



**RAISE YOUR
LEED O+M
CERTIFICATION
LEVEL WITH
GREEN CLEANING**

And raise your NOI in the process

GREEN CLEANING BUMPS UP YOUR BUILDING'S LEED CERTIFICATION

Under LEED® O+M certification, green cleaning is a program that reduces waste, increases efficiencies and makes a building's indoor environment healthier for occupants. What most property owners don't know is that you can gain 11 points towards LEED O+M certification by implementing a thorough green cleaning program, working closely with advisors who understand LEED standards.

DID YOU KNOW?

Up to 25% of the points needed for LEED certification can be obtained through green cleaning activities.

A green cleaning program can deliver a high ROI, because it's relatively easy to implement and requires minimal variable investments, compared to other LEED credits that require high fixed capital investments. Property owners, building managers and tenants need to take a closer look at green cleaning as they realize the importance of providing a healthy indoor environment for employees. Most of these credits fall under Indoor Environmental Quality (IEQ) standards. Others fall under Water Efficiency or Materials and Resources.

The key to a higher certification level

International studies confirm that green buildings can attract tenants more easily, and command higher rents and tenant longevity. In fact, it's estimated that a LEED certified building with a normalized score of 40 (basic certification) has a rent that is 2.1% higher than the rent of an identical uncertified building. A LEED certified building with a normalized score of 60 (lowest Gold level) has an incremental rent almost ten times as large, 20.1%.¹

Many in the industry agree that the real purpose of getting a higher certification level is to avoid the dreaded brown discounts—uncertified buildings that may rent or sell for less.



SOURCES:

¹Eicholtz and Quigley. The Economics of Green Building. 2011.

CORPORATE SOCIAL RESPONSIBILITY: THE #1 KEY TO MARKETABILITY

HOW MARKETABLE IS SUSTAINABILITY?

- Green building certifications are considered by 88% of companies when looking for new space.
- 48% of occupiers (tenants) would pay up to 10% premium for sustainable space, while 2% expect to pay over 10%.
- The number of respondents willing to pay more for green leased space jumped from 37% in 2009 to 50% in 2010.²
- 83% of leaders in the largest US companies view sustainability as consistent with their profit mission. This is up from 76% in 2009 and 58% in 2006.³

Corporate social responsibility has come a long way. In the beginning, corporate efforts centered around risk-based compliance. C-suite executives were simply trying to “do the right thing.” Now, it’s become a complex discipline. A triple bottom line, full disclosure and transparency are top of mind for stakeholders, investors, employees, customers and even communities. In a market where competition is fierce, a strong corporate responsibility program has become more than the “right thing to do”—it’s become a business imperative.

Green buildings are expected to perform

Green buildings were once simply a way to save energy and resources. But they’ve evolved to incorporate a triple bottom line; an emphasis on planets, people and profits. Green buildings are now expected to perform—delivering on ROI, employee health and productivity.

Multiple international studies confirm that green buildings can attract tenants more easily, command higher rents and retain tenants

One commonly overlooked key to a higher LEED O+M certification—green cleaning

An often overlooked part of the LEED O+M certification program is the green cleaning points that can boost certification level. Under the O+M certification, green cleaning is a program put in place to reduce waste, increase efficiencies and improve health for tenants. Also, property owners, building managers and tenants are starting to take a closer look at green cleaning as they realize the importance of providing a healthy environment for employees.

SOURCES:

²CoreNet Global and Jones Lang LaSalle. 2010 Survey.

³McGraw-Hill Construction. *World Green Building Trends—Business Benefits Driving New and Retrofit Market Opportunities in Over 60 Countries*. 2013.



WHY LEED CERTIFIED BUILDINGS PERFORM BETTER

Research has shown that LEED certified buildings carry a higher value than their conventional counterparts—for both building managers and tenants.

Building managers and tenants

- Lower operating costs
- Lower maintenance costs
- Corporate image and prestige value
- Compliance with CSR

Building managers

- Increased occupancy rates
- Higher rental rate
- Tenant longevity

Tenants

- Reduced downtime
- Increased productivity
- Health and well-being



COST-CUTTING WITH LEED

In one Ernst & Young survey, in cooperation with Greenbiz Group, 74% of respondents indicated that cost-cutting was the principal driver of their company's sustainability agenda. This driver was followed by stakeholder expectations (68%), managing risks (61%) and revenue generation (56%).⁴

When it comes to sustainability, specifically in terms of ROI, the paybacks generated by energy efficiency upgrades are meeting the required return rates. In fact, in one study of the U.S. General Services Administration, LEED certified buildings showed 25% lower energy use than the national average. These buildings also reduced operational costs by 19%.⁵



SOURCES:

⁴Ernst & Young and Greenbiz Group. *Six Growing Trends in Corporate Sustainability*. 2013.

⁵U.S. Green Building Council. "Benefits of Green Building." 2016.

THE LINK TO A HIGHER CERTIFICATION LEVEL

We all know that LEED certified buildings typically demand higher rental premiums, but did you know that premiums can rise with LEED certification levels?

It's estimated that a LEED certified building with a normalized score of 40 (basic certification) has an effective rent that is 2.1% higher than the rent of an otherwise identical registered building. A LEED certified building with a normalized score of 60 (lowest Gold level) has an incremental rent almost 10 times higher, 20.1%.

Green cleaning and related credits can raise your LEED certification level

Green cleaning has the potential to bump up a LEED certified building to Silver or Gold. In fact, up to 11 credits towards LEED can be gained by green cleaning. For instance, a building that scores 44 points or higher could reach Silver level simply by earning 6 points through green cleaning initiatives, potentially increasing marketability and rental rates.

According to the Green Building Information Gateway (GBIG), the US Green Building Council (USGBC) platform for exploring and comparing the green dimensions of the built environment, most of the buildings that were certified at the basic level in 2012 did not achieve this by utilizing the maximum green cleaning credits.

In other words, based on this research, it appears that 40% of buildings didn't include any green cleaning in their LEED efforts, despite the fact that it could have raised their certification.

Green cleaning credits gained by buildings in 2012 (using LEED 2009 credits)

Credit 3.1—60%

Credit 3.2—less than 50%

Credit 3.3—55%

Credit 3.4—less than 50%

Credit 3.5—less than 30%



UNDERSTANDING LEED O+M GREEN CLEANING CREDITS

So how, exactly, can green cleaning raise your LEED certification level? How are credits obtained and what are the prerequisites?

This section will outline specifically the prerequisites and credits that can be obtained via a green cleaning program based on LEED v4 O+M. This is the most recent version of LEED green building certification system for existing buildings, and it consolidates all of the major components of a green cleaning program into one section.

OPTION 1

EQ Prerequisite 3: Green cleaning policy



GOALS & STRATEGIES



PERSONNEL



PERFORMANCE

OPTION 1: IN-HOUSE GREEN CLEANING POLICY

To begin with, a green cleaning policy is a prerequisite to certification under the LEED v4 O+M rating system. It must incorporate references to two other credits (EQc7 and EQc8) and should also contain the following components:

Goals and strategies

- Establish standard operating procedures addressing how an effective cleaning and hard floor and carpet maintenance system will be consistently used, managed and audited.
- Address protection of vulnerable building occupants during cleaning.
- Address selection and appropriate use of disinfectants and sanitizers.
- Develop guidelines addressing the safe handling and storage of cleaning chemicals used in the building, including a plan for managing hazardous spills and mishandling incidents.
- Develop goals and strategies for reducing the toxicity of the chemicals used for laundry, ware washing and other cleaning activities.
- Develop goals and strategies for promoting the conservation of energy, water and chemicals used for cleaning.
- Develop strategies for promoting and improving hand hygiene.

UNDERSTANDING LEED O+M GREEN CLEANING CREDITS *continued*

Personnel

- Develop requirements for maintenance personnel. Specifically address contingency planning to manage staffing shortages under a variety of conditions to ensure that basic cleaning services are met and critical cleaning needs are addressed. Include a process to obtain occupant and custodial staff input and feedback after contingency plans are implemented.
- Determine the timing and frequency of training for maintenance personnel in the hazards of use, disposal and recycling of cleaning chemicals, dispensing equipment and packaging.

Performance

- Implement a high-performance cleaning program based on the above policy and track performance goals associated with this policy.

or **OPTION 2**



PERFORMANCE

EQ OPTION 2: CERTIFIED CLEANING SERVICE

Performance

- Clean the building with a cleaning service provider, either in-house custodial staff or a contracted service contractor, certified under one of the following:
 - Green Seal™'s Environmental Standard for Commercial Cleaning Services (GS-42); or International Sanitary Supply Association (ISSA®) Cleaning Industry Management Standard for Green Buildings (CIMS-GB); or local equivalent for projects outside the U.S.
- Confirm that the building or contractor was audited by the third party within 12 months of the end of the performance period.
- In addition, the cleaning contractor must develop goals and strategies for promoting the conservation of energy, water and chemicals used for cleaning the building.

GREEN CLEANING CREDITS DEFINED

EQ CREDIT 2: ENHANCED INDOOR AIR QUALITY STRATEGIES

Facilities must have in place permanent entryway systems at least 10 ft (3 m) long in the primary direction of travel to capture dirt and particulates entering the building at regularly used exterior entrances. Acceptable entryway systems include rollout mats, maintained on a weekly basis.

EQ CREDIT 6: CUSTODIAL EFFECTIVENESS ASSESSMENT

This credit states that facilities should conduct an audit consistent with the Association of Physical Plant Administrators (APPA) procedures outlined in the APPA's Staffing Guidelines. LEED v4 O+M will provide 1 point for a score of 2.5 or lower.

EQ CREDIT 7: PURCHASE OF SUSTAINABLE CLEANING PRODUCTS AND MATERIALS

If at least 75% of dollars purchased are qualified green cleaning products (including janitorial paper products and plastic trash bag products, cleaning chemicals and hand soaps), this credit will provide 1 point for LEED:EB-O+M certification. In order to ensure compliance, at least two random audits need to be conducted during the performance period.

Furthermore, if 100% of dollars purchased are qualified green cleaning products, there is the option of applying for an additional point(s) under Innovation in Operations.

EQ CREDIT 8: GREEN CLEANING—EQUIPMENT

Under this credit, using powered cleaning equipment that reduces building contaminants and minimizes the negative impact on the environment will grant you another certification point. An equipment replacement policy, as well as a log of all equipment, showing date of purchase, repairs and maintenance records, need to be part of the program. 40% of all equipment must meet the credit criteria.



GREEN CLEANING CREDITS DEFINED *continued*

Additional certification points

On top of green cleaning credits, facilities can also gather additional certification points by implementing the following solutions:

SS CREDIT 5: SITE MANAGEMENT

Sustainable sites promote responsible, innovative and practical site design strategies that are sensitive to the environment, as well as water and air quality. Credit 5 focuses on a hardscape management plan aimed at encouraging environmentally sensitive building exterior and hardscape management practices. Snow and Ice removal procedures fall under these guidelines, including using deicers with no calcium chloride or sodium chloride.

WATER EFFICIENCY CREDIT 2: INDOOR WATER USE REDUCTION

The purpose of this credit is to maximize indoor plumbing fixture and fitting efficiency within buildings in order to reduce the use of potable water, and consequent burden on municipal water supply and wastewater system.

The higher the water reduction efficiency you can achieve, the higher the number of certification points you can obtain.

MATERIALS & RESOURCES CREDIT 6: SOLID WASTE MANAGEMENT—ONGOING

The purpose of this credit is to facilitate the reduction of ongoing waste and toxins generated by building occupants and building operations that are hauled to and disposed of in landfills or incineration facilities. The way to get a certification point is to conduct a waste stream audit of the building's entire ongoing consumables waste stream, and then use this audit to identify opportunities of increased recycling and waste diversion. The target is 50% of ongoing waste recycled or composted.

THE VERITIV SOLUTION: A SIMPLIFIED PATH TO LEED O+M SUCCESS

Veritiv™ partners with LEED certification consultants, property managers and property owners in order to make the whole LEED certification process easier. Our ISSA certified High Performance Building Advisors are trained to look at LEED certification, not just in terms of aesthetics, but also from a practical point of view, in order to help build a full green cleaning program that suits your certification needs.

Here are specific areas where Veritiv can assist you:

Prerequisite: Green cleaning policy

Veritiv has built a template that provides a structure to develop a combined green cleaning policy and program plan compliant with LEED v4 O+M requirements. When completed properly, this document can be submitted as evidence of compliance.

Green cleaning points

Veritiv can assist you by developing a solid plan aimed at targeting these credits:

Item	Description	LEED:EB-O+M points
EQp3	Green cleaning policy	0
EQc2	Enhanced air quality strategies	1
EQc6	Custodial effectiveness assessment <ul style="list-style-type: none"> • APPA score of 2.5 or better 	1
EQc7	Purchase of sustainable cleaning products and materials <ul style="list-style-type: none"> • Green Gauge™ LEED score of 75% or above 	1
EQc8	Sustainable cleaning equipment	1

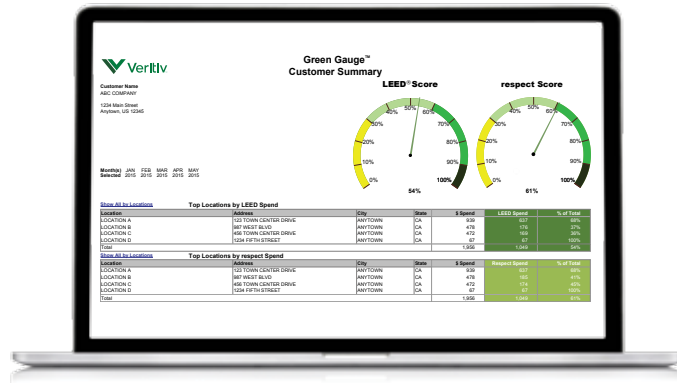
Veritiv can also collaborate with you to gain additional points outside of the green cleaning program:

Item	Description	LEED:EB-O+M points
Sustainable sites	Credit 5: Site management <ul style="list-style-type: none"> • Snow and ice removal (ice melter) 	1
	Water efficiency	Credit 5: Indoor water use reduction
	Efficiency (Points based on water reduction):	1
	• 10% water reduction	2
	• 15% water reduction	3
	• 20% water reduction	4
	• 25% water reduction	5
	• 30% water reduction	
Material and resources	Credit 4: Solid waste management—ongoing	1



The Green Gauge tool

Veritiv’s comprehensive, simplified tool helps you navigate the LEED certification process, allowing you to save time and get organized. This tool can help you track, assess, organize and report your purchase of sustainable cleaning products, making the job of reporting LEED purchases for EQc7 much easier.



- Track purchase details for one or multiple buildings
- Track your purchase history by month to document improvements
- Compare your sustainable versus non-sustainable spending
- Determine LEED points currently earned
- See opportunities to convert products to those that help increase the percentage of sustainable products purchased
- Compare total company spending versus location spending
- Stay on track for sustained LEED recertification
- Find out more at greengauge.info

In addition to certified sustainable cleaning products and equipment, our High Performance Building Advisors can provide you with:

- Assistance in the training and implementation of a green cleaning program
- Performing custodial effective assessments
- Access to an extensive line of best in class products from industry-leading manufacturers certified to meet LEED EQc7 criteria



TAKEAWAY

In an increasingly competitive marketplace, green has not only become a business opportunity, it's becoming an imperative. In the U.S. and Canada, even though the concept of green building has been around for decades, the most dramatic increases occurred between 2008 and 2011, during an economic downturn.⁶ Client demand and internal corporate commitment drive this green building adoption, and the shift to green becoming standard is highly unlikely to reverse itself.

In Canada, according to Thomas Mueller, president and chief executive officer of the Canada Green Building Council (CaGBC), "We started to see strong demand for large commercial office retrofit. The biggest driver in Canada has been the tenant demand for green office space, preferably LEED certified."

Property owners, property managers, and LEED consultants seeking to bring value to their customers should consider partnering with an expert that can help them achieve additional certification points by using a relatively simple solution: green cleaning. Veritiv can support you with LEED v4 O+M certification efforts, enabling you to reach new heights and stand out in a crowded marketplace.

ABOUT VERITIV

Veritiv is a North American leader in full-service business-to-business distribution solutions. Serving customers across virtually every industry, we provide facility solutions, packaging, print and paper, publishing and logistics solutions that shape our customers' success.

We employ thousands of team members across the U.S., Mexico and Canada. For more information, visit veritivcorp.com/facilitysolutions.



SOURCES:

⁶McGraw-Hill Construction. Dodge Green Construction Outlook reports.