

Facility Managers and Industry Professionals Questioned about Sustainability Plans

By AlturaSolutions Communications

Dated: Jul 28, 2010

An online survey conducted by AlturaSolutions Communications asked facility managers, jansan manufacturers, distributors, and facility service providers their thoughts about becoming more sustainable.

Bloomington, IN – July 26, 2010 - An online survey conducted by AlturaSolutions Communications asked facility managers, jansan manufacturers, distributors, and facility service providers their thoughts about becoming more sustainable.

The survey was conducted online the second week of July 2010. Approximately 1,000 email invitations were distributed and about 100 people completed the survey.*

Asked about the definition of sustainability, 53 percent were correct, indicating it refers to “balancing financial, human, and [the use of] natural resources.”

The second highest number, 26 percent, believed it pertained solely to the responsible use of natural resources.

Slightly more than 63 percent indicated that over the next 12 months they plan to increase their organization's emphasis on sustainability. The remainder indicated no changes were planned or they simply did not know.

Other findings included these:

- Asked if their companies planned to look for ways to monitor their sustainability, 47 percent said yes; 32 percent no; 21 percent were not sure.
- Questioned as to what most will encourage their firms to be more sustainable in the near future, 47 percent indicted their drive came from the belief that it is the “right thing to do.”

The other respondents were evenly divided, believing new government regulations or demands from major clients would encourage them to become more sustainable.

- The economy's impact on sustainability was also questioned. More than 47 percent indicated that if difficult economic times continue, it will “have little impact” on their ongoing plans to become more sustainable; nearly as many indicted tough economic times will encourage them to become more sustainable because of the “potential cost savings.”

The last item on the survey asked, if their organizations become more sustainable, do they plan to let others know about it. Although 21 percent said they did not know and 5 percent said no, a whopping 74 percent said yes.

“At least right now, becoming more sustainable is a ‘new’ and significant thing,” says Stephen Ashkin, CEO of Sustainable Dashboard Tools, LLC. “It happens all the time. Companies are proud to shout it from the rooftop how they are conserving resources, protecting the environment, and saving money.”

-end-

* Methodology: This is not a scientific survey nor does it claim to be, however the system does try to block respondents from taking the survey more than once.

###

About Sustainability Dashboard Tools, LLC

Sustainability Dashboard Tools, LLC, has created new software technology designed specifically for cleaning professionals. The company's CEO is Stephen Ashkin, President of The Ashkin Group and Executive Director of the Green Cleaning Network; its COO is Cynthia Schultz.

Sustainability Dashboard Tools' software allows users to measure the natural resources their businesses use and the greenhouse gas emissions they generate. Armed with this information, businesses can make commonsense changes that reduce their impact on the environment. Such changes save businesses money and make them more efficient and competitive while also benefiting their facilities, employees, and local community as well as the environment.

Contact Information:

Web site: <http://www.green2sustainable.com/>

Stephen Ashkin

Chief Executive Officer

Phone: (812) 332-7950

Email: SteveAshkin@green2sustainable.com

Category	Green cleaning, Stephen Ashkin, Ashkin
Tags	green cleaning, stephen ashkin, ashkin, environment, office cleaning, Health
Email	Click to email author
Phone	773 525 3021
Address	PO Box 13367 Chicago, IL 60613
City/Town	Chicago
State/Province	Illinois
Zip	60613
Country	United States