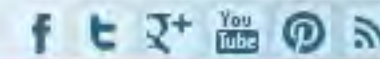




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Why Education is Vital to Sustainable Cleaning

15 MAY 2013 Written by Murray McDonald share



The philosophy of green cleaning has become a commonly discussed issue within industry and in the home over the last 10 years. Green cleaning ties in with various factors that encourage its implementation, such as, reduction in costs, OH&S or allergy prevention in the home and corporate social responsibility.



However, the key factor that will enable both businesses and individuals to truly implement a sustainable cleaning process is through education. Without education, the concept of green cleaning could become a fad, rather than a way of life.

Education doesn't just involve reading up on an issue or becoming so familiar with a process it is second nature. Although these factors are important of self education or educating others, true education involves understanding the core of **why** we do what we do.

The following points are key ways that both businesses and individuals can educate themselves on sustainable cleaning processes, and looks at both the why and the how of sustainable cleaning.

Research

With busy schedules, it's common for people to overlook the background, the issues and the reasons as to why they are changing or implementing a particular process. Research is the foundation of why you are implementing a particular process and what direction the process will take.

Research doesn't just mean physically testing out a green cleaning method, but also relates to reading research papers and reading up on current sustainability issues in the media.

Through research you will find that detergent has been tested against natural cleaning processes, such as high temperature steam, in a variety of settings, and the natural process is significantly more effective. Through research you will uncover that sustainable methods that hospitals and infection control experts implement into their cleaning processes are becoming mainstream into other sectors such as the accommodation sector and in homes.

Research will allow you to make an informed choice on what sustainable practices are right for you, and cut through the advertising and promotional elements of sustainable cleaning products and practices.

Delegation of responsibility

For individuals to truly embrace sustainable cleaning practices, it's important that they are actively involved in the process. The best way to encourage others to be actively involved is to delegate set responsibilities to each person. Specialisation in an area of green cleaning is a valuable form of education that gives individuals a deep understanding of its impact at results.

It is common for there to be a resistance to a new process or to change, but if people can see how their individual task is making a difference to the environment, business or home, this will help make the change visible in actions and in attitudes.

For example, providing a family member with the task of organising sustainable carpet cleaning is a way of encouraging participation in green cleaning for the home. Carpet cleaning can be one of those tricky tasks that can leave people feeling overwhelmed or confused as to what choices they have. Have them research what type of carpet they have, what bacteria it can harbour and what effective sustainable methods are out there that require no chemicals and minimal water.

When someone discovers a solution for a tricky task, they will almost feel compelled to help others out with the same difficult cleaning task and in turn be an advocate for sustainable cleaning.

Ongoing Training

Once you have your sustainable cleaning routine in place, it's important to be continually learning about what else is out there and what you could possibly do better.

Ongoing training doesn't have to be time consuming or cost you money. There are a variety of ways to learn more about green cleaning that are free and allow you to do it at your own pace and in your own time.

Online courses, online newsletters, expert blogs and groups are some of the ways you can keep up with the latest tips and advice, as well as hear about local events or seminars that might be of value to your green cleaning education.

Checklists are also an important method in keeping sustainable cleaning top of mind. Ensuring that you are not missing elements or steps in your process will show you the true results of your green cleaning routine.

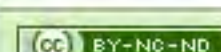
Overall, one of the best forms of education is repetition. The more you do something, the more you will learn about the process, the benefits and the outcomes. Taking sustainable cleaning education seriously will make both business and individuals strong advocates for green cleaning and help it become the mainstream way of thinking about cleaning.



Murray McDonald is Director of Duplex Cleaning Machines and has over 20 years experience in the distribution of green cleaning machines and products in the Asia-Pacific region. Murray writes articles for various industry publications on how to implement a green cleaning process as well as provides free online e-learning courses on green cleaning methods.

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