

Green Poll release

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Green Poll Stirs Interest and Controversy

BLOOMINGTON, IN — A poll conducted by the University of Maryland's Program on International Policy Attitudes and recently reported in DestinationGreen, The Ashkin Group's monthly newsletter, has stirred considerable interest, as well as some controversy.

The report, World Wants Green Action Despite Costs, surveyed people in 21 different countries. It found a substantial majority of the world's citizens believe their governments are moving too slowly when it comes to sustainability and the transfer to renewable energy sources.

Among the findings:

Approximately 77 percent say their country should put more emphasis on solar and wind power.

Sixty-nine percent believe utility companies should use more solar and wind energy systems, "even if this increases the cost of energy in the short run."

Fifty-eight percent indicated they were ready to pay higher prices for products, if the money is used to help businesses become more sustainable.

Second Thoughts

Although the researchers indicated they were "struck by the consistency and strength of support" for more Green and sustainable energy alternatives, some commented the study "should be taken with a grain of salt."

"People tend to say they are willing to pay more until they are given a choice between higher and lower costs," wrote one reader. "Then they often choose the cheaper path."

Another reader commented the enthusiasm for sustainability is strong "until

[people] realize they may have to make sacrifices." And another suggested sustainability was unnecessary because people have been "hood-winked into believing man's activities are changing the global climate."

However, according to Stephen Ashkin, president of The Ashkin Group, there is little controversy when it comes to Green cleaning because "it is essentially cost neutral. In fact, many facilities find they save money by transferring to environmentally preferable products."

Ashkin adds that even with a struggling world economy, the interest in sustainability is undeniable. "It's an idea whose time has come," he says. "The world is not going back to its old ways. We are on a Green path that cannot be reversed."

Steve Ashkin is available for interviews, presentations, and commentary on Green Cleaning-related issues, sustainable buildings, industry trends, and facility management. He may be reached by calling (812) 332-7950.

About Stephen Ashkin and The Ashkin Group

Stephen P. Ashkin is president of The Ashkin Group, a consulting firm specializing in Greening the Cleaning process and Executive Director of the Green Cleaning Network, both based in Bloomington, IN.

In the book Environmentalism Unbound, Dr. Robert Gottlieb describes Steve Ashkin as the "leading advocate for a stronger environmental profile among cleaning product manufacturers and suppliers" and the "most visible industry figure advancing the cause of environmentally preferable products."

The Ashkin Group provides Green consulting services for school districts as well as building owners, product manufacturers, and cleaning contractors. For more information on The Ashkin Group, visit <http://www.ashkingroup.com>, call (812) 332-7950, or e-mail: steveashkin@ashkingroup.com.