

## Coverage Summary:

3 Stories, 2 in CRE and industry specific mediums

1 via ONS

### 1) Portland Business Journal



<https://www.bizjournals.com/portland/news/2022/04/29/green-janitor-education-program-moda-portland.html>

### Commercial Real Estate

# Another way to be green in commercial real estate tested at Moda Tower



Image - Molly J. Smith Photography

Several janitors who recently graduated with green certifications. The program could be a selling point in commercial real estate among environment-minded tenants.



By [Jonathan Bach](#) – Staff Reporter, Portland Business Journal  
Apr 29, 2022

Green practices can set properties apart [when tenants are hunting for space](#), especially in a politically liberal city like Portland.

The usual suspects are things like LEED certifications from the U.S. Green Building Council, a staple of countless builds. LEED stands for Leadership in Energy and Environmental Design.

But a novel approach for Portland is being tested out at Moda Tower. Unico Properties, which bought the tower with a partner years ago, said this week it is piloting a Green Janitor Education Program, which runs through 30 hours of training and ends in a certification.

The curriculum "addresses energy efficiency, recycling, waste management, water conservation and other sustainable and green cleaning practices," Unico said.

It also ties into the LEED system. Once they complete the program, janitors are trained to participate in the property's LEED Rating System goals, Unico said.

"Our goal is to always operate the cleanest and safest buildings for our tenants and visitors, and with our long-term commitment to sustainability, implementing these green cleaning practices not only makes good business sense, but it is also the right thing to do," Keren Eichen, Unico real estate services director, said in a statement.

"Our janitorial staff are the eyes and ears of the building, and they are absolutely essential to the successful, sustainable operations of our properties," she said.

Six ABM Janitorial janitors recently earned certification, and a celebration was held at Moda Tower.

There are potential financial incentives for workers, though there were no promises. Janitors who obtained certification "have the potential to earn a higher wage, plus they earn higher wages while participating in the program," according to a news release. The program is only available for contractors and buildings covered under union collective bargaining agreements.

SEIU Local 49, Unico, ABM Janitorial and Portland Clean Energy Fund grant money pay for the local program.

"Our hope is that every building in Oregon will join this program," SEIU Local 49 Executive Director Maggie Long said.

## 2) Connect CRE

# Seattle & Northwest

*Connect CRE editor also included this article in their national newsletter this week which was distributed to 250,000 email subscribers.*

[Seattle & Northwest](#) + Portland [+ Office](#) | May 3, 2022



By: [Mark Nieto](#)

## Portland Janitors Earn Green Certifications in Unico Sponsored Program

<https://www.connectcre.com/stories/portland-janitors-earn-green-certifications-in-unico-sponsored-program/>

Listen to this article

0:00 / 1:13

[BeyondWords](#)

Unico Properties LLC is piloting downtown Portland’s first ever Green Janitor Education Program and has honored the inaugural group with the Green Janitorial Certification. The program provides janitors with accreditation in green building practices to help meet the latest energy, water and environmental sustainability standards.

The certification was conducted at Moda Tower in Portland, OR, a LEED-EB Platinum and Fitwel VRM certified building and financed through a partnership between Unico, SEIU Local 49, ABM Janitorial and a Portland Clean Energy Fund grant.

“We pursued the Green Janitorial Certification because it aligns with our efforts to prioritize sustainability and wellness in the workplace,” said Unico’s Keren Eichen in a news release. “Our janitorial staff are the eyes and ears of the building, and they are absolutely essential to the successful, sustainable operations of our properties.”

Pictured are the graduating janitors, along with members of Unico Properties, ABM Janitorial and the SEIU Executive Director. Photo courtesy of Molly J. Smith.

### 3) ONS

ONS Story

Here's the ONS story: <https://www.publicnewsservice.org/2022-05-02/livable-wages-working-families/or-janitors-go-green-with-sustainability-certification/a78901-1>

To see the RSS version of the story and to listen to the podcast version of the story click this link:

<https://www.publicnewsservice.org/2022-05-02/livable-wages-working-families/or-janitors-go-green-with-sustainability-certification/a78901-1>

The initial usage report for the Livable Wages/Working Families Issues story entitled OR Janitors Go Green with Sustainability Certification that was aired on 5/2/2022 is now available at:

[https://www.newsservice.org/stationUsageReport.php?c\\_p=Zm10PXBkZiTdG9yeUdyb3VwSUQ9Nzg5MDEmU3RvcnJRD0x](https://www.newsservice.org/stationUsageReport.php?c_p=Zm10PXBkZiTdG9yeUdyb3VwSUQ9Nzg5MDEmU3RvcnJRD0x)

The estimated listening audience and a detailed list of media outlets will be continually updated, so you may revisit this link at any day, any time to track your story. These numbers are conservative since we know stories are commonly run 3-4 times on each station during the course of a day.

Here is an overview of the results from the story:

Unique minimum number of media outlets that used the story **130**

Estimated audience/circulation size **689,449**

Number of times the RSS story text or audio was accessed **51**

