



FOR IMMEDIATE RELEASE

New IEHA Credentials Make a Business Case for Sustainability

Westerville, OH, USA – October 24, 2018— Earlier this month, IEHA, a Division of ISSA, the worldwide cleaning industry association, announced its initiative to help members meet key sustainability goals while improving their earning power through the new IEHA Sustainability Professional (SP) Credential.

“The SP course modules explore the three Ps of people, planet, and profit, with a goal to create return on investment (ROI) for our environmental services (EVS) members,” says IEHA Executive Director Michael Patterson. “It’s doing well by doing good.”

The ROI of sustainability comes largely from reducing waste and viewing these materials as a resource to optimize.

SP Module One explains how “backcasting” can help. Backcasting is a form of sustainability planning that involves three steps:

1. Envisioning or forecasting the future.
2. “Casting back” to assess the current situation compared to the desired future condition.
3. Developing a plan to bridge the gap to the desired state.

Backcasting may also involve these steps:

1. Determining waste reduction goals (for example, reducing municipal solid waste by 60 to 75 percent and registered medical waste by 8 to 12 percent and/or increasing recycling by 13 to 32 percent).
2. Developing a baseline of current waste levels based on a waste and recycling audit by weight, volume, and/or frequency of pickup.
3. Closing the gap with action steps created from collaborating with other departments.

EVS leaders can also backcast by setting sustainability goals such as buying only products in packaging that contains 100 percent renewable, recycled, or certified materials.

— more —

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IEHA's SP program aspires to help members become more accomplished in sustainability management—and to be happier on the job: SP Module Two cites the Net Impact and Rutgers University survey "Talent Report: What Workers Want in 2012," stating that "employees who say they have the opportunity to make a direct social and environmental impact through their job report higher satisfaction levels than those who don't. In fact, employees who say they can make an impact while on the job report greater satisfaction than those who can't by a 2:1 ratio."

Social engagement (i.e., "doing the right thing") as cited above reduces another, perhaps even costlier form of "waste," specifically, employee turnover.

SP Module Two states: "The moral? Take pride in your IEHA Sustainability Professional (SP) credential as your ongoing validated expertise in a sustainable waste reduction program helps the planet and makes you part of the solution, not part of the problem. In all likelihood, your knowledge and actions based on this informed position will help make you a more valuable and long-term employee."

To enroll in the new SP program or for more information, visit ieha.org or visit IEHA at Booth 1847 during the 52nd Annual IEHA Conference and Convention, held in conjunction with the ISSA Show North America 2018, October 29–November 1, in Dallas, TX. Registration for the IEHA Conference includes free entry to the ISSA Show exhibit hall, featuring more than 700 leading suppliers from around the world. Register at ieha.org/showreg.

About IEHA

IEHA, a Division of ISSA, is focused on the health care and hospitality sectors of the cleaning industry. This 1,300-plus member professional association was founded in 1930 and merged with ISSA in 2017. Executive housekeepers are managers who direct housekeeping programs in commercial, industrial, or institutional facilities. They supervise staffs ranging from a few to a several hundred people and handle budgets from a few thousand dollars to millions. IEHA provides members with an array of channels through which they can achieve personal and professional growth. For more information, visit ieha.org.

About ISSA Shows

The award-winning [ISSA Show](http://issa.com/tradeshows) family of exhibitions brings together executives and leaders from all segments of the cleaning industry. These shows offer global platforms for manufacturers, distributors, and facility-service providers in commercial and residential cleaning to connect, do business, and share information. ISSA, the worldwide cleaning industry association, produces ISSA Shows in North America, Mexico, Australia, and other regions around the world. In addition to ISSA's ongoing education and training programs and products, ISSA offers robust, comprehensive education programs during its shows. For more information, visit issa.com/tradeshows.

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About ISSA, The Worldwide Cleaning Industry Association

With more than 9,200 company members—including distributors, manufacturers, manufacturer representatives, building-service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the world’s leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, IL, USA, the association has regional offices in Mainz, Germany; Botany, Australia; and Shanghai, China. Visit www.issa.com, call 800-225-4772 (North America) or 847-982-0800, join the discussion with [ISSA’s LinkedIn group](#), and follow ISSA on our [Facebook page](#) and [Twitter account](#).

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