



The Consumer Voice in Europe

How to wash greener than green ? Or How green is clean ?

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Director-General

AISE is 60 !

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Congratulations to AISE !

Sustainable consumption = major challenge

- Concentration on the use phase will not deliver
 - Consumer biases
 - A lot of unanswered questions
 - Overfocusing on single factors
 - A lot of greenwashing creating consumer confusion

Sustainable consumption = major challenge

- Importance of having a global picture
 - The cocktail effect
 - Multifactor approach : textiles, machines, time, chemicals, water, energy
- Risk of information overload
 - Clear and accurate information
 - Understandable logos

How to make it work ?

- Most effective method to achieve sustainability is a holistic approach :
 - Eco-design requirements for detergents
 - Go for the ecolabel for laundry and dishwasher detergent



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