Green Seal News Winter 2015

Green Seal is a non-profit organization that uses science-based programs to create a more sustainable world.

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Green Seal Launches Client Services Program

2015 marks the beginning of an exciting development for Green Seal – the creation of the Client Services Program, led by industry marketing leader, Mark Stanland.

The Client Services Program will provide tailored marketing support and strategic direction to manufacturers and service providers with, or working toward, Green Seal certification. Our objective in launching this program is to assist clients in driving increased demand for their Green Seal-certified products and services. The program consists of two types of services:

1. A basic, complimentary service to all Green Seal-certified clients
2. A more in-depth level of service for those requesting a higher level of assistance, on a fee-for-service basis

Mark Stanland, formerly with Wausau Paper, comes to Green Seal with twenty-five years' experience in marketing and product development, leading the development of Wausau's Green Seal program and green platform.

Upcoming Events

Recent Events

Newly Certified

Upcoming Events

GreenBiz Forum
February 17-19
Phoenix, AZ
Our President & CEO Arthur Weissman, Ph.D. will speak.

Green Schools National Conference
March 4-7
Virginia Beach, VA
Green Seal will present.

National Facilities Management & Technology
March 10-12
Baltimore, MD
Green Seal will exhibit.

Chicago Area Sustainability Leaders Event
March 24
Chicago, IL
Green Seal will host. Email Kdanaher@greenseal.org for information.

Smart and Sustainable Campuses

Bustling Restaurant Program Adds Seven Certified Properties

Since the launch of our new Restaurants and Food Services Standard (GS-55) last March, Green Seal has created a significant ripple in the Chicago restaurant market. We've recently awarded the Seal to seven more restaurants in the Windy City, bringing the total to fifteen certified restaurants.

The restaurants earn certification based on their use of sustainable food and beverages, waste minimization, water and energy efficiency, hazardous substance handling, and instituting an overall environmental purchasing policy.

The seven newly-certified restaurants are owned by the prominent Chicago restaurateur Dan Rosenthal. Dan is founder of the Green Chicago Restaurant Coalition, which helps the Chicago foodservice industry reduce its collective environmental footprint.

The GS-55 standard was the result of a year-long project between the Green Chicago Restaurant Coalition, the Green Restaurant Research Team at the University of Chicago, and Green Seal.

Green Office Partnership Program Takes Off

Conference
March 30-31
Baltimore, MD
Green Seal will present and exhibit.

National Healthy Schools Day
April 7

National Association of Educational Procurement Annual Meeting
April 12-15
Atlanta, GA

Texas Earth Day
April 24-26
Dallas, TX
Green Seal will exhibit.

Hampton Roads Buildings & Facility Maintenance Show
April 22
Hampton Roads, VA
Green Seal will present.

Recent Events

World Bank Healthy Homes Expo
February 4
Washington, DC
*Green Seal exhibited - read our **blog post** about it!*

We developed the Green Office Partnership Program to recognize offices for their sustainability efforts and accomplishments. As of January, Green Seal has reviewed fifteen office operations in the Washington, DC area and recognized thirteen Partners! Partnership provides tangible returns and benefits to offices in terms of increased efficiency of operations and marketing opportunities.

Under a grant from Whiteford, Taylor & Preston through the American Society for Association Executives, Green Seal has reached out to associations in the Washington, DC area to participate in a subsidized pilot of the Green Office Partnership Program.

The participants download a checklist from Green Seal and work through a list of criteria, including both mandatory and optional actions. Green Seal then conducts an on-site assessment of the office and provides guidance through both a report and oral presentation to staff. Offices that are not in the DC area are welcome to apply, as they will be assessed remotely using real-time video technology. Additionally, the program offers verification of pre-existing green office programs, such as in universities. For more information, click here.

The Quarter Century Club

In celebration of Green Seal's 25th anniversary last year and to launch us into the next quarter century, we have established the Quarter Century Club—a new way for individuals to contribute to the Green Seal vision and be recognized for their contribution.

The potential to achieve our mission of

Metropolitan Washington Council of Governments Green Purchasing Vendors' Fair
January 29
Washington, DC
Arthur Weissman, Ph.D. ***presented***.

"Transparency, Traceability, and 3rd Party Foodservice Certification"
December 9
Chicago, IL
Green Seal hosted and presented.

Newly Certified

Congratulations to the companies whose products and services recently earned the Green Seal

We thank you for your sustainability leadership.

- BETCO Corporation
- Dial Corporation
- EnvirOx
- Essential Industries
- Fabrica de Papel San Francisco
- Georgia-Pacific Consumer Products
- Gov Services, Inc.
- Manchem Ltd

greening the marketplace can be enormous with the financial support of generous donors that see the benefits of our work. Donations will help Green Seal reach the broader consumer audience and educate them on sustainability.

We encourage you to consider a gift to Green Seal and to join the Quarter Century Club. To learn more click here.

Green Seal Represented on USGBC Board

The U.S. Green Building Council, best known for its LEED certification for green building design, elected our VP of Marketing & Communications, Linda Chipperfield, to their Board of Directors. On a board comprised of representatives from different segments within the green building movement, Linda will hold the Environmental Nonprofit Advocate seat through December 2017.

Linda has over thirty years of experience in creative marketing and guides the brand communication efforts for Green Seal. Before joining Green Seal in 2006, Linda co-founded Southwest Missouri Citizens for Clean Energy and has served on several committees for both the National Sierra Club and the Missouri chapter. In her "day job" prior to Green Seal, Linda was Creative Director and Team Leader at Noble & Associates, a national communications and marketing firm in Springfield, Missouri. Linda has also served on the board of directors of the Global Ecolabelling Network, of which Green Seal is the U.S. member.

Green Seal's standards are referenced several times

• Paints, Solvent and Industrial Putty Co.
• Pride Enterprises
• RDA Advantage
• Rosenthal Group, Inc.
• Rubbermaid Commercial Products
• SCA Tissue
• Soundview Paper
• Tri-Chem Corp.
• W.W. Grainger, Inc.
• Wausau Paper
• Western Michigan University
• Xanterra Parks & Resorts - Lake Yellowstone

We look forward to helping your promote your Green Seal certification.

Thank you to all of our clients for helping us achieve our mission: **to create a more sustainable world.**

in the LEED rating systems, for product categories like paint and cleaning products and for cleaning services. Linda looks forward to fostering stronger relationships with the USGBC and the green building industry.

Science and Standards Updates

New Standards
Green Seal issued a new standard in December 2014: GS-20 for Environmental Innovation.

Standards in Revision
The proposed revisions of the standards for Cleaning Services, Paints, and Stains will be posted for public comment on the following dates:

- GS-42 for Commercial and Institutional Cleaning Services: March 2nd
- GS-11/GS-47 for Paints, Coatings, Stains, and Finishes: March 31st

Please consider signing up as a stakeholder and submitting comments to the standard revisions after these dates. You can sign up now as a stakeholder for the GS-42 revisions here and the GS-11/47 revisions here. Your comments help us develop informed and relevant sustainability leadership standards.

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