



The Ashkin Group

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Systems to Measure Sustainable Performance Lacking

Problem Found in Large Corporations as well as Jansan Companies

Bloomington, IN – October 27, 2009 - In September 2009, *Newsweek Magazine* published its first-ever listing of the Greenest Big Companies in America.

The magazine looked at the 500 largest publicly held U.S. companies that trade on either the New York or NASDAQ stock exchanges.

It was noted that some of these companies studied, even those actively seeking to reduce their environmental footprint, do not have their own internal tracking or

“dashboard” system in place to monitor their environment or Green performance.

IDG Research Service also discovered this in a report released earlier this year. “In this age of rising concerns over energy costs and environmental impacts,” said the report, “relatively few companies monitor energy use and even fewer monitor their [environmental] performance.”

Jansan Companies Lack Monitoring Systems

This was the same conclusion reached by a study conducted by The Ashkin Group, a Green Cleaning consulting group, and Sustainable Tool, LLC, which has just introduced a sustainable monitoring tool specifically for the professional cleaning industry.

Although actual numbers and percentages were not released, according to Stephen Ashkin, president of both organizations, the study found:

- None of the jansan organizations studied were tracking their Green efforts.
- None were tracking water use
- Only a few were monitoring their use of electricity and natural gas.
- Many were tracking how they dispose of waste and their recycling systems; however, few firms understood how waste contributes to greenhouse gas calculations.

“We also found that only a few of the companies we studied are tracking what are called social equity issues,” adds Ashkin. “This is required under the Global Reporting Initiative* and involves such things as public policy and community programs.”

Ashkin adds that he does see large and small companies throughout our industry actively taking steps to become Greener and more sustainable, “But a measurement system needs to be in place to track, follow, and measure [our] environmental accomplishments. We can’t manage what we can’t measure.”

- The Global Reporting Initiative has developed a widely used and respected sustainability reporting framework.

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 industry, as well as Sustainability Tool LLC, an electronic dashboard that allows jansan companies to measure, track and report on their facility’s environmental impacts, 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.