
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Agenda

1. Why Green Cleaning Matters
2. Define Green Cleaning
3. Green Cleaning Products
4. Cleaning For Health
5. Guest Engagement
1. Cleaning Matters

- We spend 80 - 90% of time indoors
- We spend less time cleaning (50% less than 50 years ago)
- We spend more time in public places
- We share more common surfaces with more people than ever before in history
- We travel more than ever
1. Cleaning Matters

- 90% go to work sick
- 5% - 20% of population gets flu
- 20 million cold absences from work
- $40 Billion: Total est impact from common cold
- $87 Billion: U.S. total est economic impact of flu
1. Cleaning Matters

- 6 Billion pounds of chemicals
- 4 Billion pounds of paper
- 1 Billion pounds of plastic trash bags
- 1 Billion pounds of tools and equipment
- 600,000 companies
- 4.5 Million workers
2. Defining Green & Green Cleaning

• Products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose.

This comparison may consider raw materials acquisition, product, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service.

• Cleaning to protect health without harming the environment.
3. Green Cleaning Products

- Chemicals
  - Certified Products
  - Engineered Water

- Paper
  - Reduce Consumption
  - Certified
  - Ag Waste Content
  - Rapidly Renewable / Zero Deforestation

- Liners
  - Right Sized
  - Post-Consumer Recycled

- Equipment
  - Certified
  - High Filtration Bags

- Mats, Carts, Tools, Etc.
3. Cleaning Chemicals

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3. Paper Products

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3. Paper Products

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30% Reduction
3. Paper Products

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- Mats, Carts, Tools, Etc.
3. Plastic Liners

- Chemicals
  - Certified Products
  - Engineered Water

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  - Certified
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- Equipment
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- Mats, Carts, Tools, Etc.
3. Equipment

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- Mats, Carts, Tools, Etc.
3. Other Products

- Mats
- Microfiber mops & cloths
- Recycled content
  - Recycled plastic
  - Recycled car tires
  - Recycled metals
  - Recycled components
- Durable
- Repairable
3. Laundry

- Reduce Chemical Consumption
- Reduce Water
- Reduce Energy
4. Cleaning For Health

- Wash hands or use hand sanitizer between rooms
- Disinfect high touch points
- Use UVC on electronics
- Color code cleaning cloths
- Mop buckets should be dumped frequently
- Use high-filtration bags in vacuums
- Keep equipment clean
4. Cleaning For Health

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5. Guest Engagement

- If all of your guests...
  - Participated in water saving laundry programs
  - Turned off lights, televisions, radio and unplugged chargers
  - Turned up the thermostat in the summer and turned it down in the winter
  - Reduced water use
  - Reduced waste and recycled
5. Guest Engagement

- Collectively the members of Boston Green Tourism...
  - Energy
    - Cars from the road
    - Houses powered
    - Tree seedlings planted
  - Water
    - Gallons of water
    - Swimming pools
  - Waste
    - Garbage trucks
Never doubt that a small group of thoughtful, committed citizens can change the world;

Indeed, it’s the only thing that every has.

Margaret Mead

Thank You
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