Safe, Sound, Healthy & Sustainable: The Future of Cleaning

10 Innovations for you to consider

November 3, 2026, 10:00AM - 10:50AM



Stephen Ashkin

The Father of Green Cleaning

Member of the LEED Existing Buildings Committee

Co-Chair of ISSA's Sustainability Committee

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THE ASHKIN GROUP, LLC
The Green Cleaning & Sustainability Experts

Choose to be optimistic. While we can't make it perfect, we can make it better!

Cleaning Is Essential

- Cleaning reduces risk to health
- Cleaning extends the life of building finishes, floor coverings, furniture, and other materials
- Cleaning is a huge operational expense

Cleaning literally saves lives



Cleaning Has A Huge Footprint

- 10’s of billions of pounds of materials
- 100,000’s of companies
- 100+ million amazing workers
- $800 billion to $1 trillion economic impact

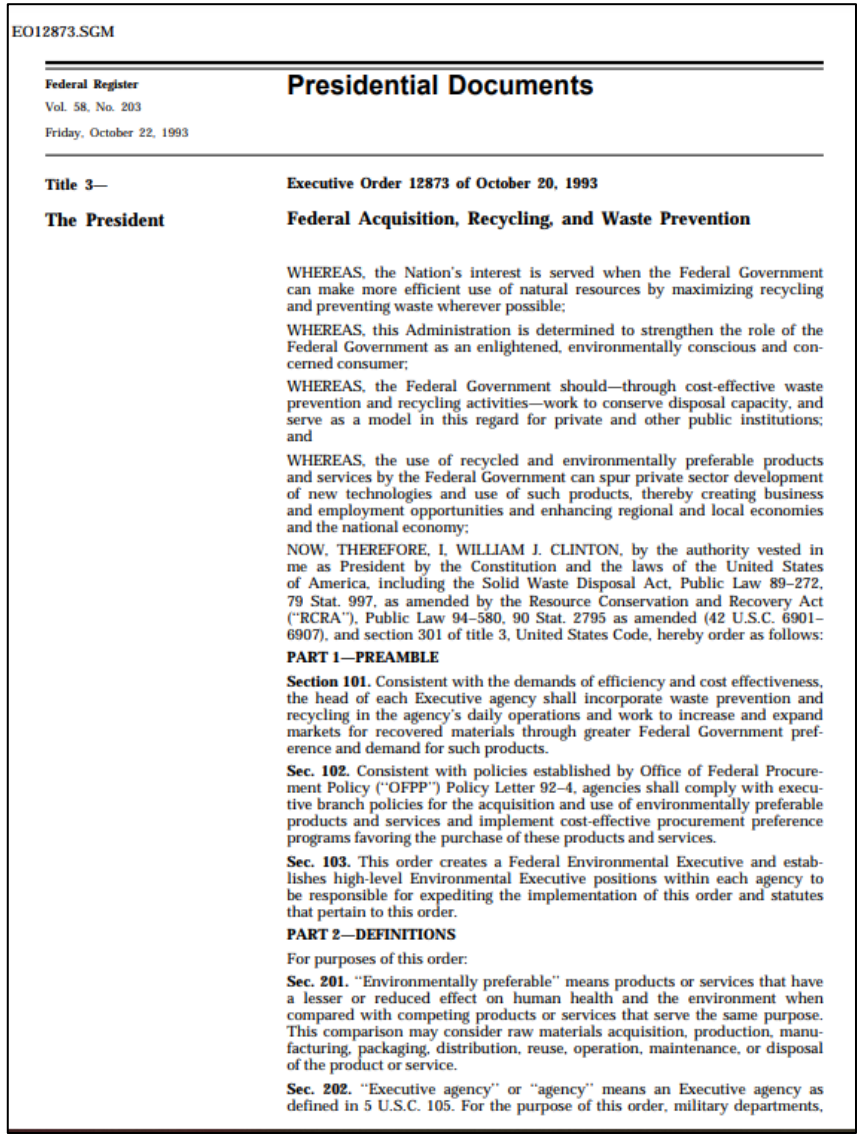


Cleaning has a huge footprint

Definition of Green

…reduced effect on human health and the environment when compared with competing products or services that serve the same purpose.

The process of continual improvement focused on health and the environment



EO12873.SGM

Federal Register
Vol. 58, No. 203
Friday, October 22, 1993

Presidential Documents

Title 3—
The President

Executive Order 12873 of October 20, 1993

Federal Acquisition, Recycling, and Waste Prevention

WHEREAS, the Nation's interest is served when the Federal Government can make more efficient use of natural resources by maximizing recycling and preventing waste wherever possible;

WHEREAS, this Administration is determined to strengthen the role of the Federal Government as an enlightened, environmentally conscious and concerned consumer;

WHEREAS, the Federal Government should—through cost-effective waste prevention and recycling activities—work to conserve disposal capacity, and serve as a model in this regard for private and other public institutions; and

WHEREAS, the use of recycled and environmentally preferable products and services by the Federal Government can spur private sector development of new technologies and use of such products, thereby creating business and employment opportunities and enhancing regional and local economies and the national economy;

NOW, THEREFORE, I, WILLIAM J. CLINTON, by the authority vested in me as President by the Constitution and the laws of the United States of America, including the Solid Waste Disposal Act, Public Law 89–272, 79 Stat. 997, as amended by the Resource Conservation and Recovery Act ("RCRA"), Public Law 94–580, 90 Stat. 2795 as amended (42 U.S.C. 6901–6907), and section 301 of title 3, United States Code, hereby order as follows:

PART 1—PREAMBLE

Section 101. Consistent with the demands of efficiency and cost effectiveness, the head of each Executive agency shall incorporate waste prevention and recycling in the agency's daily operations and work to increase and expand markets for recovered materials through greater Federal Government preference and demand for such products.

Sec. 102. Consistent with policies established by Office of Federal Procurement Policy ("OFPP") Policy Letter 92–4, agencies shall comply with executive branch policies for the acquisition and use of environmentally preferable products and services and implement cost-effective procurement preference programs favoring the purchase of these products and services.

Sec. 103. This order creates a Federal Environmental Executive and establishes high-level Environmental Executive positions within each agency to be responsible for expediting the implementation of this order and statutes that pertain to this order.

PART 2—DEFINITIONS

For purposes of this order:

Sec. 201. "Environmentally preferable" means 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, production, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service.

Sec. 202. "Executive agency" or "agency" means an Executive agency as defined in 5 U.S.C. 105. For the purpose of this order, military departments,

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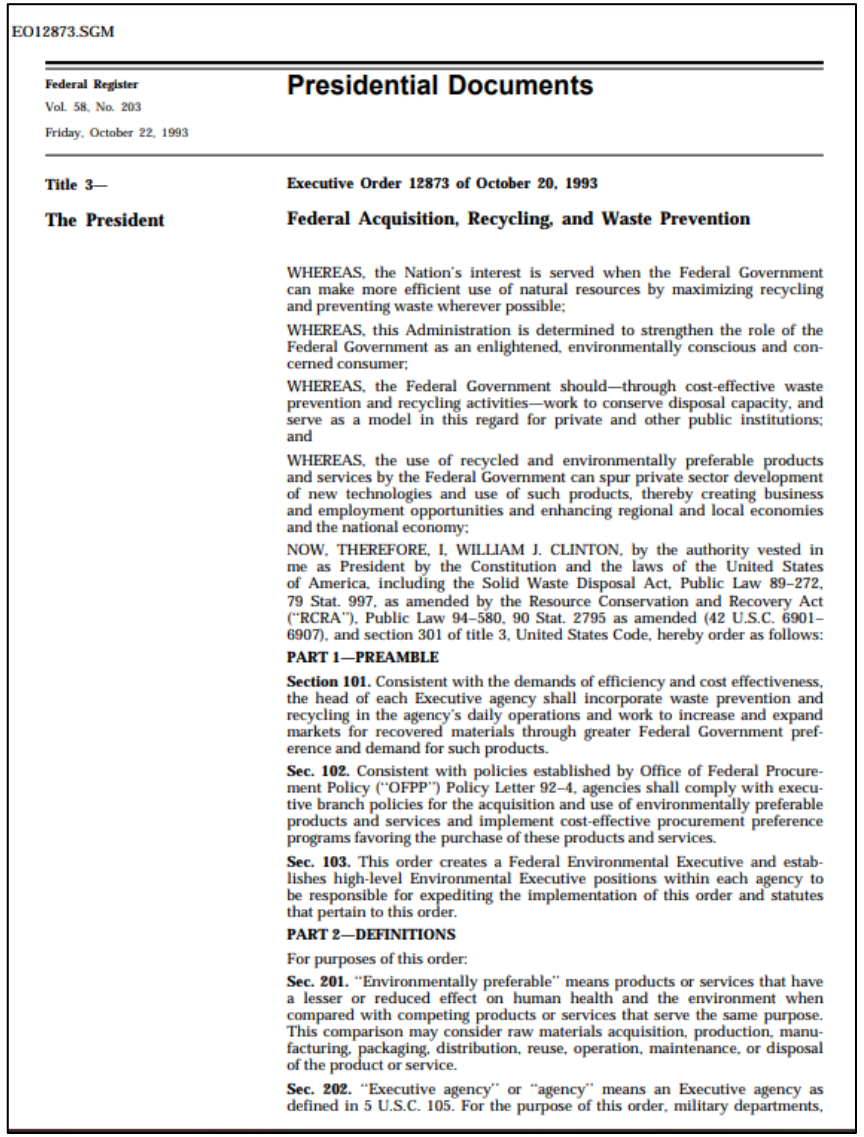

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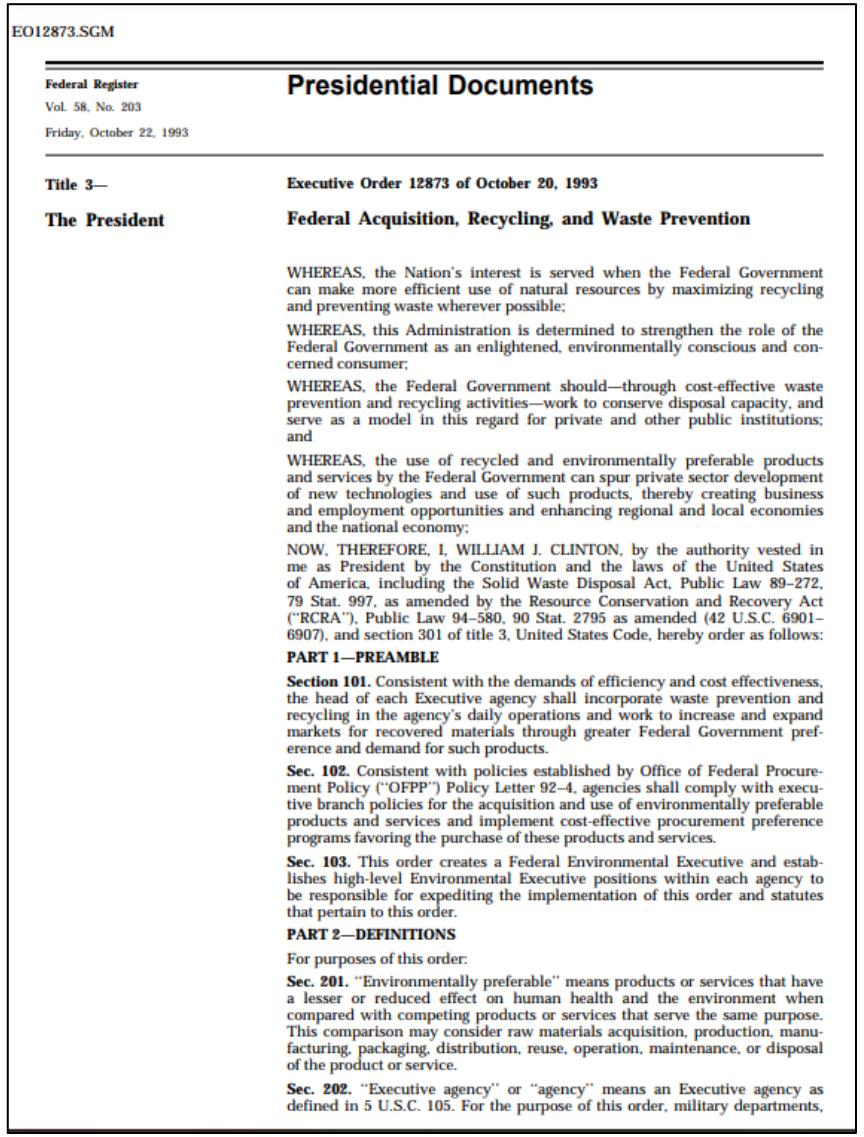

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Green Cleaning Gameplan

Cleaning products and equipment

- Third-party certifiers eliminate greenwash
- 100's of manufacturers with 1,000's of certified products
- *LEED Rating System* – Gameplan for a comprehensive Green Cleaning program

Today, Green Cleaning is easy and affordable



LEED for Existing Buildings v5

Integrative Process, Planning, and Assessments

- **Human Impact Assessment (IPp2): Working conditions:** Address wages, benefits, training, worker protections, right to organize, and production rates for low-wage, on-site maintenance staff and contractors…
- **Operations Assessment and Policy (IPp3): Green Cleaning:** Determine how the building and site areas are cleaned. Address the products used and identify safe handling, use, and disposal of products. Evaluate cleaning performance, staffing methods, and cleaning personnel training.
- **Worker Safety and Training (IpC2): Operations Safety Plan** Develop an operations safety plan to promote worker safety for all workers on-site.



10 Trends in Green Cleaning

1. Invest in people
2. Objective measurement of cleaning performance
3. Green disinfectants
4. Green floor care
5. On-site generators of cleaning chemicals
6. Battery-powered equipment
7. Occupancy sensors – demand-based cleaning
8. Robotics, drones and Artificial Intelligence (AI)
9. Circularity – Extended Producer Responsibility
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Organisms of concern
Dwell time
Concentrates
Training
Cost

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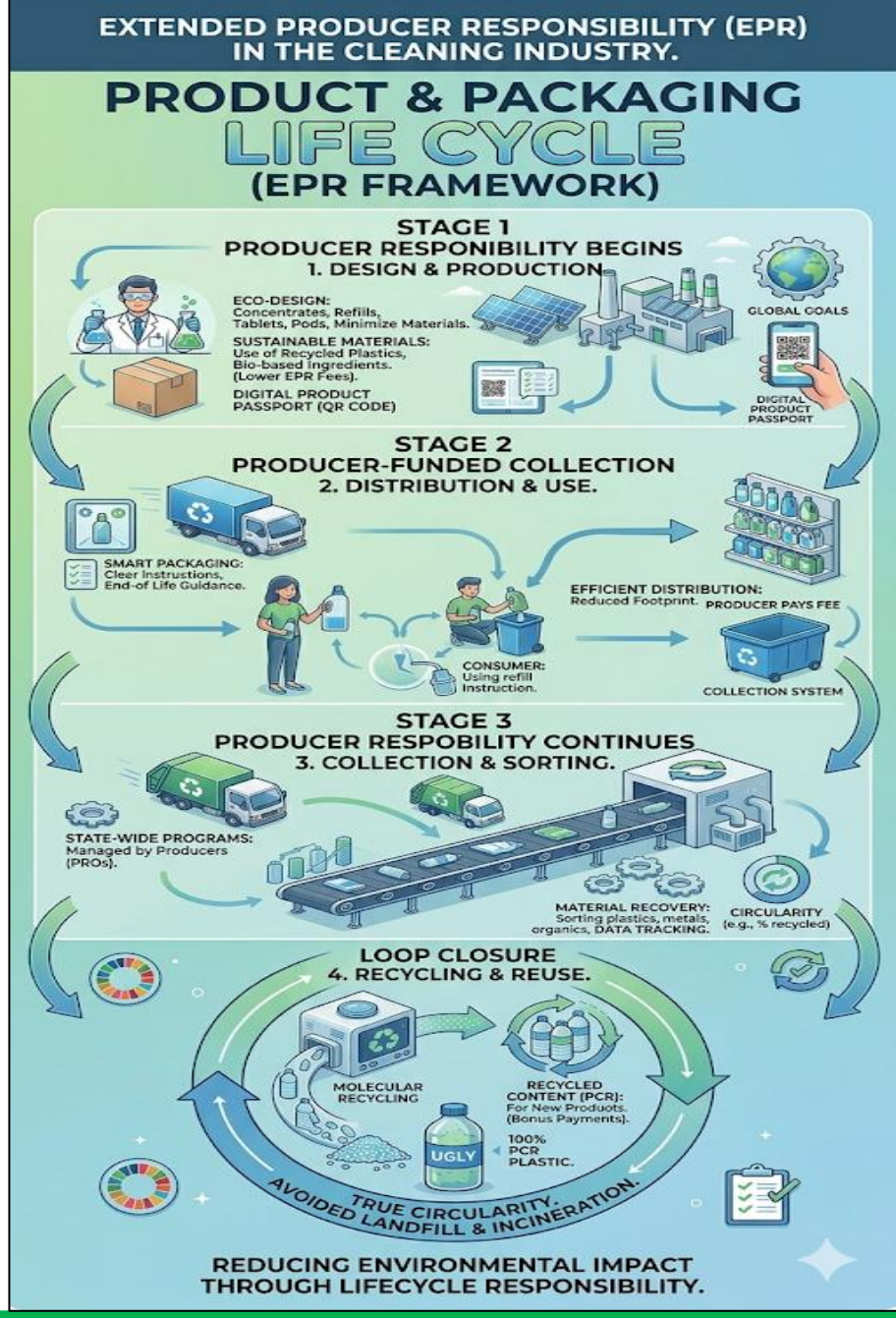

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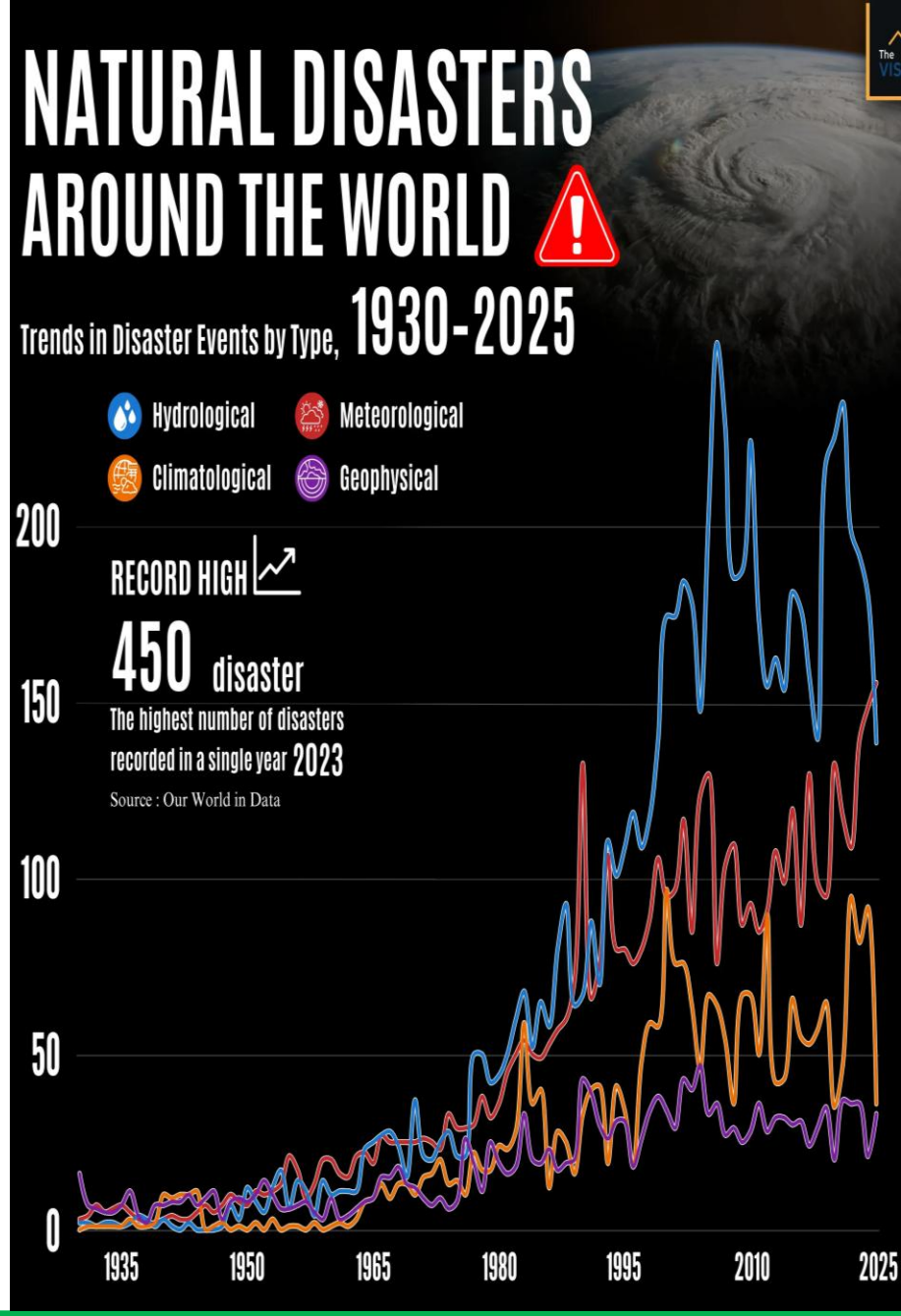


Understanding Sustainability

1. TRADITIONAL FINANCIAL REPORTING

THE FOUNDATION: Historical & Quantitative Performance



- **FOCUS:** Financial Capital (Profits, Cash Flow)
- **SCOPE:** Tangible assets, liabilities, historical P&L (Income Statement, Balance Sheet)
- **METRICS:** Standardized currency ($)
- **TIME HORIZON:** Short-to-medium term; backward-looking
- **INVESTOR INSIGHT:** Answers: "Is the company profitable and solvent today?"

PLUS

2. SUSTAINABILITY (ESG) REPORTING

THE EXTENSION: Forward-Looking & Strategic Risk Management



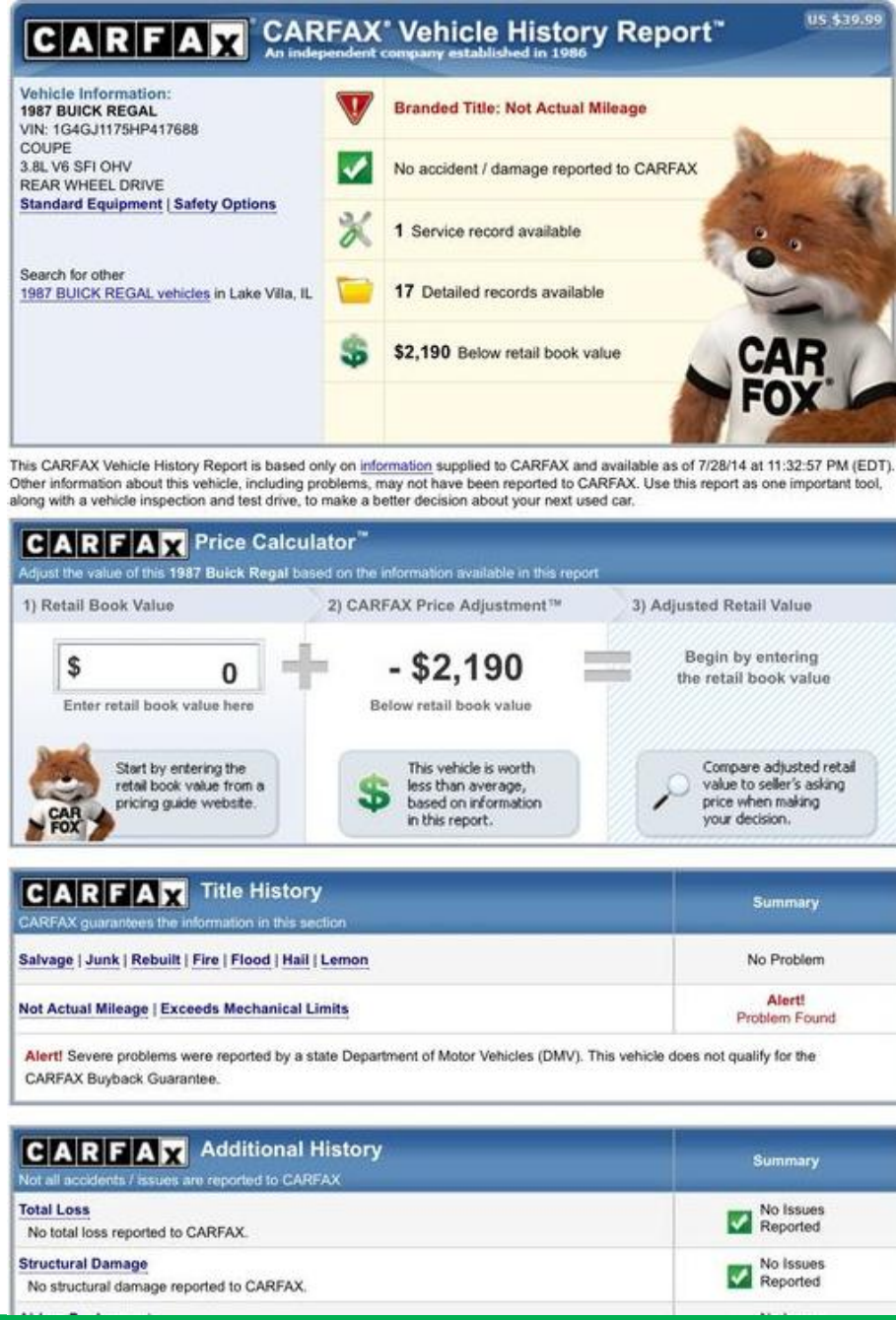
- **ETHICAL RESILIENCE:** Evaluating supply chain vulnerabilities to human capital risks, resource scarcity, and climate transition impacts.
- **REGULATORY RISK:** Identifying potential disruptions and reputation damage from non-compliance with labor and trade laws (e.g., modern slavery, conflict minerals).
- **OPERATIONAL CONTINUITY:** Deep-tier visibility for better crisis response and long-term planning.
- **TRANSPARENCY:** Building investor trust through clear disclosure of upstream values and practices.

THE CONNECTION: Sustainability is the next step to professionalize 'off-balance-sheet' risks, providing investors with a complete picture of long-term value creation.

Understanding Sustainability

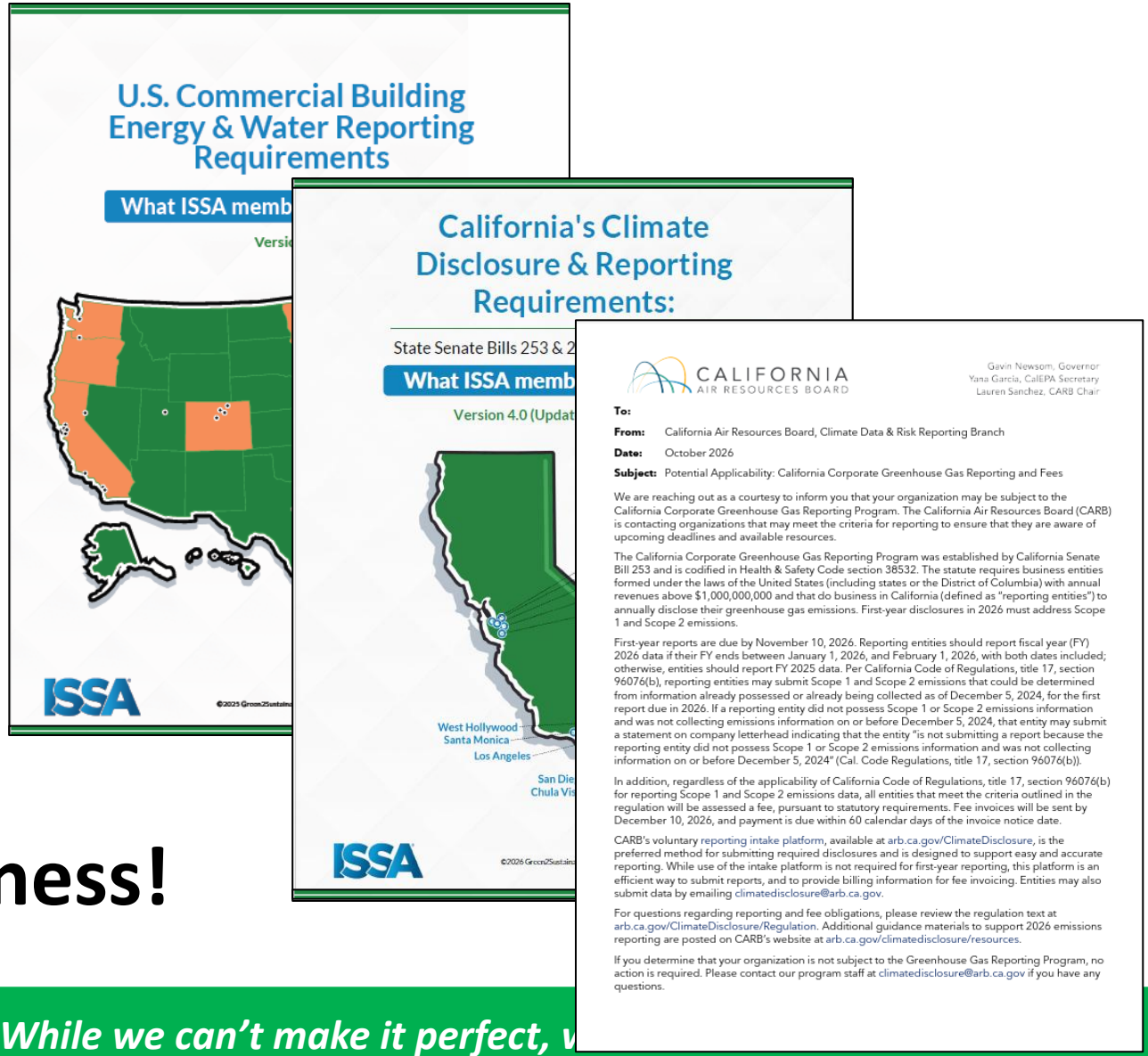
- Green focuses on the products and services – sustainability focuses on the organization
- Sustainability focuses on organizational transparency, equality and ethical behavior
- Business framework for identifying and reducing **risk**
- Sustainability is not about politics or science

Sustainability is good business!



Sustainability – Why Now?

- Mandatory reporting requirements
- Customer/prospect requirements
- Identify efficiencies that reduce costs
- Marketing/sales benefits



Sustainability is good business!

ISSA's Sustainability Committee

Bringing sustainability to the global cleaning industry

- 250+ volunteers
- 18 countries
- 5 Work Groups
  - Education
  - Reporting
  - International
  - Membership marketing
  - Convention programming



Closing Thoughts

- Sustainability is the next “big thing”
- Stand tall
- Put your oxygen mask on first
- Find your voice
- Tip your housekeeper

You are important!



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