

Janitorial Greenwash Fraud

Prepare yourself for a barrage of "Gone Green" promoters who see the Green movement as a brand new marketing opportunity. The present promotion is on a bevy of Green products as chemical manufactures convince the world that a Green product produces a Green program. Therein lies the fatal flaw as company after company adopts the belief that a Green program comes in a bottle. So, what happens when your competition also toss a couple of Green products for this workers as well? This creates a GreenWash affect purposely designed to mislead others that a Green program comes by self-coronation.

The confusion is the belief that a product will create a Green service. It does not work like that, but is sets the tone for an ongoing self-deception and a fraud of others. Does a great set of tools turn an amateur into a trained mechanic? Does buying a dress that is two sizes too small make a woman slimmer? Does the purchase of a set of golf clubs enable a person to plan in the Master's Tournament? The facts are that buying a product will not turn your company into something that it is not.

The Green program means that the workforce needs a working knowledge of Green practices along with the new supply of Green products. The fact is that the workers in a janitorial service as far more important than the choice of products. There are dozens of new procedures that are required for a Green janitorial service that include "Dwell Time," microfiber use, and how to handle dusting an office.

The old janitorial processes do not easily fit into the new generation of Green practices. What makes us think that the person showing up for work understands how to apply a new environmentally-safe product, or use a resigned mop and bucket system? Issues like cross-contamination and infection control are pressing issues as diseases like MRSA spread through the school or workplace. This means that the Green credentials of most janitorial services is little more than a veneer that hides an standard program with token Green products thrown in.

Green Clean Institute offers the only true Green Clean training designed for the workers of your service. Why? In case you haven't noticed, the janitorial world is in transition from a "task oriented" program to a more demanding "service orientation." We expect more of these people of these workers because we now realize the impact of all a cleaning service has on the health, safety, and future of each of us.

The word custodian has a rather profound meaning. It infers that these group of workers have duty to the health and welfare of the community they serve. We have discovered that we can no longer pollute the world at large, and we cannot pollute the workplace through the caustic chemicals and sprays commonly brought by those who clean the buildings. This is why clinging to the old practices while using a Green product or two is a fool's errand and a hoax that needs to change.

My recommendation is not to merely stick your toe into the Green program, but to embrace the program that is going to be around a very long time. I do not mean that you must run off to save the whales, sell your car for a bicycle, or chain yourself to a tree. We all know that Green is the direction of business, so take your firm Green by marketing yourself as Green, transitioning to Green products, and training your staff in a Green Clean certified program. A Green program has three pieces: A Green Agenda by decision-makers, inclusion of Green products, and the upgrading of the workforce to Green practices.

About the Author

Green Clean Institute offers its trademark training program for janitorial services. [Green Clean](#) training using our training and training program. Certify your janitorial services with our company training for [Green Clean](#)

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