

Washright :

A pan-European campaign for the Sustainable Consumption of household laundry detergents

...by A.I.S.E. (International Association for Soaps, Detergents and Maintenance Products)

www.aise.eu

www.washright.com



1) What is washright ?

A pan-European campaign launched in 1998 through A.I.S.E.¹, the European detergents industry federation in the context of a voluntary industry initiative ; the Code of Good Environmental Practice for household laundry detergents. It aims at providing tips to consumers to encourage them to consumer their laundry detergents in a more-environmental-friendly way. (See details in Annex 1).

2) Why did we do it ?

Educate consumers about the benefits of changing their washing habits and leverage industry's image too. Promote sustainable consumption of these products across Europe.

3) What was achieved?

- Recognition and credit, by high ranking organisations such as United Nations Environment Programme, the European Commission (DG Environment, Health & Consumer Protection, Enterprise) on the value and interest of the campaign ; support by EU Consumer Organisations; industry applauded and quoted for its initiative.
- In many cases, at national level, numerous supporting activities often by Ministries of Environment or National Consumer Institutes/Organisations to sponsor the campaign (see details in Annex 2) and sometimes, sign it on behalf of (or with) industry.
- Campaign quoted in many conferences around sustainable development, sustainable consumption.
- Consumers having a high recall of the campaign and appreciating industry's efforts to provide such messages. Pan-European research conducted with a cross-section of consumers found that they rated the campaign as "good" to "excellent" and 50% remembered the campaign which is a very high recall figure.

4) Washright, in a nutshell =

- A pioneering and pro-active European industry campaign well recognized and appreciated by Authorities on a topic (consumer information/education for sustainable consumption) that cannot be regulated ;
 - Its success : broad commitment of more than 170 companies (incl. trade) in 18 countries!! And even by more countries since the EU enlargement ; numerous industry activities, tools including TV to cascade messages ; no individual "recuperation" and good discipline ; support obtained in various countries to convey the message, giving it even more credibility !
 - Importance to have leading companies to drive the momentum
 - Need to capitalize on efforts made ; build on those and keep repeating, or developing such messages....
- ...especially over a period when consumers tend to be more and more receptive to environmental-friendly practices.

¹A.I.S.E. ("International Association for Soaps, Detergents and Maintenance products") represents - through its 35 national associations in 30 countries - 750 member companies ranging from multi-nationals to small and medium-sized enterprises. It aims at representing industry's interests vis-à-vis the outside world and more particularly European Union Authorities (Commission, Parliament, Council), Non-Governmental Organisations etc.

Annex 1 :

Chronology of activities around the Washright campaign/developments

The washright campaign consists of some material (developed centrally by the A.I.S.E. Marketing Working Group composed of European marketing leaders of the 5 main companies with design and advertising agencies ; transposed and used in 18 countries in the EU consisting of : on-pack material (tee-shirt + washright panel) ; a multi-lingual website ; some leaflets ; print advertising ; TV advertising and other local initiatives. Here is a recap of activities undertaken over time :

Year	Washright activities	Feedback (EU)
1997	Final development of the Code ; in this context, first brief to agency ² and designs of panel (including pilot in DK, Sweden).	Presentation/contacts with EU Consumer Organisations (BEUC, Eurocoop)
1998	A.I.S.E. Code officially supported through European Commission Recommendation ; launch in 18 countries. Start of implementation of washright panel on billions of packs (with licences)+ central development of leaflets, print ad template + launch of www.washright.com website in 11 languages	EC recommendation published in Official Journal
1999	Print advertising campaigns in many countries ; locally, distribution of leaflets, direct marketing activities, radio + pilot TV campaign in Greece (35 sec) ; on-pack panels.	Various support in several countries by official bodies
2000	Update of the wash-right panel (red/green code). Development of TV ads with agency ³ . <u>Wave 1</u> ⁴ of the pan-European TV campaign in all countries: 15 seconds industry ads + 5 seconds tag on's.+ tee-shirt ; on-pack panels. A.I.S.E. PR activities for World Environment Day in Brussels to launch campaign (Cube!).	Support by UNEP Presentation to Environment Commissioner M Wallström
2001	<u>Wave 2</u> of the pan-European TV campaign in all countries: 15 seconds industry ads + 5 seconds tag on's + tee-shirt ; on-pack panels. A.I.S.E. PR activities for Green Week in Brussels (Cube!).	Campaign presented at Green Week
2002	<u>Wave 3</u> of the pan-European TV campaign in most countries: 15 seconds industry ads + 5 seconds tag on's.+ tee-shirt ; on-pack panels. France, DK, FI, print campaign, leaflets in SWE.	World Summit for Sustainable development : washright quoted
2003	<u>Wave 4</u> of the pan-European TV campaign in most countries (reduced level): 15 seconds industry ads + 5 seconds tag on's ; on-pack panels. Final Code results ; end of the project, still industry agreeing to keep on-pack material.	Campaign presented at Green Week. Member States and Commission support for washright to be pursued!
2004 onwards	On-pack activities with washright panel pursued. Activities for other common industry consumer communication material under development. Intergration of the washright communication material in the context of the new A.I.S.E Charter for sustainable cleaning; see www.sustainable-cleaning.com Expansion of the translation of the washright panel and tips to all EU + countries via www.washright.com . The washright material is now made available without licence agreement to any companies placing household laundry detergents in those markets.	

² By Saatchi & Saatchi Copenhagen

³ By Saatchi & Saatchi Athens

⁴ Objective of each TV campaign : 70% 2+ awareness ; 800 million contacts in the first 8 weeks ; value = 10 million Euro gross each year (except 2003)

Annex 2 :

Short overview of reactions or activities undertaken by stakeholders to cascade the washright messages

Quote from United Nations Environment programme for an A.I.S.E. press release:

"At UNEP, we are pleased with this "sustainable consumption" campaign, organised by an industry sector itself, thereby showing its responsibility for the full product life cycle. The "washright campaign" will certainly help raise the awareness of consumers in Europe on how simple things like doing the washing can actually be done in a more environmental-friendly way, which is exactly in line with the "Time to Act" motto of World Environment Day. We hope to see more of such initiatives by industry".

At EU/global level :

Great enthusiasm by UNEP Sustainable consumption branch for washright ; regular quotes during conferences etc, including by UNEP Director Klaus Töpfer the year of the World Summit for Sustainable Development : *"the European Wash-right" campaign extols the virtues of low temperature washing by emphasizing the benefits to the clothes as well as the energy-saving made".*

- European Commission, Directorate General Environment : Very successful presentation to Commissioner Margot Wallström in 2000 (and again at Green Week in 2003) who applauded industry's very concrete and very constructive initiative. Strong support by DG Health and Consumer Protection and encouragement by DG Enterprise to pursue the washright activities after the Code period.

- Regular presentations at European Consumer Organisations Bureau (BEUC particularly); supportive on panel and other activities.

At National level :

- Austria :strong support by Ministry of Environment (BMUJF) ; project quoted in their website as one of 100 environmental programmes ; foreword by Minister included in washright leaflet.

- Belgium : good acceptance by consumer organisation of the panel. ; campaign was offered as alternative to other schemes.

- Finland : positive acceptance of the initiative by authorities ; consumer associations webs linking to washright website

- France ; print campaign helpful to position industry's activities vis a vis consumer organisations articles ; joint activities (leaflet) in the context of the World Environment Day in 2003.

- Germany : support from Ministry of Environment to the campaign (foreword of leaflet); distribution of 1million leaflets in packs ; official support also from German Housewives Associations (DHB) ; included in top-tem project with Federal ministry of research

- Greece : leading Consumer Organisation INKA supporting /signing TV campaign and allowing free media airtime for all advertising campaigns 4 years in a row!!

- Italy : protocole signed between national Consumer Council and national Association ; Radio campaign of 2003 maybe nominated in best advertising of the year contest.

- The Netherlands : Consumentenbond, ministry of Environment supportive ; campaigned relayed by Milieu-Centraal, call centre specialised on environment.

- Portugal : Portuguese Consumer Institute sponsoring/signing the TV campaign 3 years in a row!

- Spain : Washright leaflet supported by INC (national Consumer Institute) and presented in their format.

- Sweden : joint campaign with NGO Mera around leaflets distribution.

- Switzerland : support of Coop to relay the washright print ad campaign.

- UK : washright leaflet supported by government "Doing your bit" campaign and printed in their format.

Annex 3 :

Chronology of market research conducted around Washright

The washright campaign (panel and various communication material eg advertising etc) have been subject to several research organise either through quantitative or qualitative ways; here is a recap of such research activities undertaken over time.

For further details, please contact the A.I.S.E. secretariat:

Year	Research conducted on Washright
July 1997	GFK Europe : Qualitative research in 3 countries (UK, F, E).
Sept. 1999	GFK Europe : Qualitative research in 6 countries (Swe, UK, NL, F, E, Gr). Consumer communication comprehension check.
November 2000	- Qualitative groups in 7 countries (F, E, Gr, I, NL, D, Swe) Post test (after advertising). - Quantitative omnibus in 13 countries
Feb 2001	Taylor Nelson Sofres: Awareness research on symbol and campaign in all EU countries
Nov. 2001	- Quantitative omnibus in 13 countries
Nov. 2002	- Quantitative omnibus in 13 countries

The Washright campaign - how it performed

(abstract from A.I.S.E final report, 2002)

The success of the campaign was tracked and tested by surveys conducted throughout Europe. In summary, survey results show:

- The Washright symbols have been appearing on almost all laundry detergent packs sold across Europe
- Respondents understood the meaning of the Washright symbol, when prompted (Source: Taylor Nelson Sofres)
- After seeing Washright advertisements, the overwhelming majority (81%) of respondents say they are likely to follow the Washright recommendations (Source: AISE omnibus results)
- Most people surveyed rate the Washright initiative good (40%), very good (30%) and excellent (15%), (Source: A.I.S.E. Omnibus results)
- Washright advertising was noticed by 55% of those surveyed (when prompted) and 35% (unprompted), (Source: A.I.S.E. Omnibus results)
- Visits to "washright.com" increased fourfold between 1999 and 2002.

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