

News Item from Enviro-Solutions

A History of Green Terminology from Mike Sawchuk

With “Green” sweeping the professional cleaning industry, Enviro-Solutions, manufacturer of Green cleaning products, believes we should know a bit about the history of Green terminology.

For instance:

Ecology: Many people believe the word *ecology* was invented in the 1970s at an Earth Day celebration. But the word *ecology* was coined by the German biologist Ernst Haeckel in 1866 more than a century earlier.

Derived from the Greek words *oikos*, meaning *household*, and *logos*, meaning knowledge, ecology refers to the scientific study of organisms and their interactions with the environment.

Think Globally, Act Locally: Some trace the origin of this phrase to “health food” stores that popped up during the early 1970s. Although the phrase was conceived in 1972, it has nothing to do with natural food. It evolved from a United Nations conference on the environment held in 1972 in Stockholm, Sweden.

Sustainability: The term *sustainability*, referring to the careful use of resources today so that they will be available for future generations, was created in 1987 by the UN’s World Commission on Environment and Development.

Although the word is relatively new, the concept goes back thousands of years. Many indigenous peoples shared a belief that we do not inherit the earth from our parents - - but *borrow* it from our children.

Green: The reason the word *Green* is used to define the environmental movement is a bit muddled. Some believe it evolved from the German word *Grün* used by the German Green Party in the 1970s. One of the goals of that party was protecting the environment.

Future Green Terminology

Recently, more Green terms have been invented.

For instance, “Greenwashing,” which refers to misleading customers regarding the environmental properties of a product, and “Green gap” have entered the vocabulary. Green gap refers to the corporate gap between “talking” Green and actually “walking” Green.

And it is likely the words *Green* and *sustainable* will become intertwined in the cleaning industry. Not only do we want healthier cleaning products, but we want to make sure they have little or no impact on the earth’s natural resources.

Mike Sawchuk has been involved with the janitor industry for more than 15 years. He is currently Vice President and General Manager of Enviro-Solutions, www.enviro-solution.com, a leading manufacturer of certified-Green cleaning chemicals, based in Ontario, Canada.

A graduate of Brock University with a bachelor of business administration, Sawchuk also has an MBA from McMaster University.

As a frequent presenter at seminars and tradeshow as well as author of several articles discussing Green cleaning issues, Sawchuk is recognized as a “hands-on” expert on Green cleaning chemicals and systems.