

The Connection™

Marvin's View

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A picture from the archives.

40th Anniversary of Earth Day... and now everyone wants to be Sustainable...

Well, time flies when you are having fun and April 22nd is another big anniversary for Earth Day. This is a great time to compliment your department, discuss improvements you could make, and most importantly, impress your management with your environmental leadership.

I asked a few associates to offer their thoughts on the Anniversary and their first Earth Day. We will share them with you next week, but to get us started, here are my thoughts.

Some old-timers remember the first Earth Day in 1970. Back then everyone at PortionPac thought it would be a monumental turning point and help us explain the environmental benefits of our program. But, as we all know, Earth Day has followed a rocky road and we in the industry still have a difficult time even defining key terms.

For example, lost in the shuffle are terms like "Sustainability". After all, we are not on the front lines with complex problems like an electric company or a car manufacturer redesigning the automobile of the future...our work is complicated but the environmental goals are simple. They are common sense programs that will not only reduce environmental impact, but will also cut labor and material costs. For example, even if every product in your department has a Green Seal Certification (the highest standard) it is not sustainable if you have 15 different cleaning products and are wasting them with all the water, pollution and energy associated with their use.

Now, don't get me wrong. We are all for new ideas and are very proud of our Green Seal formulations but they are not the key to making your cleaning operation sustainable. That solution has always been in your hands alone.

So, here's an outline for this year's Earth Day program to discuss with your staff.

- 1. Use the least number of cleaning materials to effectively do the job.**
- 2. Use them correctly.**
- 3. Don't waste water, energy or labor.**
- 4. Emphasize education, safety, and motivation.**
- 5. Communicate the work that you do to your entire facility.**
- 6. Compliment your staff on Earth Day (April 22nd), and every day, for a job well done.**

Let's show the world that you are leaders in implementing real, cost effective sustainable programs.

Stay tuned next week for more Connections about Earth Day.

To view past Connections, [click here](#).



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