

# ESUS

Environmental Stewardship  
Utilities & Sustainability  
Community

A Community of  IFMA™

**ESUS SAG  
Newsletter**

**APR 10,  
2017**

**The ESUS Strategic Advisory Group Team + IFMA Board liaison.**



Sheila Sheridan



Chris Laughman



Jenny Yeung



Bill Conley



Eric Teicholz, Chair



Dr. Sharon Jaye



John McGee



Board Liaison: Gordo Hicks



### 1. March Summary of the IFMA IoT Portal

- - The IoT portal grew from 103 to 127 members in March (18.9%) coming from 14 countries (US, Spain, Canada, Austria, Germany, England, Netherlands, China, Nigeria, Dubai, India, Switzerland, Singapore, Hong Kong).
- - IoT Survey will be open for another 1 week. If you have not yet taken survey, URL is: <https://ifma.co1.qualtrics.com/slack> . As of 4/5, over 1000 responses have been received. I posted some slides that I used on a Fusion panel in Slack (posted 4/1).
- The complete IoT March report is on the portal site (see April 1 listing on the General channel). Those interested in joining portal, send name, e-mail address to [iot@ifma.org](mailto:iot@ifma.org).

April ESUS Sustainability Liaison Call –  
Tuesday, April 25, 12 PM Central

### 2. ESUS Sustainability Liaison Calls

The ESUS SAG holds by-monthly sustainability liaison calls on the last Tuesday of the month. The calls normally consist of a presentation of interest to our members as well as an update of recent ESUS activities. The next call will take place on Tuesday April 25 from 12:00-1:00 PM Central. You can join [here](#). The call will include two presentations: the first will be a discussion of the environmental components of a new wellness building certification program called [Fitwel](#) and the second on green leasing.

Not receiving notices re. sustainability liaison calls? Contact "Lee, Jaclyn" [jlee@ifma.org](mailto:jlee@ifma.org)



Global Green Cleanir

### 3. How-to Guides

A new How-to Guide update entitled **Global Green Cleaning** is now available, free of charge, in IFMA's knowledge library. Click [here](#) to download a copy. Below is the Executive Summary for the guide. The press release announcing the guide is included as Appendix B of this newsletter.

*Sustainability in the built environment includes many operational roles. These roles are often defined by the objectives and professional responsibilities of facility and property management. Some organizations' entire mission is driven by sustainability, while others integrate environmentally preferable objectives into their operations as directed by management or as natural outcomes of service providers. The one thing that all*

organizations who engage in sustainability have in common is the desire to manage today's needs without compromising the ability of future generations to meet their own needs (Brundtland 1987).

*In its green, or sustainable, infancy, the commercial cleaning industry sought opportunities to be able to clean effectively while protecting those who were performing the cleaning. Given the human performance component of cleaning, this was natural. Today, green cleaning has grown to be very sophisticated from both a tooling, chemical, equipment and performance process and a human engagement perspective.*

*This guide has been created to serve as an instrument for those in the built environment who either manage their own employees or contract with a cleaning service provider. Further, this guide is designed to help readers understand the objectives of a green cleaning program, assist in the implementation of a comprehensive program and help measure the effectiveness of such a program.*

*Given the international background and experience of the guide authors, the guide integrates cleaning operations that are found outside of North America-hence "Global Green Cleaning." The authors chose to develop this guide using the spectrum approach, thus providing readers with a range of green cleaning options. Through this approach, the authors provide information about each of the building blocks of a cleaning structure, ranging from the most basic to the most robust and comprehensive. The guide is divided into the following sections:*

► *Introduction, which defines green cleaning and sustainability*  
► *Detailed findings, which further define what green cleaning is, and detailed discussions on the topics of:*

- *How to develop a green cleaning program*
- *Green cleaning products*
- *Green cleaning equipment*
- *Indoor air quality*
- *Greenwashing*
- *How to find a green cleaning service provider, including both in-house and contracted service approaches*
- *Importance of performance measurement*
- *Information about the possible future of green cleaning and potentially revolutionary processes on the cleaning horizon*
- *Making the business case, which provides practical tips and suggestions on quantitative benefits of green cleaning*
- *Case studies of three green cleaning programs, including a university campus, office building and museum*

#### **4. IFMA Signs on to ENERGY STAR letter**

IFMA signed on to a letter to the House Subcommittee on Appropriations that is being circulated by the USGBC to request that the Subcommittee not eliminate or reduce funding to the EPA's ENERGY STAR program. A copy of the letter appears as an

appendix to this newsletter. The EPA's new budget will be released at the end of this month.

#### **5. Welcome to our new March 2017 Sustainability Community members.**

We would like to welcome March's new Sustainability SAG Members:

Angelina Meza <angelina.meza@cadillacfairview.com>, Angie DeWitt-Moore <angelica.dewitt@gmail.com>, Ari Isomura <ari.isomura@sonos.com>, Frank Schulmeister <frank@esciences.us>, Heidi Massin <heidimassin@gmail.com>, Jeffrey D. Light <jdlight@aep.com>, Marc Hudock <marc.hudock@gza.com>, Michelle Sheets <msheets@redhat.com>, Rachel Ng <rng@wsgr.com>, Whitney G. Turnbull <Whitney.Turnbull@cvshealth.com>

We look forward to your participation. We are a volunteer organization so please let us know if you are interested in getting involved in any of our activities or if you have any questions or comments (contact [sustainability@ifma.org](mailto:sustainability@ifma.org)).

#### **5. Recent Webinar URLs and New Webinar Series:**

### **Working with Electric Utilities:**

### **Supporting Building Energy Efficiency**

**Date and Time of Webinar:** Thursday, April 27, 2017, 1:00 PM -2:00 PM Central

**Attendee URL:** <https://attendee.gotowebinar.com/register/783577237655651073>

**Description:** Electric utilities can play a major support role in helping facility managers gain new and valuable insights into building energy utilization, operating efficiency and alternatives for energy supply and storage. Most, but not all, electric utilities have engineering personnel on staff to directly provide or arrange for technical assistance and frequently may do so at no cost to their business and governmental customers. In many instances, the utility operates under an approved commercial/industrial energy-efficiency program that requires them to achieve specific levels of energy-use reduction (savings) from their customers. However, waiting for the utility to approach you with their program may be wasteful to your operation and the utilities' energy savings goals. Knowing and understanding more about utility programs, capabilities, goals and requirements before you reach out to them will help you save time and may benefit your operation enormously.

This webinar consists of three components: the first being a brief presentation about current goals and priorities of IFMA's Sustainability Strategic Advisory Group; the second being a discussion of the IFMA Utilities Council and how their FMs are addressing sustainability across their unique facilities portfolio; and the third related to the utility industry (current status, history;

how the utility industry partners with service providers and FMs and trends that will impact the FM).

**Presenters:**

**Barbara Luna, SFP, LEED GA, Marketing/Sustainability Director, FBG Corporation;  
President, Utilities Council of IFMA**

**Barbara Luna**, SFP, LEED Green Associate is the Marketing & Sustainability Director at FBG Service Corporation, a national janitorial and facilities management company based in Omaha, NE. She became President of the Utilities Council of IFMA in 2016 after two years as Vice President and eight years as the Vice President of Meetings & Education. Barbara was the USGBC Nebraska Flatwater Chapter's Regional Representative for the Heartland Regional Council from 2006-2011 before becoming the Sustainability Champion for IFMA's Midlands Chapter and bringing the first SFP training class to the Midwest.

**Robert S. Mason, Jr. P.E., Chief Solutions Officer, Sulis Energy Solutions**

Bob has worked with investor-owned, cooperative, and municipal utilities throughout his 45-year career. He was instrumental in the development of the nation's first full-service utility power-quality program for all utility customer segments during his tenure at Florida Power Corp. His career focus centers on coupling engineering principles with marketing strategies to achieve highly effective and successful utility program designs. He is a well-known advocate of utilities providing more diversified, competitively-based and technology-oriented services to their customers.

Bob holds Bachelor of Science and Master of Science degrees in Mechanical Engineering from the University of South Florida. He is a registered Professional Engineer in Florida and a member of the engineering honor society, Tau Beta Pi. He also served as an adjunct professor of mathematics and management at Gardner-Webb University and Mitchell Community College in North Carolina.

**John McGee, President & CEO, Sulis Energy Solutions**

John McGee's background includes senior technical, operational, and general management experience in the industrial, commercial and energy sectors. McGee has worked in the semiconductor, industrial process controls, building controls, facility management, rail & transportation and energy industries with General Electric, Johnson Controls, EMCOR, ABB, Finmeccanica, Ice Energy and Viridity Energy in the U.S., U.K., Germany, Italy and Ireland. Experienced in managing business units from development through commercialization and structuring operations for standardization and scalability, he has developed and executed successful plans for industrial, commercial, government, OEM and wholesale customers.

He served as Chairman of the Board of the International Facilities Management Association (IFMA). He holds European qualifications in software development and several business disciplines as well as a U.S. MBA.

## **6. News from our Third Party Liaisons**

### **Department of Energy**



Better Buildings SWAP Season 3: Boston vs Atlanta will premiere on Earth Day. See trailer [here](#).

There is no Better Buildings webinar in May because we are in full swing, preparing for the [Better Buildings Summit](#), May 15-17 in Washington DC. Watch our quick [30 second video](#).

### **Environmental Protection Agency**



## **Twenty-four Commercial Real Estate Organizations Honored with ENERGY STAR Partner of the Year Award**

Each year, the U.S. Environmental Protection Agency (EPA) honor organizations that have made outstanding contributions to protecting the environment through energy efficiency. This year, 143 businesses and organizations in 34 states and the District of Columbia are being honored with an ENERGY STAR Partner of the Year Award for their commitment to saving energy.

These honorees include 24 winners from commercial real estate, healthcare, and retail industries, who own, manage, or operate high-performing portfolios that demonstrate a sophisticated and strategic approach to energy management. Click on the links below to learn about this year's winners from this sector or [see all 2017 winners](#). The awards will be presented in Washington, DC, at the Marriott Wardman Park Hotel on April 26.

---

## **APPENDIX A: ENERGY STAR Letter**

March 24, 2017

The Honorable Ken Calvert  
Chairman  
U.S. House of Representatives Committee  
on Appropriations  
Subcommittee on Interior, Environment, and  
Related Agencies  
Washington, DC 20515  
The Honorable Betty McCollum

Ranking Member  
U.S. House of Representatives Committee  
on Appropriations  
Subcommittee on Interior, Environment, and  
Related Agencies  
Washington, DC 20515

Dear Chairman Calvert and Ranking Member McCollum:

We, the undersigned organizations and businesses, write today to express our strong support for the ENERGY STAR program. This voluntary partnership program—which includes ENERGY STAR Buildings and Plants, Home Performance with ENERGY STAR for existing homes and certified new homes, and ENERGY STAR for Small Business, as well as ENERGY STAR labeled products—helps businesses, state and local governments, non-profit organizations, institutions of higher education, homeowners, and consumers save money by investing in energy efficiency. ENERGY STAR accomplishes several highly desirable goals at once: it helps consumers reduce high energy bills, promotes economic growth by stimulating investment in new technology, reduces pollution through cost-effective measures, and helps ensure the reliability of our electric system by reducing peak demand. We urge you to support at least level funding for the ENERGY STAR program for Fiscal Year (FY) 2017 and FY2018.

ENERGY STAR has a proven track record of success and is extremely cost-effective. Today, ENERGY STAR enjoys brand awareness of about 90%, which makes it the most widely recognized symbol for energy efficiency. For every incremental dollar Americans invested in energy efficiency under ENERGY STAR, they reduced their energy bills by an average of \$4.50. In 2015 alone, American consumers and businesses saved over \$34 billion with the help of ENERGY STAR. Since 1992, ENERGY STAR has helped families and businesses save \$430 billion on utility bills, while reducing greenhouse gas emissions by 2.7 billion metric tons. Through brand recognition, information and positive publicity, the ENERGY STAR program has provided the catalyst for many consumers, homeowners, businesses, and state and local governments to invest in energy efficiency.

ENERGY STAR serves broad constituencies across every state in the country, working with over 18,000 partners. In the energy efficiency sector, 2.2 million Americans work in whole or in part on the design, manufacture, and installation of ENERGY STAR products and under ENERGY STAR programs. ENERGY STAR includes over 1,800 manufacturing partners of over 70 different product categories, who sold more than 300 million qualified products in the U.S. in 2015. About 45% of the commercial building floor space in the U.S. has been benchmarked for tracking and analyzing energy consumption using ENERGY STAR's Portfolio Manager. ENERGY STAR also counts more than 3,100 home builder partners who constructed almost 1.8 million certified new homes since 1995. In 2015, families living in ENERGY STAR certified homes saved over \$625 million on utility bills, while 89,000 households hired 1,600 contractors to implement improvements and whole-house retrofit projects with Home Performance with ENERGY STAR. Utilities and states across the country—including 45 local sponsors of Home Performance programs—use ENERGY STAR in their own energy efficiency programs and rely on it to reliably and affordably meet their energy needs.

Unpredictable energy costs and growing consumer and business demand make today's investments in energy efficiency ever more vital to America's energy security. It is important to emphasize that Energy Star is a voluntary program that works with business and helps them with brand recognition. We believe that the wide range of benefits of ENERGY STAR, realized

across the entire U.S. economy, make it worthy of your support in FY2017 and FY2018. Thank you for your consideration.

Sincerely,

Alliance to Save Energy  
Green Business Certification Inc.  
National Association of State Energy Officials  
North American Insulation Manufacturers Association  
U.S. Green Building Council

cc: Chairman and Ranking Member, U.S. House of Representatives Committee on Appropriations

#### **APPENDIX B: Press Release for Global Green Cleaning How-to Guide**



March 28, 2017

FOR IMMEDIATE RELEASE

Contact: Jed Link  
+1-970-999-4289  
[jed.link@ifma.org](mailto:jed.link@ifma.org)

### **IFMA releases updated sustainability how-to guide on green cleaning**

HOUSTON, TEXAS, USA ◆ (March 28, 2017) ◆ The International Facility Management Association (IFMA) Environmental Stewardship, Utilities and Stewardship (ESUS) Strategic Advisory Group has released the latest update in the widely acclaimed series on sustainability for facility managers, "Sustainability How-to Guide: Global Green Cleaning." This guide, which was originally published in 2009 and updated in 2011, has been updated again to reflect recent changes and industry trends. The guide is available for [free download](#) from IFMA's Knowledge Library.

The updated guide examines green cleaning from a facility management (FM) perspective, providing

the tools needed for FM professionals to understand the benefits and make the business case for a green cleaning program. Authors Jennifer Corbett-Shramo, IFMA Fellow; Bill Conley, CFM, SFP, FMP, LEED AP, IFMA Fellow; Dan Wagner; Palle Esbensen and Dorothy Scholnick, FMP address the need for a more widespread use of green cleaning practices as well as the steps involved in implementing a supporting green cleaning program for many different organization types. The guide covers the topics of greenwashing, green cleaning equipment, product and service providers, and the effects on indoor air quality and occupant health. With a detailed overview of the implementation process and real-world examples, the 74-page guide offers instrumental advice for FMs to develop and implement a comprehensive green cleaning program.

The guide is one of 17 in the Sustainability How-to Guide Series, and is available for download here: [community.ifma.org/knowledge\\_library/m/free\\_fm\\_content/1057407](http://community.ifma.org/knowledge_library/m/free_fm_content/1057407)

IFMA is the world's largest and most widely recognized international association for facility management professionals, supporting 24,000 members in 104 countries. This diverse membership participates in focused component groups equipped to address their unique situations by region (133 chapters), industry (14 councils) and areas of interest (six communities). Together they manage more than 78 billion square feet of property and annually purchase more than US\$526 billion in products and services. Formed in 1980, IFMA certifies professionals in facility management, conducts research, provides educational programs, content and resources, and produces World Workplace, the world's largest series of facility management conferences and expositions. To join and follow IFMA's social media outlets online, visit the association's [LinkedIn](#), [Twitter](#), [Facebook](#), [YouTube](#) and [Flickr](#) pages. For more information, visit the [IFMA press room](#) or [www.ifma.org](http://www.ifma.org). To receive more information on ESUS' activities, please contact [sustainability@ifma.org](mailto:sustainability@ifma.org).

-30-



Please send comments and suggestions to: [sustainability@ifma.org](mailto:sustainability@ifma.org)