



THE GREENING OF CAMPUSES

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There's a revolution taking place across college campuses in the U.S. and Canada. Students and parents are demanding Green and administrators are paying attention and doing something about it. While Kermit the Frog may have said "It's not easy being green", but colleges are finding it easier than Kermit thinks.

Take for example Eastern Kentucky University where students, faculty and staff began the academic year with new Green Seal-certified products in place. ECU recently completed installation of new equipment and chemicals to make the cleaning products used campus-wide 100 percent Green-Seal approved. The university is also changing paper towel systems to automated touchless models and replacing hand soap dispensers to be more ecological.

At Emory University, the college recently opened Turman Hall, one of the first "green" residence halls in Georgia and the first phase of a planned freshman complex. (See the related story on page 7).

McMaster University, in Hamilton, Ontario, Canada has announced its transition to Green cleaning practices throughout all campus buildings. With the assistance of JohnsonDiversey, the college replaced all cleaning chemicals with those proven to reduce harmful effects on humans and the environment. This measure, according to university officials is in-line with other green initiatives happening throughout the rest of the University including one of the largest rainwater harvesting initiatives in the country, saving approximately two-thirds the average annual consumption from the municipal system. McMaster has also recently achieved Leadership in Energy and Environmental Design (LEED) certification by the Canadian Green Building Council for several campus buildings.

Finally, the University of Alberta has implemented a full-scale green cleaning program called "Cleaning for a Healthy U." Developed in conjunction with JohnsonDiversey, its goal is to reduce the amount of volatile organic compounds (VOCs) used in cleaning while also eliminating many of the airborne particulates indoors, which are known to create mild to severe respiratory issues and other health problems.

"Cleaning for a Healthy U" is an initiative that will contribute points toward the U.S. Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) certification. The LEED Rating System™ is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. As the University continues to grow, new and existing buildings on campus will become certified.

I think it's become pretty apparent that the marketplace has changed due to increased demands from consumers AND colleges are becoming more receptive to Green practices. The other day, I was speaking with Ralph Bianculli, president and CEO of the Paradigm group a full service supply distribution, facilities products

manufacturing, warehouse packaging and marketing consulting company who noted that the Green space, "has got legs to it."

Month to month, the momentum is building and decision makers in facilities are becoming increasingly younger than their previous counterparts. They're concerned about the environmental issues that face the world and making demands of corporate America to respond. The continued expansion into a global economy means that not only do manufacturers need to respond to environmental issues, but the facility managers need to show they are being environmentally sensitive.

I think Ray Dumouchel, associate director of Buildings and Grounds Service at the University of Alberta sums it up pretty well. "If we can continue to do the same things we have been doing in a better way that enhances the health of the building occupants as well as the environment, we are winning."

While Kermit the Frog may find it difficult to be green, college campuses are finding the Green space to be a cool, calm and comfortable place to be.