

Building Owners See Cost Benefits of New “Dashboard”

By AlturaSolutions Communications

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Bloomington, IN - Among building owners and managers, interest in the Sustainability Dashboard Tool, officially introduced at the GreenBuild 2011 Expo in Toronto last week, has been “swift and significant,” reports Stephen Ashkin, CEO of Sustainable Dashboard Tools, LLC.

Ashkin, known as “the father of Green Cleaning,” attributes much of the interest to the struggling global economy.

“Building owners/managers are really searching for more ways to significantly reduce operating costs [while still] becoming Greener and more sustainable,” says Ashkin. “Being ‘lean and Green’ are no longer goals, they’re marching orders.”

The Sustainability Dashboard is a Web-based program that helps facilities measure and manages up to six key categories involved in most building operations. These include:

- Energy
- Waste/recycling
- Water
- Transportation
- Consumables (such as office supplies)
- Cleaning products

This information also helps owners/manager track associated costs for water, energy, etc., as well as greenhouse gas emissions.

For example, Brandywine Realty Trust, a real estate investment trust that owns, develops, and manages a portfolio of primarily Class-A facilities, uses the Dashboard in 86 of its locations.

“The Dashboard gives us greater into how dollars are spent and will help us more consistently measure and manage costs across our entire portfolio,” says Brad A. Molotsky, with Brandywine Environments, a division of the company.

Rating systems such as LEED (Leadership in Energy and Environmental Design), the Global Reporting Initiative, and Energy Star inspired development of the Sustainability Dashboard, according to Ashkin.

“But my goal with the Dashboard is not just to measure consumption in a facility...but to help people effect real, meaningful change become more environmentally responsible by making data-driven decisions.”

Ashkin says the system will next be on display at the upcoming ISSA/INTERCLEAN® tradeshow in Las Vegas. “Sustainability is the next step in Green Cleaning so I hope to help the [professional cleaning] industry realize its importance.”

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About Stephen Ashkin and The Ashkin Group

Stephen P. Ashkin is president of The Ashkin Group, a consulting firm specializing in greening the cleaning industry and CEO of Sustainability Tool LLC, an electronic dashboard that allows organizations to measure and report on their sustainability efforts.

He is also coauthor of both *The Business of Green Cleaning* and *Green Cleaning for Dummies*.

Ashkin has worked in the cleaning industry since 1981 and has held senior management positions in leading consumer and commercial product companies. He began his work on Green Cleaning in 1990 and today is thought of as the "father of Green cleaning". For more information, visit www.AshkinGroup.com.

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