



The GREEN HOUSE® Project Expanded Trademark FAQ

Flexible. Adaptable. Home. That's Green House!

Big news: the Center for Innovation is expanding the GREEN HOUSE® trademark to bring the gold standard of small-home eldercare to even more communities around the country and the globe!

If you've been thinking about starting a Green House journey for your organization, there's never been a better time. Explore the answers to some common questions and let's get to work together.

What does an "expanded trademark" mean?

Since the very first Green House homes opened their doors in 2003, operators have had to meet a variety of design and operational standards to wear the Green House trademark.

A lot has changed about the model – and the elders who call long-term care home – over the last 20 years. No two communities have the exact same needs, resources, and goals. The Green House Project and our partner organizations have developed creative ways to adapt the model to fit a variety of needs, such as high-rises with Green House homes on each floor or assisted living communities with wraparound PACE services, while still meeting our high standards.

The expanded trademark process allows more organizations to proudly wear the Green House name through the use of waivers.

What types of changes can be approved under a waiver?

Our team will work with your organization to determine whether certain design or operational choices can fit into the Green House model with a waiver. For example: Under current trademark standards, individual Green House homes can have no more than 12 rooms, but land use, design, capital, and other constraints often make this difficult. An organization looking to build Green House homes with 14 or 16 private rooms could apply for a waiver of the 12-room standard.

What happens once my organization applies for a waiver?

A subcommittee of the Center for Innovation board will analyze the waiver to determine whether the proposed changes meet the spirit and intent of the Green House standards. If approved, the development will be welcomed into the community of trademarked Green House homes as long as the provider commits to incorporating Green House education and supports into its ongoing operations.

Does this mean you're watering down or loosening the Green House standards?

Absolutely not. Only proposals that meet the spirit and philosophy of the Green House model will receive waiver approval.

How do I learn more?

Reach out to the Green House team at inquiries@thegreenhouseproject.org and let's start this journey together!