



GS-42 TAP Written Examination for Trainer Accreditation

- 1) Question: Why is Green Seal certifying cleaning services?

Green Seal is committed to promoting sustainability and environmental excellence. As one of the most experienced and knowledgeable independent Green Certification organizations in the U.S., Green Seal feels an ethical obligation to address the services side of green cleaning, just as it has the products side.

Moreover, it understands that green products are only part of the answer to sound environmental operations policies, and that addressing overall processes and procedures making up an environmental management system is the key to creating a healthier indoor and outdoor environment.

- 2) Question: Once a service is certified, how does the monitoring Green Seal performs help the certified service?

The feedback provided via the monitoring process will help cleaning operations stay “on track” while giving service providers input and assurance that their green cleaning procedures are being periodically “sampled”, evaluated and, as merited, certified by Green Seal. Monitoring is necessary to maintain certification.

- 3) Question: How does GS-42 Certification benefit services from a marketing perspective?

Since GS-42 is a third-party, science-based, environmental leadership standard, being GS-42 certified sets a cleaning operation apart from others. Not every cleaning service will qualify, and this makes GS-42 certification special and ultimately valuable as a differentiator and marketing tool.

- 4) Question: How may services use the Green Seal Certification logo?

While all uses of the logo must be approved by Green Seal, the GS Logo may be applied to various company advertising, identity or branding materials.

- 5) Question: How will GS-42 affect a company’s ability to secure contracts from facilities that are LEED-compliant?

Successful GS-42 Certification and ongoing maintenance to ensure compliance will enable better servicing the needs of LEED-Certified facilities.

6) Question: How much will it cost a company or operation to become certified?

Costs are determined based on the annual sales revenue of the cleaning operation and the number of accounts cleaned using green methods, with projected fees starting at about \$7,000.

7) Question: How much will it cost to maintain certification?

An annual maintenance fee - also starting at about \$7,000 - applies for auditing and monitoring services performed by Green Seal on behalf of the cleaning organization. The process of monitoring the records, procedures and facilities is nearly identical to the application process.

8) Question: Isn't this expensive for small CSPs?

The application and monitoring fees are less than what many small businesses spend on advertising or office expenses each year. Being certified as a green cleaning service and promoted by Green Seal will give CSPs a market advantage as more properties incorporate green products and services into their purchasing requirements.

As a matter of policy, Green Seal will periodically review the GS-42 fee structure to ensure it provides the widest range of CSPs access to certification, while also ensuring Green Seal adequate resources to maintain an appropriate standard of quality. Green Seal is offering discounts on certification to members of industry trade associations, as it does for certified-product manufacturers.

9) Question: How much money does Green Seal make from certification fees?

As a non-profit organization, Green Seal's fees are designed to merely cover its basic operating costs. Green Seal operates its headquarters and employs a full-time staff in Washington DC, invests in ongoing research and development, plus contracts with outside resources necessary to accomplish its mission. These expenses consume the fees supplied to Green Seal by manufacturers applying for or maintaining GS certification of their products, and CSPs who apply for or will be applying for or maintaining GS-42 certification of their services.

10) Question: Why should services apply for certification now rather than later?

Certified operations will have first-to-market advantage, and the enhanced ability to secure clients looking for verified green cleaning services. Prospects include:

- Facilities managers with green purchasing guidelines
- Managers of LEED certified buildings
- Government & university directors with green mandates
- School purchasers needing to protect the health of students and maintain student attendance.

Thus, GS-42 Certified operations can not only have greater peace of mind by doing the right thing for employees and customers, but obtain a stronger market position.

The GS-42 Standard may be downloaded from Green Seal's Web site at www.greenseal.org. For more information, about GS-42 Certification, visit www.greenseal.org or call 202-872-6400.