



Talk to us today
Call 1800 257 221



[Home](#) |
 [Contracting](#) |
 [Carpet and Restoration](#) |
 [Management](#) |
 [Technology](#) |
 [Healthcare](#) |
 [Supply Side](#) |
 [Commercial](#) |
 [Industry Links](#)

Hot Products

[ABOUT](#) |
 [ADVERTISING](#) |
 [SUBSCRIPTIONS](#) |
 [EVENTS](#) |
 [CONTACT](#) |
 [REGISTER FOR E-NEWS](#) |
 [INCLEAN EMAIL NEWSLETTER](#)



Hand Dryers



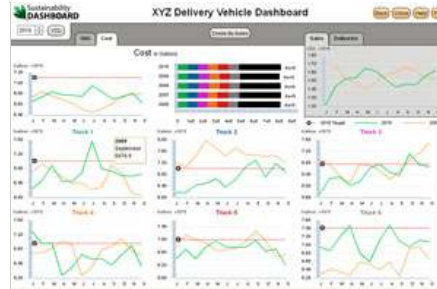
PHONE FOR QUOTE - 02 9310 1400

Home » Email Newsletter » FMs would pay more for products from sustainable firms

FMs would pay more for products from sustainable firms

January 20, 2012 2:36 pm alan Email Newsletter, Supply Side no comments

A US survey conducted for The Sustainability Dashboard, a web-based system that helps organisations measure and monitor their use of fuel, water, energy, etc., has found that 43 percent of facility managers and cleaning professionals would pay more for products made by a company that practices sustainability.*



However, 28 percent of respondents indicated they would not pay more and 30 percent were 'not sure'.

The survey, in which some 150 people participated, was conducted online in January 2012.

When asked, 'how much more are you willing to spend for a product produced by a sustainable company?', 90 percent answered five to 10 percent.

The survey also asked if the respondents would need proof a company is practicing sustainability: 78 percent responded yes; about 10 percent would take the company's 'word for it'; and the rest were unsure.

"Transparency and credibility when it comes to sustainable issues are paramount today," says Elizabeth Steward, marketing manager for Sustainability Dashboard Tools. "No one wants another greenwashing experience."

Nevertheless, the respondents were divided on how this 'proof' would be determined. About 25 percent would accept the company's published reports. "But, 57 percent wanted [the reports from] independent, third-party organisations and not just the company's word for it," adds Steward.

Finally, the respondents were asked if operating a business or property in a more sustainable manner costs more, less, or about the same as operating in a conventional manner.

Some 41 percent were sure sustainability produced cost savings; 27 percent noted it costs more; and the rest were unsure or believed it was 'cost neutral'.

"What we are finding is that cost savings is becoming a prime motivator for organisations operating in a sustainable manner," Steward notes. "Instead of being on opposing sides, sustainable and cost savings are now on the same team."

*For purposes of this survey, sustainable companies are defined as those that operate in a socially, environmentally, and economically responsible manner.

www.green2sustainable.com

3









TAGS: ASHKIN GROUP THE SUSTAINABILITY DASHBOARD

About the author



More posts by alan | Visit the site of alan

Share this article

-  Tweet this!
-  Digg it!
-  Add to Delicious!
-  Share on Facebook!
-  Share on Reddit!
-  Stumble it
-  Add to Technorati
-  Subscribe by RSS

0:00 / 0:00



The Cleaning Equipment, Supplies and Property Support Services Exhibition



24-25 May 2012
Ellerslie Event Centre, Auckland New Zealand

REGISTER NOW

LATEST NEWS

- » Ultraviolet wands shed light on hospital cleaning
- » Property Industry survey results positive for resources
- » CIVENEX new demonstration area
- » Equipe Solutions kick fake soap dispensers out of Australia
- » FMs would pay more for products from sustainable firms
- » Win more business with eziTracker
- » "Hot Price – Great Quality!"
- » BSC's to benefit from industry's new "norm"
- » PEP and Spotless reach stalemate
- » Godfreys undergoes major balance sheet restructuring to cut debt



Categories

- [Carpet and Restoration \(21\)](#)
- [Commercial \(16\)](#)
- [Contracting \(59\)](#)
- [Email Newsletter \(8\)](#)
- [Healthcare \(22\)](#)
- [Hot Products \(36\)](#)
- [Management \(35\)](#)
- [Supply Side \(77\)](#)
- [Technology \(18\)](#)
- [Tenders \(2\)](#)
- [Uncategorized \(3\)](#)

Most Popular

- [Spotless calls on United Voice to help tackle 'sham contracting'](#)
- [The Most Powerful & Quietest Backpack on the market has arrived!](#)
- [Cleanevent fuels Spotless's cleaning business](#)
- [Spotless' cleaning services revenue jumps but tighter margins restrict EBIT](#)
- [Spotless rejects United Voice's claims that Melbourne Airport will be left unclean](#)
- [Following stymied takeover, it's business as usual for ISS](#)
- [Recognising the people who really matter](#)
- [Industry Links](#)
- [Having delivered solid profits, RapidClean poised to deliver prodigious growth](#)
- [The Australasian industry met at AUSCLEAN Convention 2011](#)

Enter Keywords

clean or cleaner or cleaners or cleaning

Classifications

-All Classifications-

Sub Classifications

-Select a Classification First-

Worktype

-All Worktypes-

Location

-All Locations-

[View all Jobs](#)

[Job Seeker](#)

[Advertiser](#)

[Training](#)



Cleaners Wanted
Cleaners Wanted

Trades & Services
Trades & Services
Brisbane
20/01/2012
20/01/2012

	ABOUT	REGISTER FOR E-NEWS	ADVERTISING	INDUSTRY LINKS	EVENTS	CONTACT US	INCLEAN EMAIL NEWSLETTER >
--	-----------------------	-------------------------------------	-----------------------------	--------------------------------	------------------------	----------------------------	--

COPYRIGHT © 2012 AUSTRALASIA'S CLEANING INDUSTRY AND ENVIRONMENTAL TECHNOLOGY MAGAZINE. ALL RIGHTS RESERVED.