



« Visions for the future, tackling societal and sustainability challenges »



**Engaging with consumers on  
sustainability –**

**The vital link in the chain**

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« Engaging the consumer :  
the vital link »



Did you know that in Europe,  
**1,100 washes** are done  
every second???



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the vital link »

A·I·S·E

56% full loads

41°

32% at  $< 30^\circ$





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# Regulating Sustainable Consumption ???




**« The consumer is  
NOT the boss!!! »**



# Promoting sustainable production and consumption at pan-European sectoral level



**TIPS FOR SAVING WATER, ENERGY, CO<sub>2</sub> AND MONEY**

			
Avoid underfilling the machine	Use the dosing instructions	Wash at low temperature	Save packaging- recycle or refill

**WWW.CLEANRIGHT.EU**

A.I.S.E. ©

**CLEANRIGHT**

Home > Forward to next

Home > Links > Contact > Newsletters

Home > Safety > Sustainability > Products > Ingredients > Initiatives > Regulation

**Clean House, Safe Home:**  
Clean and Safe Home

**Safe Use**  
See how to use

**Read the Label**  
See how to use

**Save Water, CO<sub>2</sub> & Money**  
See how to use

**Welcome to Cleanright**

On this site, you will find a wide range of useful information on detergents, cleaners and maintenance products for use in the home.

Click on that the label for a short tour of the cleaning and maintenance products used in a typical home. Here, you will find information on what types of products to use for different tasks, such as cleaning surfaces, furniture and floors.

Other visitors explore how to obtain the best results from your products, as well as information on ingredients, how to use products safely, and what to do in the event of an accident or illness. Remember, by using products responsibly, you can save money and also do your bit for the environment.

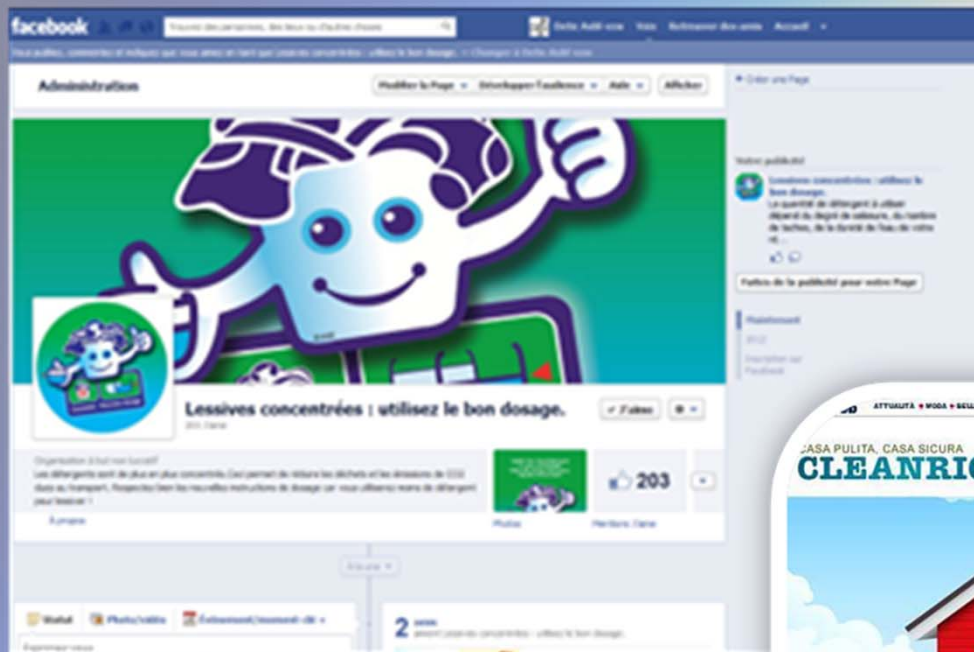
**“What others say”**  
about us ...



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# Digital communication





## « Engaging the consumer : the vital link »



Value of multi-stakeholder campaigns



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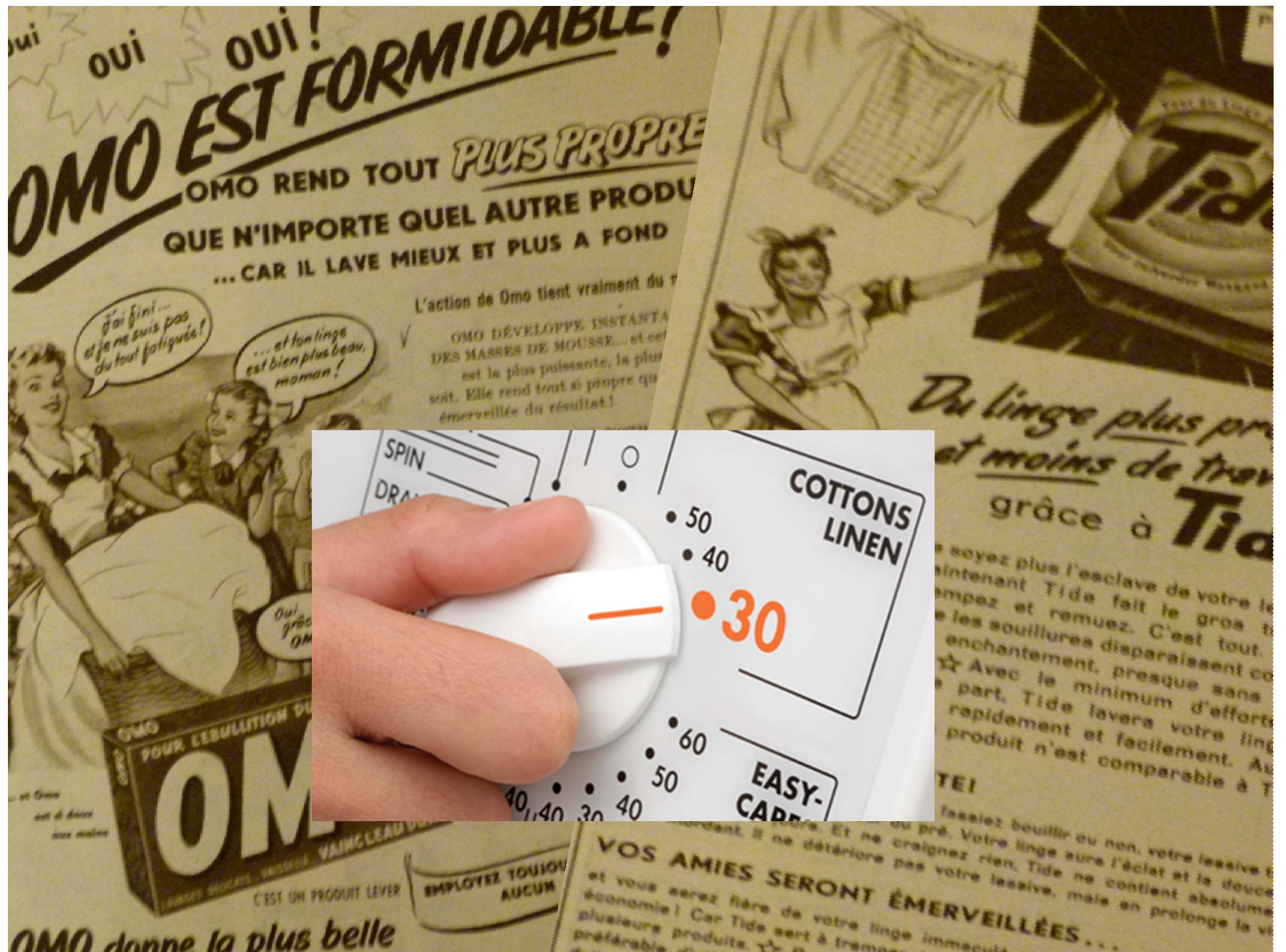
**citizens**

**Engaging consumers is key !**

**Opportunities to do so as a sector, proactively**

**Value of multi-stakeholder campaigns**







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And by the end of my speech, now

**661,370 washes** have been  
done in Europe !!!

***THANK YOU!***