



I PREFER 30° CAMPAIGN

CLOSE OUT REPORT OCTOBER 2015

(without annexes)

BELGIUM
DENMARK
FRANCE
ITALY
UNITED
KINGDOM
PREFER

30°



An initiative from the detergent industry to promote low temperature washing.

Supported by GINETEX®

WWW.IPREFER30.EU

Table of Contents

1.	Executive Summary and presentation overview	p3
2.	Full report	p13
2.1.	Background	p14
2.1.1.	Driving low temperature in the detergent industry: rationale for the campaign	p14
2.1.2.	A novel way to do so: engaging with the value chain, in a unique multi-stakeholder way	p15
2.1.3.	The campaign details	p17
2.1.4.	The Campaign creative route	p20
2.2.	I prefer 30° B2B launch event and partnership with European Commission	p21
2.2.1.	The right campaign at the right time	p21
2.2.2.	Launch event, 7 June 2013, Milano	p22
2.3.	B2B's engagement and partners search : a joint collaboration by A.I.S.E. and its 5 National Associations	p24
2.3.1.	Partners' search and complementary roles	p24
2.3.2.	Belgium and its sectoral agreement	p25
2.3.3.	Partners overview	p25
2.3.4.	Regular communication with partners	p29
2.3.5.	Final campaign budget	p30
2.4.	B2C roll out and implementation of the I prefer 30° campaign vis-à-vis consumers	p31
2.4.1.	Stats and facts	p31
2.4.2.	Ambassadors	p32
2.4.3.	Achievements and report per country	p33
2.4.3.1	Belgium	p33
2.4.3.2	Denmark	p34
2.4.3.3	France	p35
2.4.3.4	Italy	p37
2.4.3.5	United Kingdom	p37
2.4.4	EU wide partners	p39
2.5	Achievements and learnings p.41	p41
2.5.1	Evolution of consumer habits: results from the Insites Survey 2014 for A.I.S.E.	p41
2.5.1.1	EU summary of key indicators	p41
2.5.1.2	Country temperature evolution in the 5 campaign countries	p44
2.5.1.3	But a positive appreciation by consumers of the initiative	p45
2.5.2	Feedback gained from partners	p45
2.5.3	Potential learnings for future campaigns	p46
2.6	Conclusions	p48

Executive summary

This report presents the results of the A.I.S.E. initiative designed to support the drive towards changing consumer habits to lower temperature washing across five European countries (Belgium, Denmark, France, Italy, United Kingdom). Initiated in 2012, and launched in 2013 with the support of Commissioner Connie Hedegaard for Climate action, the campaign called "I prefer 30°" represents a further step in reducing the environmental impact of household laundering. The campaign was implemented in two phases, 'Business to Business' and 'Business to Consumers', over 2013 and 2014 and considered by A.I.S.E. as a pilot project to evaluate also a new concept to run these campaigns namely to do so in a multi-stakeholder way, with the lead from the detergent sector overall but also, with the partnership of value chain partners such as appliances manufacturers, retailers, Ministries, NGOs as well as representatives from the textile industry.

The key achievements of the campaign were the excellent collaboration across the A.I.S.E. and its network across the five countries, and the unique additional collaboration across the extended value chain of multiple stakeholders, from raw material suppliers, to appliance manufacturers, to grocery and clothing retailers, as well as with government bodies and other associations from a wide spectrum of influence. A great deal was learnt from this campaign's design and implementation, and this all provides a strong platform for future actions by the industry and its partners, towards the challenging goal of changing consumer behaviour for environmental benefit, as shown from the 2014 consumer habits data.

The A.I.S.E. multi-stakeholder "I prefer 30°" campaign in a few figures:

- 5 countries (Belgium, Denmark, France, Italy, United Kingdom), covering 41% of the EU population
- June 2013: Launch event with Commissioner Connie Hedegaard (DG Climate Action), Milano, in the context of the EU 'World you like for a Climate you like' campaign
- June 2013 till mid 2014: B2B campaign
- January 2014-December 2014: B2C campaign
- www.iprefer30.eu website:
 - B2B site : 6,000 unique page views
 - B2C site : 345,000 unique page views
- 34 official campaign partners committed including:
 - 10 Core Campaign Leaders from the detergent industry
 - 9 Institutional Supporters from Authorities, industry associations, NGOs
 - 13 Gold Partners from Retailers, Appliances, Textile companies
 - 2 Corporate Supporters from supplier companies... and many more who also joined us in this movement!
- 31 Ambassadors
- 100% of partners having reported to us that they:
 - Agreed that the campaign was very good, good or fair
 - Found the toolkit very good, good or fair
- 9 out of 17 partners wishing to see the campaign continue

But it was also :

- 5,000 washing guides distributed in Antwerpen
- 50,000 go cards distributed in Denmark
- 30,000 leaflets distributed in France through the trade
- More than 100 million impressions of the Core Campaign
- Thousands of people reached through social media activities



Summary presentation:



A.I.S.E.

International Association for soaps, detergents and maintenance products

« The Voice of the Detergent and Maintenance products industry in Europe »

29 National Associations +
9 Direct member Companies

Across Europe and beyond

900 companies



Driving sustainability

Long tradition to proactively steer the agenda through voluntary action



		Sustainable Production	Sustainable Consumption
1997	CODE OF GOOD ENVIRONMENTAL PRACTICES The 'Code of Good Environmental Practices' (the Code) was the first major voluntary initiative by A.I.S.E. specifically designed for household laundry detergents.		
1997	WASBRIGHTE® Initially developed in the context of the Code, WasbrighTE is a pan-European awareness raising campaign to promote good washing practices to consumers when doing the laundry.		
1999	HERA (Human and Environmental Risk Assessment on Ingredients of Household Cleaning Products) A joint A.I.S.E./Cecis initiative, five years ahead of REACH.		
2001	DUCC (Diversification Union of Chemicals' Co-ordination group) A platform to address REACH objectives.		
2006	CHARTER FOR SUSTAINABLE CLEANING Promoting a life-cycle approach to sustainability through independent assessment, with annual reporting. Updated in 2010 with additional product specific requirements.		
2008	SAFE USE ICONS A harmonised set of icons and sentences for voluntary, proactive use by companies to help consumers use products in a safe way.		
2006	LAUNDRY SUSTAINABILITY PROJECTS Educating consumers to dose concentrated laundry detergents correctly.		
2006	SAVE ENERGY AND WATER PROJECT Promoting the use of low temperature dishwasher programmes.		
2007	PRODUCT STEWARDSHIP PROGRAMMES Air Fresheners 2007: an initiative to promote responsible manufacturing, communication and use of Air Fresheners. www.airfresheners.com Gel Capsules 2012: an initiative to secure safe use and storage by consumers of liquid laundry detergent capsules.		
2008	WWW.CLEANINGTEU.EU A joint Cecis and A.I.S.E. industry website initiative providing consumers across Europe with information and advice on the safe and sustainable use of soaps, detergents and maintenance products.		
2011	I PREFER 30° A unique multi-stakeholder campaign by the detergent industry to drive low temperature washing, in partnership with retailers, appliance manufacturers and fashion houses.		

DRIVING SUSTAINABLE CONSUMPTION AT SECTORAL LEVEL THROUGH MULTI-STAKEHOLDER COLLABORATION:

THE “I PREFER 30°” CASE STUDY

OUR CAMPAIGNS

Key principles

1. **Be non-competitive:** Address a topic/call for action of interest to the whole industry (at least in a given market segment), and not just one market player
2. **Be open to all market players** , not only the A.I.S.E. members but also others active in the sector eg private labels, non members of A.I.S.E.
3. **Be legally cleared** (e.g. competition law)
4. **Be technically “sound”**

OUR GOAL

Aspiration yet realistic



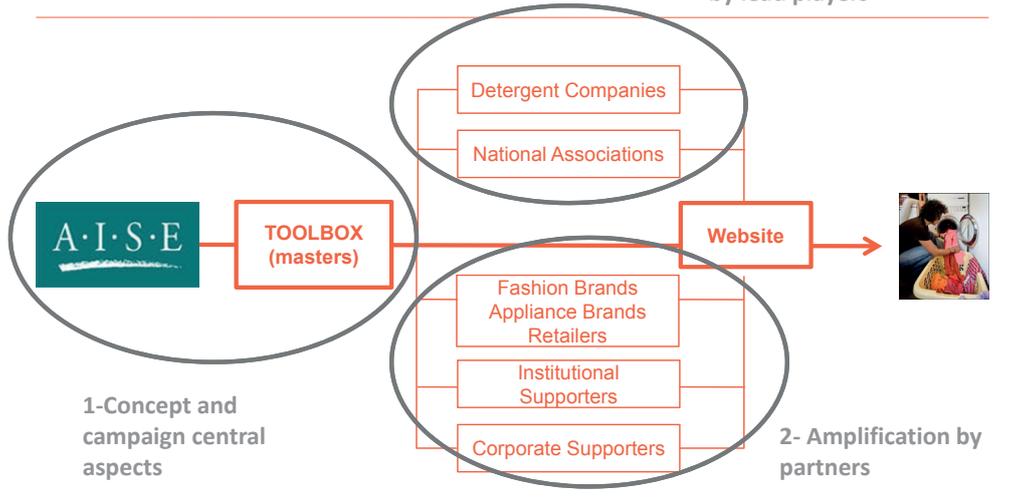
FOCUS COUNTRIES ('PILOT'):
BE, F, I, UK, DK

A.I.S.E. Board brief, April 2012:

To promote low temperature washing (30° or below) and reduce the average EU wash temperature, now at 41°C

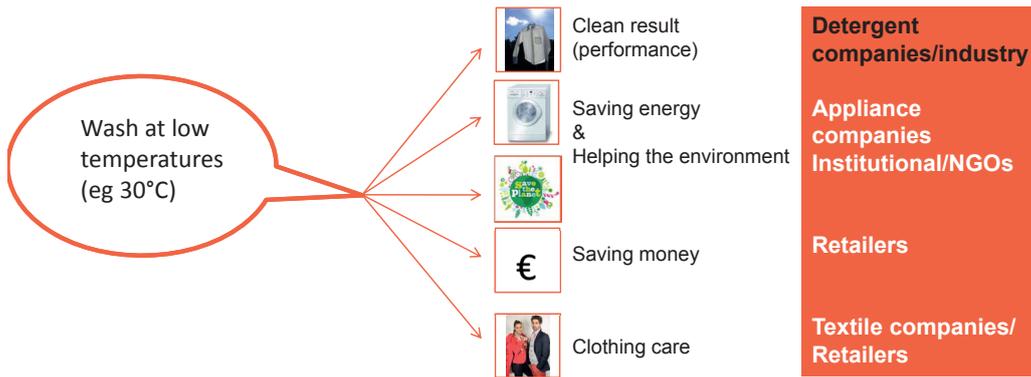
CONCEPT
Spread the message

2- Implementation
by lead players



SOLUTION

Reassure people about ALL the benefits of washing at low temperatures eg 30°, **TOGETHER**



CONCEPT & CREATION

CONCEPT

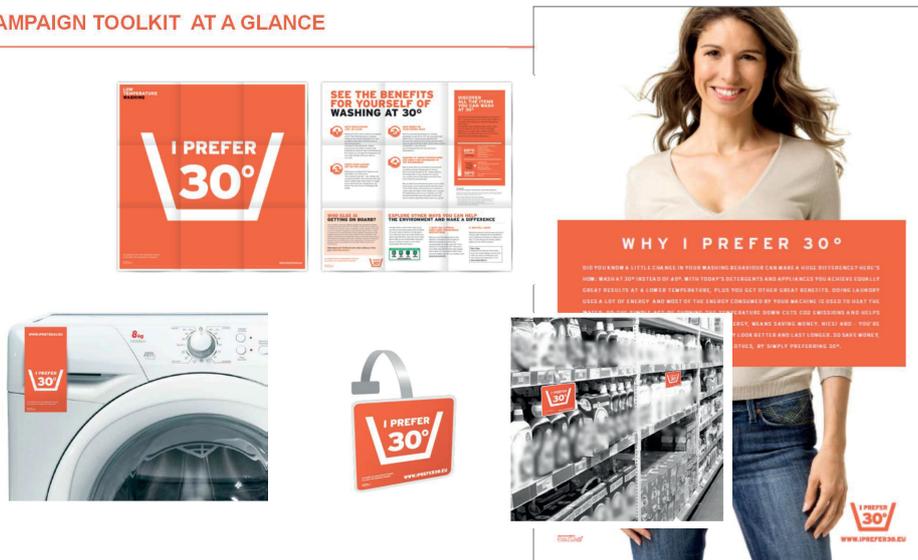


An initiative from the detergent industry to promote low temperature washing.

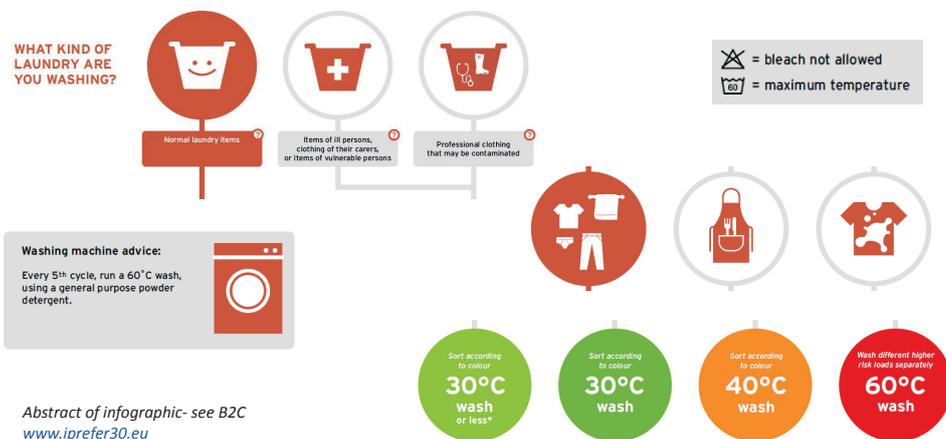
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CAMPAIGN TOOLKIT AT A GLANCE



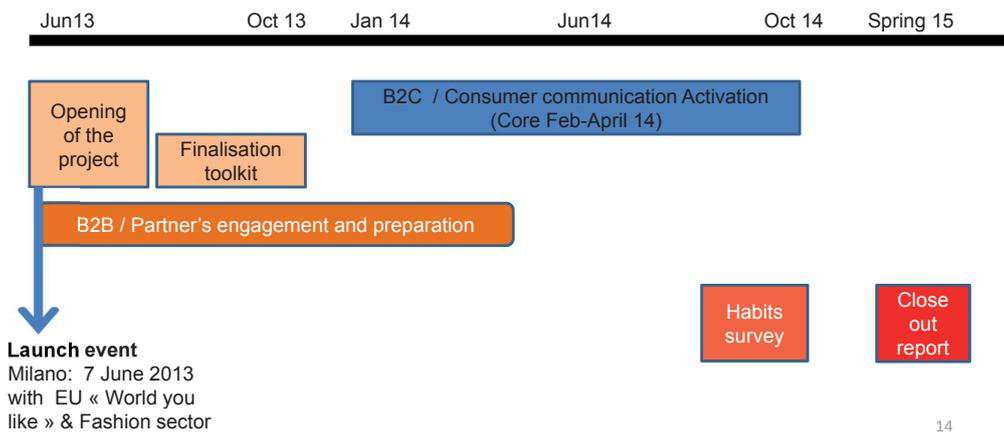
B2C site with detailed laundry guidance
 (following detailed consultation with microbiologists)



TIMING & PARTNERSHIPS

Project Timing « I prefer 30° »

Two phases: B2B in 2013 + B2C in 2014



Launch event

Milano: 7 June 2013
with EU « World you like » & Fashion sector

14

LAUNCH EVENT MILANO, 7 JUNE 2013

a world you like
with a climate you like



"I very much welcome the "I prefer 30°" campaign. This is an example of partnership at its best and is fully in the spirit of the Commission's aim to encourage multi-stakeholder action in the fight against climate change. If we all make small changes to our daily habits, together we CAN make a big difference. Let's work together for a better climate - one machine wash at a time!" – Connie Hedegaard, Commissioner Climate Action

115 participants

20 media

Coverage in Brussels, Italy, DK, Germany

Partners signed up



* Contributors to the IP30° media campaign

16

See detailed list and description of partners on pages 27/28



BELGIUM- ROADSHOWS & STREET MARKETING



Belgian Sectoral Agreement partners support I prefer 30°



21

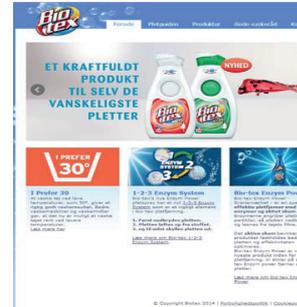
DENMARK - AMBASSADORS & STAKEHOLDER OUTREACH



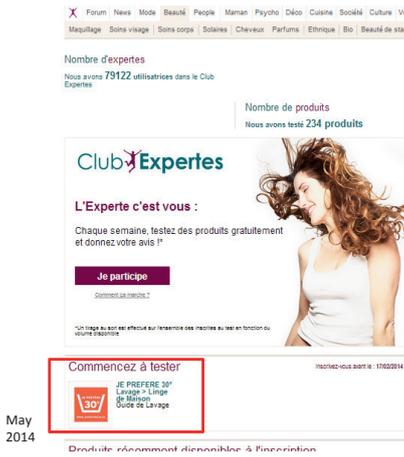
66,000 postcards over 2 weeks in cinemas & cafes in Denmark!

"Hvis vi ændrer bare en lille smule i vores daglige vaner, kan vi sammen opnå store resultater. Lad os arbejde sammen for at skabe et bedre klima - en vask ad gangen."

Connie Hedegaard
Klimakommissær i EU



FRANCE: PARTNERSHIP WITH AU.FEMININ.COM, RETAILERS ACTIVITIES



Je prefere 30 - France
1,665 J'aime - 42 personnes en parlent

ITALY- AMBASSADORS & FACEBOOK FANS





22

IN SUMMARY

A campaign fitting well the political agenda

A great collaboration within the A.I.S.E. network (Brussels/local Associations and their members)- Complementary roles

An opportunity to engage the broader value chain on a topic of common interest ; value of multi-stakeholder partnerships

Reaching out to consumers is key through brands (industry vs competitive positioning)

Changing habits need long term planning/education and on-going commitment

Detailed report

2.1 Background to the campaign

2.1.1 The rationale for driving low temperature laundering

2014 was the 38th year in a row, where the global temperature was above the average of the 20th century, and the first 14 years of the 21st century (2001-2014) nearly all set temperature records. According to the UN World Meteorological Organisation (WMO), 14 out of 15 of the hottest years on record have occurred in the 21st century and 2014 was the hottest year since records began closely followed by 2005 and 2010. Also, extreme weather events seem to be becoming the new normal as the climate changes. Climate change is caused by greenhouse gas emissions – mainly from human activity, and burning fossil fuels is responsible for three quarters of global emissions. Greenhouse gas emissions in Europe are currently almost 18% below 1990 levels. Global emissions, however, keep on rising, in particular due to rapid economic growth in countries like China, India and Brazil.

European countries have agreed to seek to maintain the temperature increase to within a 2°C increase from pre-industrial levels, and this requires drastic and rapid cuts in greenhouse gas emissions of at least 50% globally and 80-95% for Europe by 2050. Studies show this is feasible and affordable, but it requires a transition to a low-carbon society sooner rather than later. Building a climate-friendly society is, without doubt, a big challenge, but it is also a huge opportunity.

A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products is the official representative body in Europe for this industry. Based in Brussels, its membership includes 29 national associations across Europe, representing 900 companies. A.I.S.E. also has 9 direct international member companies (Unilever, Procter & Gamble, Henkel, McBride, Colgate-Palmolive, ReckittBenckiser, Ecolab, SC Johnson, Sealed Air).

Established since 1952, A.I.S.E. has been active in a broad range of fields, both through voluntary initiatives and through contributions to policy affairs. Throughout the years, the industry has had sustainability at the heart of its work, in close dialogue with stakeholders. A.I.S.E. has a long history of voluntary initiatives that promote the safe use as well as the sustainable sourcing, production and sustainable consumption of detergents and cleaning products.



Overview of A.I.S.E. voluntary initiatives

Sustainable Development has become a key feature of all A.I.S.E.'s activities and a broad number of projects have been successfully developed to steer sustainable production, design and consumption on the sector. Detergent manufacturers have played their part fully in assessing the impact of climate change for their products. Over the past 10 years, a number of lifecycle studies have been undertaken and these have shown that **the largest environmental impact of the laundry process is during the use phase**, that is, when consumers use detergents at home in their washing machines. Between 60 and 80% of all energy is consumed in this use phase, in particular when the water of the main wash is heated. For instance, one Lifecycle Analysis study for laundering at 40°C has shown that, in terms of primary energy, the use phase contributes more than 60% to the total lifecycle energy demand (source: A.I.S.E., 2001).

In Europe, around 35.60 billion laundry loads are done every year and households wash on average 3.1 times a week, with an average wash temperature of 43°C (source: A.I.S.E pan European survey 2014). Average wash temperatures vary from 46.3°C in Norway and Finland, to 43.1°C in Germany, to 36.6°C in Spain. If consumers across Europe could be encouraged to wash at lower temperatures more frequently (in particular, 30°C and below), it would achieve significant energy and emissions savings across all these countries; studies have shown that a reduction from 40°C to 30°C can save 25% to 35% of the energy used (sources: Electrolux (2012), P&G (2013)). Furthermore, over recent years, manufacturers have developed the use of advanced cleaning technologies that are active at low temperatures, thus enabling detergent formulations to perform optimally at lower wash temperatures on consumer soiling and stains. Modern detergents work especially well at low temperatures, mainly due

to the choice of surfactants, which remove soil and stains and polymers that prevent released soil to re-deposit on the fabrics (and how these are combined), together with the use of more sophisticated enzyme systems, small amounts of which break down dirt and stains very effectively, and (for general purpose powder detergents) the use of bleach systems that are activated at lower temperatures. Appliance manufacturers too have significantly improved the performance and energy/water efficiency of their washing machines, often in partnership with detergent manufacturers. Innovation processes from both sets of industries are continuing, and consumers are able to wash the majority of their loads with confidence at reduced temperatures, such as 30°C or at even lower.

There are undoubtedly opportunities to reduce laundry temperatures to 30°C and below but the critical thing is that, to achieve this trend towards low temperature washing, consumer behavior and change of habits is key. Detergent manufacturers agree that consumer education to this end is very important, in order to engage them and achieve further energy and water consumption savings in general. These companies have a long tradition of pioneering a series of voluntary initiatives, through A.I.S.E., over a number of years since 1998. Each initiative has been designed to influence consumers' use of their products in positive ways, for the benefit of the environment. These started with Washright, (now Cleanright) a long running, pan-European, communication campaign aimed at consumers, which provides tips to encourage use of laundry detergents in a more environmentally friendly way, and has been displayed, in a consistent style, on millions of detergent packs, for over 16 years. This includes the energy-saving message to wash at low temperature.



Other campaigns (named Product Resource Efficiency Projects) have worked to improve the sustainability of laundry detergents, for instance, sector initiatives to improve efficiency through encouraging the take-up of compacted powders ('PREP P-3', see www.aise.eu/preps). In 2013, through A.I.S.E., detergent manufacturers determined that a specific campaign to influence washing temperatures would build on previous campaigns and be especially justified, relevant and welcomed, in the light of the European objectives for emissions reduction. They also agreed that in doing so, it would be not only critical to engage as many industry companies as possible, but also to engage further value chain partners in the campaign.

2.1.2 A novel approach from the European detergent industry association through multi-stakeholder communication

The challenge to engage consumers at European level to change their laundry habits and wash at lower temperatures would reduce energy consumption substantially, but is not one that can be achieved by individual companies, or their individual consumer brands, in isolation. This conclusion is consistent with academic research in the field over a number of years (source: Kiron et al., 2015). A.I.S.E. has long identified that, in consumer use of detergents, laundry appliance manufacturers, retailers overall, and of course consumers

play a key role; this was endorsed by a recent analysis of the European laundry sector's energy use (source: Van Holstein & Kemna, 2011). Fashion retailers and designers can also play a key part in influencing behavior (source: Sustainable Clothing Action Plan, DEFRA, 2008).

Therefore, a multi-stakeholder campaign was envisaged from the start; one which would be able to bring together diverse partners and organizations not only from a number of industries relating to clothing, fashion, washing machines appliances and laundry, but also including governments, Ministries and NGOs. The role that retailers could play also, in being the last point of contact between manufacturers and consumers was felt to be critical (see also the recent creation of the EU Retail Forum to promote sustainable consumption in Europe by retailers).

This would be a new way to communicate to consumers:

- **not only would a whole sector jointly communicate on the basis of the same message and the same toolkit,**
- **but in addition, this message would/could be amplified by many different partners who form the value chain, sharing the same communication idea and toolkit.**

It builds on the principle that greater recognition by consumers can be achieved by it being led by the whole industry sector and also organised jointly with other stakeholders. Such an approach can achieve a coordinated communication campaign, with critical mass, that can only be possible with a wide group of organisations being involved.

A.I.S.E. and its experts would develop the central idea, develop the project description, campaign budget and scope; and the individual country's National Associations would lead the implementation in each country, working with that country's manufacturers and the organisations partnering to amplify the message together with industry.

'I prefer 30°' (see "creative route" section 2.1.4) became the phrase that aimed at grouping all stakeholders in the laundry industry behind one single message. The movement included detergent brands who developed products that provide great cleaning performance at low temperatures, fashion brands whose clothes stay better looking at 30°, washing machine brands whose appliances are increasingly able to wash at lower temperatures, retailers, Ministries, energy agencies and civil society organisations, all of whom now know that washing at low temperatures can help protect the planet and therefore benefit society as a whole.

The detergent companies were designated, as "Core Campaign Leaders". The campaign concept was made available to other potential partners of related industries ("Gold Partners" e.g. textile, appliance industry, retailers) as well as other relevant stakeholders ("Institutional Supporters" e.g. consumer and environment NGOs, national energy agencies), or suppliers ("Corporate Supporters") who were all invited to join the campaign and officially commit to it via specific commitment letters.

Their commitment notably included the agreement to use the 'I prefer 30°' Campaign Toolkit (the 'Toolkit') in line with the agreed Campaign Design Guidelines, also allowing them the possibility of customising it for their own brands. It was also meant to gain partners' agreement to use the toolkit in the agreed timing period of the campaign, and to report on activities undertaken to use the Toolkit. Overall, through this, partners were allowed to develop a broad scope of activities, ranging from events, editorials, and PR on their own websites, brand activities or point of sale activities and direct consumer communication materials.

In total, the campaign was to be used in a number of different communications channels, in five European countries (in both paid, editorial and social network media), and each element was coordinated to be run over the same period (January-October 2014). Finally, the Campaign was to have as a core feature the www.iprefer30.eu web portal, through which partners had access to the Toolkit and consumers and media had access to news, information and advice.

2.1.3 Campaign mechanism, timing and geographical scope

The campaign mechanisms were that:

- 1) **A.I.S.E., through a central Working Group of experts**, defined the campaign messages, the campaign Toolkit, with the support of an advertising agency, agreed on the target region/geographical scope, and assessed optimum core media campaign to be invested. It also sought an in-depth technical review with microbiologist and other relevant experts so as to secure that the right guidance would be provided to consumers on the conditions and benefits of low temperature washing (see Substantiation dossier, October 2013).
- 2) Based on the above analysis and preparations, a **legal project** was officially initiated by A.I.S.E. and opened for the commitment of potential partners, whether from the detergent industry or its value chain (6 June 2013). This would secure the financing of the campaign and rules for partners' amplification activities, use of the Toolkit etc.

See
Annex II

[IP30° Project description](#)

- 3) The project required that, for a country to be confirmed to implement the campaign, it should have a **minimum of 2 core campaign leaders** (i.e. detergent manufacturers), having together a representative presence on the market. Their commitment would include funding to the local National Associations' PR budget and in addition, based on their market share, funding of the Core Media Campaign and/or amplification*. These companies had until the end of September 2013 to formally commit.
- 4) Once this confirmation point had been reached (end September 2013), **then other relevant partners** from the value chain would be welcomed also to confirm their commitment **to amplify** - at their own costs - the Toolkit, which was made accessible free of charge to them, during the 'Business to Consumer' (B2C) period. Partners could join from June 2013 till mid 2014.
- 5) **The B2C activation phase officially opened in January 2014 and lasted until the end of September 2014.** The national associations, thanks to the financial support of the detergent companies, were to lead customised PR activities based on the central Toolkit and help detergent companies firm up their commitment to the media consumer engagement campaign ('core campaign'), to drive low temperature washing. This campaign was deployed in a specific time window and based on a communications toolkit ('the Toolkit'), centrally designed by A.I.S.E., with the campaign tag line 'I prefer 30°'.

The timetable for the campaign consisted of two sequenced stages:

■ **Firstly, (from June 2013 onwards), "Business to Business" communication:**

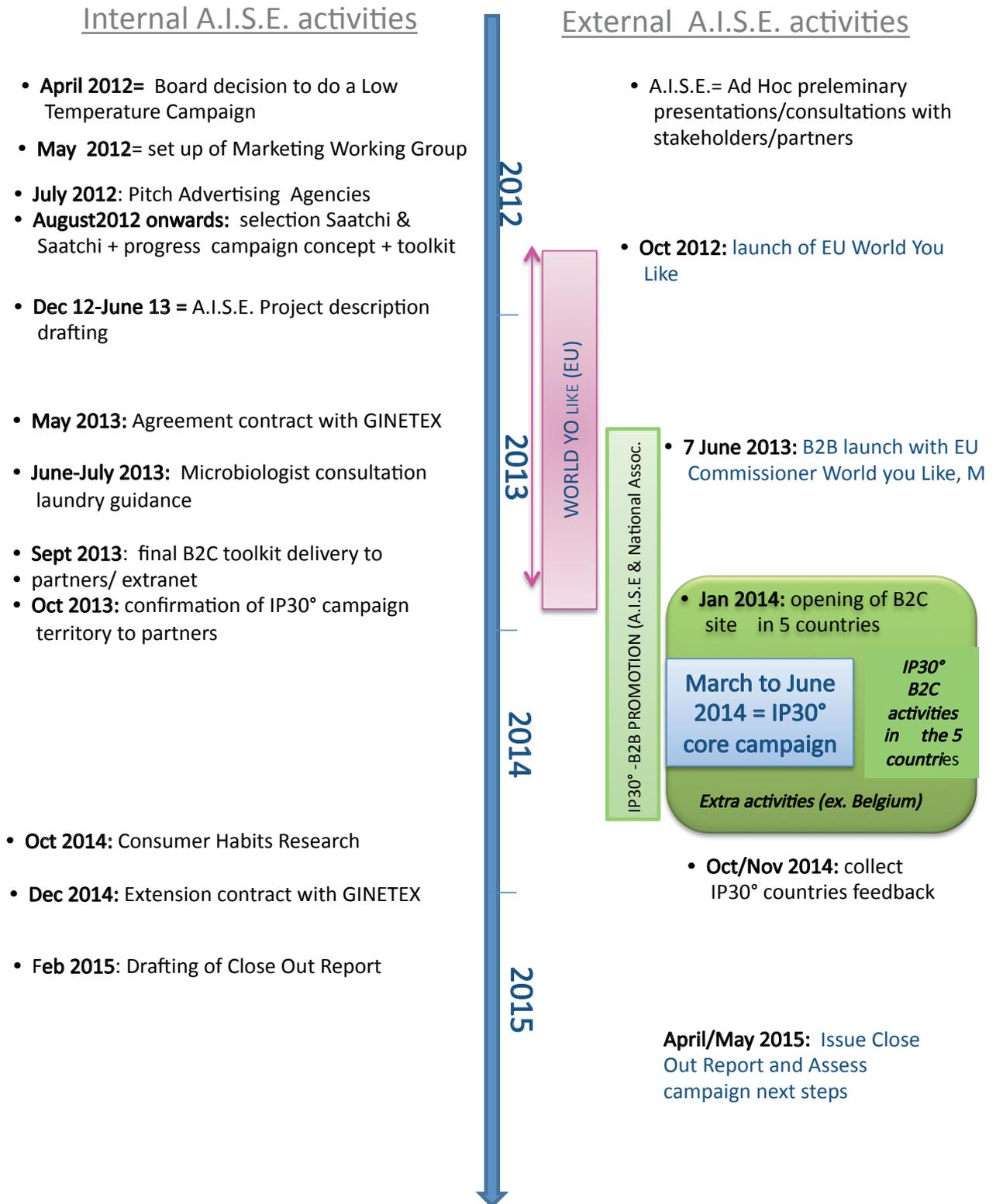
The final elements of the communications Toolkit were provided (via a password protected section of the site) to partners from mid-October 2013. This site was available in English only (except for the Toolkit area, as tools were provided with their translation in 5 languages). The Toolkit contained examples, guidance and advice on how to use all the communications materials, including print advertisements, web designs, consumer brochures, flash banners, and laundry guidance.

■ **Secondly, (from January 2014 onwards), "Business to Consumers" communication:**

The website was available in 5 languages (Danish, Dutch, English, French, Italian) relevant to the countries where the project was implemented. The five national associations in Belgium, Denmark, France, Italy and the United Kingdom led the implementation of the project at national level and finalised the formal communication plan in each country.

An overview of the timetable is shown below:

I Prefer 30° Campaign



Geographical scope

The “A.I.S.E. low temperature washing (I prefer 30°)” consumer engagement campaign took place in 5 important European countries: **UK, France, Italy, Belgium, Denmark**. Combined, these countries represent **41% of the EU population** and are characterised by a very high degree of washing machine penetration, which is close to 100% (source: JRC, 2009; Stamminger, 2013).

Those countries were selected either due to their size, current average wash temperature, or opportunities with partnerships already in place (for example Belgium, because it had a pre-existing multi-stakeholder sectorial agreement and Denmark with Nordic Fashion Association). Across Europe as a whole, 68% of wash loads are done at 40°C or higher. Table 1 shows the wash load temperature distribution for these 5 countries, ranging from 61.1% (Italy) up to 81.9% (Denmark).

	UK	France	Italy	Belgium	Denmark	5 countries combined	Europe
Population (Millions; % of EU27)	63 (12,5%)	65 (13,0%)	61 (12,1%)	11 (2,2%)	5,6 (1,1%)	206 (41,0%)	579 (>100%) (*)
Laundry energy use per household (kWh/hh/yr)	115,6	92,1	112,7	97,4	97,3	/	/
Laundry energy use (in country/region; GWh/yr)	2988,4	2589,6	2833,0	458,9	259,6	9129,5 (38%)	22,1 TWh/yr (*)
Energy Savings (3°C reduction; GWh/yr)	358,61 (12,0% of current UK)	304,22 (11,7% of current FR)	324,56 (11,5% of current IT)	50,97 (11,1% of current BE)	26,99 (10,4% of current DK)	1065,35 (11,7% of current 5 Countries)	2493 (11,3% of current Europe 23) (*)
Average current wash temperature	39°C	39,7°C	40,4°C	41,2°C	43°C	40,9°C	40,9°C
Wash loads at/above 40°C (%)	67,6	64,7	61,1	67,8	81,9	65,2	67,8

Table 1: Overview of laundry energy/savings and habits in 5 campaign countries

The energy consumed for washing laundry in each of these countries is important in absolute terms, as well as relative to the total European laundry energy use. Combined, the laundry energy use of these 5 countries represents 38% of total European laundry energy use, a substantially high proportion. A reduction of the current wash temperature by 3°C in the 5 campaign countries would reduce the energy consumption for laundry washing by 14.3% on average. This saving corresponds to 1307.9 GWh/yr from a total of 9129.5 GWh/yr energy used in laundering for the 5 campaign countries. If a 3°C reduction were to be achieved across the 23 European countries, the reduction would be approximately 12% of 22.1 TWh/yr (2.49 TWh/yr). If the average wash temperature in the 5 campaign countries were to be reduced by 5°C (instead of 3°C), the electricity consumption for laundry washing would be reduced by approximately 18%. Currently, Denmark has the highest average wash temperature within the ‘I prefer 30’ campaign countries, with an average wash temperature of 43°C. Within these 5 countries, the UK (with 115,6 kWh/hh/yr) and Italy (112,7 kWh/hh/yr) have the highest ‘per capita’ energy consumption for washing, followed by Belgium (97,4 kWh/hh/yr), Denmark (97,3 kWh/hh/yr) and France (92,1 kWh/hh/yr). The combination of these facts show the important potential contribution of these 5 countries to the success of the “A.I.S.E. low temperature washing (I prefer 30°)” consumer engagement campaign. The existing national sectorial agreement in Belgium is one that has been made between the government, retailers and detergent producers, and aims to reduce the average wash temperature by 4°C by 2015, as compared to 2008,

amongst other objectives. After this, the agreement aspires to achieve a further reduction of the wash temperature by 2019, for which the targets will be defined based on 2015 findings.

2.1.4 The Campaign creative route

See Annex III Campaign creative assets/Communications Toolkit

A creative approach designed for the 'I prefer 30°' campaign was needed, in order to draw the attention of consumers to their own habits, when taking care of their laundry. It needed to convince consumers to choose to wash at lower temperatures, **through giving clear information about the benefits to them and their clothes**, and through promoting a positive social emotion around taking action. There are a number of direct consumer benefits to washing at 30° as well as the obvious environmental benefits; not only are there money savings to be made through the lower water temperature, but also it improves the durability of clothes, and many clothing fabrics are now designed to be washed at lower temperatures. Sometimes there is an additional barrier in consumer perception to be overcome, in that, for some people, their views about the best temperature for clothes washing were formed some years ago, before the modern formulations were available.

The consumer communications objective required a common position that could be adopted not only within the detergent industry itself, but also by fashion companies, appliance manufacturers, retailers and other partners. Many individuals had to be motivated and enthused about the idea. **The campaign guidelines therefore had to be strong, intuitive and all-embracing, whilst being appropriate** for a number of countries and languages. They had to stand out, inspire confidence, and retain the attention of consumers and market players alike, promoting a clear common identity to the campaign whilst allowing possible customisation by partners.

Following a pitch organised by A.I.S.E., Saatchi & Saatchi (Brussels) was selected to work with the A.I.S.E. team, and its Working Group of Communications and marketing experts from the detergent companies and national associations. The pitch brief did not specify a call for action directly linked to 30° in particular, but focused overall on a campaign to drive low temperature washing. Saatchi & Saatchi, however, came up with the unifying phrase and simple logo for the campaign, based on the internationally used and recognised textile care label design. **The main logo consisted of two elements: the 'washing bucket' and the phrase 'I prefer 30°'**, to be reproduced in a distinctive red and white background to create maximum stand out. Extensive and complete **creative design guidelines** were produced and circulated to campaign partners, so that its reproduction was consistent wherever it was applied, together with a recommended

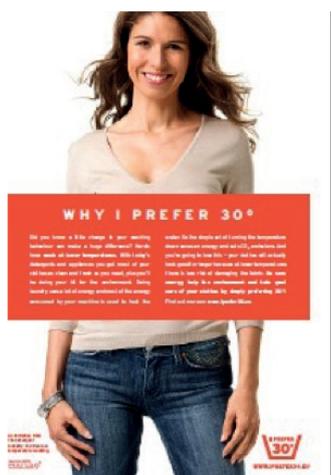


The international care label symbol, on which the logo was based, is owned by GINETEX, and its use was made possible through a unique agreement between A.I.S.E. and GINETEX for the campaign period, secured before the campaign was launched in June 2013. This enabled the campaign materials to include the phrase 'Supported by GINETEX' and reference on line to their Clever Care campaign. Both Organisations therefore benefitted by collaborating because they were able to mutually reinforce their awareness with consumers.

typeface for additional wording that might be required. The campaign signature **'An initiative from the detergent industry to promote low temperature washing'** was defined and the guidelines also included clear instructions for its use and its possible customisation with the partner's name/brand.

Finally, it was seen as important to have another key element to the campaign; 'Ambassadors' were suggested by Saatchi as a way to help give further visibility to the campaign, and to make it feel more personal and impactful. It was felt that this approach could give an extra dimension and "human touch" to the campaign.

Advice to partners on choosing and deploying pictures and quotes for these Ambassadors were included in the guidelines, and it was made clear for the www.iprefer30.eu website that these Ambassadors would have a prominent place on the site.



A vital element of the whole campaign was the design of consumer website (B2C), consistent with the partner (B2B) website, but with specific developments to provide an inspiring and unifying theme for the campaign across the five countries; an infographic was also developed in order to guide consumers in a easily accessible way through the types of laundry/conditions applicable to such low temperature washing. A number of web mechanics were created for partners to use.

2.2 The launch and partnership with the European Commission

2.2.1 The right campaign, at the right time

In parallel to A.I.S.E. developing its "I prefer 30°" campaign, the European Commission and in particular, Ms Connie Hedegaard, Commissioner for Climate Action at the time, was driving an important pan-European public awareness campaign: **A world you like. With a climate you like.** This was seeking to promote creative, cost-efficient and competitive solutions for climate-friendly living with the help of civil society and private business. Innovation and behavioural change will put the EU on its way to meet its objective of an 80-95% reduction in greenhouse gas emissions by 2050. According to research undertaken for the Commission, the EU could reduce emissions by an additional 8-9 per cent by 2020 if European households adjust their habits in areas such as transport and heating and adopt a healthy diet.

It seemed obvious that these two campaigns were aligned, in seeking to reach the same objectives, namely to deliver tangible and efficient solutions to help climate change issues, through influencing consumers' daily habits, and progressively, help to drive this agenda. The other very interesting nature of the Commission campaign was that it was also, like the A.I.S.E.'s, completely designed and deployed to work in a multi-stakeholder way.

Having been invited to take part in the Campaign's launch event in London in October 2012, A.I.S.E. made further contacts with the Cabinet of the Commissioner and soon synergies were identified between the two sets of activities. As a consequence, a multi-stakeholder event on the shared topics of washing clothes, fashion and laundry appliances was agreed between the European Commission, A.I.S.E. and other key stakeholders and was organised in the context of "World You Like".

Run between October 2012 and December 2013, the Commission campaign has attracted more than 22,000 followers on social media and more than 160 official partners.

The campaign consisted in :

- A multi-lingual website collecting a vast number of individual initiatives
- A Facebook page
- A series of events, and notably including the Milano June 2013 event, jointly with A.I.S.E. (see 2.2.2), held in different locations in Europe on the following themes:
 - travel & transport
 - building & living
 - reuse & recycling
 - shopping & eating
 - producing & innovating



2.2.2 The launch event

It was entirely fitting, then, that the 'I prefer 30°' campaign was unveiled in Milan on 7th June 2013, by Mohamed Samir, Vice-President Western Europe Fabric Care for Procter & Gamble, on behalf of A.I.S.E., and supported in person by Connie Hedegaard, European Commissioner for Climate Action; it being firmly in the spirit of, and in partnership with, the European Commission's awareness drive.

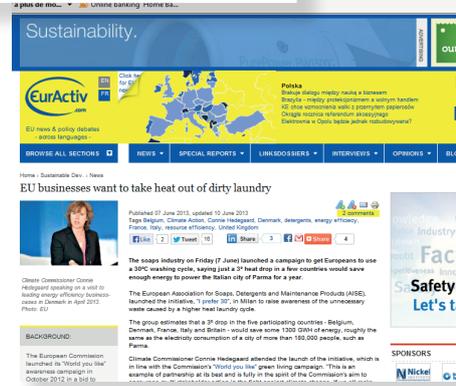
Following a press event where the EU campaign was promoted and the "I prefer 30°" officially opened to partners, a panel discussion was organised. As well as Commissioner Connie Hedegaard and Minister of the Environment Andrea Orlando, there were also the following speakers: PierFrancesco Maran, Councillor of Environment from Milan City Council ; Ugo Cappellacci from the Committee of the Regions ; Mohamed Samir from P&G on behalf of A.I.S.E. ; Mike Barry, from Marks & Spencer ; Henrik Sundström from Electrolux ; Rossella Ravagli from Gucci ; Giusy Bettoni, for C.L.A.S.S ; and Reiner Hengstmann from Puma.

The debate was moderated by Sandrine Dixson-Declève from the Prince of Wales's EU Corporate Leaders Group on Climate Change.

This was followed by a sustainable fashion show.



B2B launch event (material and press coverage) and video



Ms Hedegaard stated at the event:

"I very much welcome the "I prefer 30°" campaign. This is an example of partnership at its best and is fully in the spirit of the Commission's aim to encourage multi-stakeholder action in the fight against climate change. If we all make small changes to our daily habits, together we CAN make a big difference. Let's work together for a better climate - one machine wash at a time !"

From 7th June the campaign was opened to partners to sign up, across not only detergent companies but also to potential partners right across the value chain; fashion companies, retailers, appliance manufacturers, supply chain manufacturers, national authorities, industry associations and NGOs.

Substantial coverage was obtained at launch in Brussels, and also in Italy, Denmark and Germany. Samples of this coverage are included in Annex IV.

2.3 Business to Business engagement and partners

2.3.1 The complementary role of A.I.S.E. and its National Associations

During the period between June 2013 and December 2013, priority was given to the search of B2B partners. Whilst preliminary presentations for key stakeholders had been organised by A.I.S.E. over the period from mid-2012, when the campaign brief had been provided by the Board, the National Associations of the target countries started active searching from mid June 2013 onwards.

A.I.S.E. approached stakeholders through their representation at EU level, including:

- EU authorities / European Commission (DG Climate Action, Entr, Environment, Sanco)

- EU related value chain associations including:

- GINETEX, the International Association for Textile Labelling
- EURATEX, the European Apparel and Textile Confederation
- Eurocommerce, the Voice for retail and wholesale in Europe
- ERRT, the European Retail Round Table
- AEDT, European Association of Fashion Retailers
- CECED, The European Committee of Domestic Equipment Manufacturers
- AMFEP, the Association of Manufacturers and Formulators of Enzyme Products

- EU NGOs :

- BEUC, the European Consumer Organisation
- Eurocoop, the European Community of Consumer Coopera
- EEB, European Environmental Bureau (incl. Cool Planet for Cool Products)

- EU scientific community (cf consultation with microbiologists and with Professor Sally Bloomfield).

A few additional targeted stakeholders, including some key European retailers, as well as providers of raw materials, were also approached, and support was provided for presentations to them at national level. Similarly, at national level, A.I.S.E.'s National Associations led the identification of, and approach to, relevant stakeholders, either via their federations (eg retailers, fashion/textile, appliances), or directly to local authorities and members of Parliament etc.

"The partnership approach worked very well. The material and website that was developed centrally had a very high quality and we got all the help we needed quickly. There was a great sense of enthusiasm around the campaign and the results we achieved so it was very much a team effort."

Hanna Loyche (Danish National Association of Detergent Manufacturers)

This campaign proved to be a perfect opportunity to engage interested parties across the whole chain of consumer use connected with laundry, many of whom wished to become involved. This proved to be a considerable and unique strength for the campaign. Great success was achieved when a wide variety of organisations signed up to be Sponsors, Institutional Supporters, Gold Partners or Corporate Supporters (for the full list, see section 2.3.3).

2.3.2 Belgium: a special case, building on a unique sectorial agreement

The detergents sectorial agreement in Belgium is an initiative pioneered by the Minister for the Environment, Paul Magnette. It came into force in 2009 and was signed by the Belgian authorities, the retailers and distributors (COMEOS - UCM, UNIZO) and DETIC, the national association for detergent manufacturers in Belgium. This agreement is intended to promote products recognised as being “more environmentally friendly” in retail distribution. It relates primarily to increasing the availability and diversity of the range of more environmentally friendly detergents for shoppers in store.

It comprises two key aspects:

- i. in stores: targets for the increase of number of individual SKUs of eco-labelled detergents and concentrated laundry detergents on the shelves. It also recognizes A.I.S.E.'s 2010 Charter for Sustainable Cleaning.
- ii. promotion of sustainable consumption: targets aimed at modifying consumer habits in terms of the temperature at which laundry detergents are used, ideally moving the average temperature from 43° to 38°c.

Given these objectives, needless to say, the initiative from A.I.S.E. to drive low temperature washing arrived at a perfect time.

“Belgium has been very innovative with the format of the multi-sectorial agreement, involving authorities, industry and retail to work together towards common sustainability objectives. The «I prefer 30°» campaign fitted perfectly in this framework due to its multi-stakeholder nature. Our sector welcomes and believes very much in such coalitions to help drive changes.”

Frédéric Warzée, DETIC

2.3.3 Partner Overview

The 34 official partner organisations who committed formally to the “I prefer 30°” campaign are shown in hereafter. They comprise: 10 Sponsors, 9 Institutional Supporters, 13 Gold Partners and 2 Corporate Supporters.

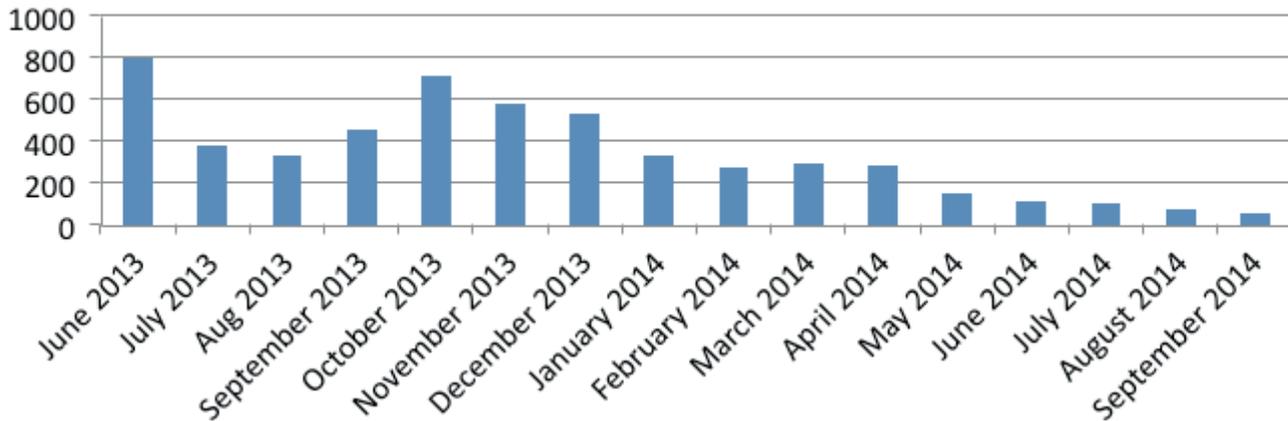
It is worth noting also that several other partners joined during the campaign across the five countries, but without necessarily committing via the project description.

The B2B www.iprefer30.eu website has been the key communication vehicle for partners, as well, of course as a platform for promoting the possibility for other partners to join the campaign. A recap of its use is featured in the graphs below.

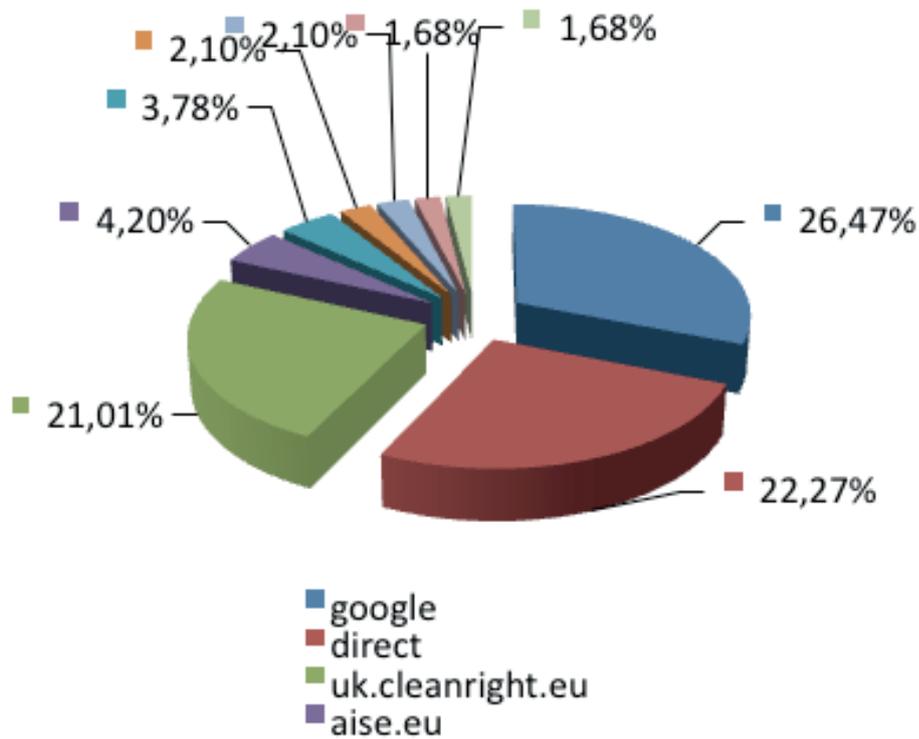
The B2B website had 4,400 unique page views in its first year of operation, reflecting its usefulness for all its partners, and other interested parties, who wanted to learn about the unique nature of the multi-stakeholder campaign. As expected, there was a peak right at the beginning of the campaign to recruit partners, coinciding with its launch on 7th June 2013, and then another peak in October 2013, coinciding with confirmation of the geographical scope.



Monthly visitors B2B website



Traffic Sources Jan - Sept 2014



B2B campaign website: 6,000 page views, 4630 unique visitors

List of Campaign Partners as at 15 06 2015

Core Campaign Leaders

	Logo	Description	Sector	Campaign partner in
1		Procter & Gamble	Detergent manufacturer	UK,IT,FR,DK,BE,
2		Unilever	Detergent manufacturer	UK,DK,BE,
3		Coop Danmark A/S	Private label detergents and retailer	DK
4		Nopa Nordic A/S	Private label manufacturer of detergents	DK
5		McBride	Private label manufacturer of detergents	FR,BE,
6		Werner and Mertz/Rainett	Detergent manufacturer	FR
7		Van de Putte Group	Manufacturer of detergents	BE
8		Henkel	Detergent manufacturer	IT,FR,BE,
9		AUCHAN	Private label detergents and retailer	FR
10		Carrefour	Private label detergents and retailer	FR

Institutional Supporters

	Logo	Description	Sector	Campaign partner in
1		AMFEP	Association of Manufacturers and Formulators of Enzyme Products	IT,FR,DK,BE,UK,
2		Global Action Plan	Environmental behaviour change charity	UK
3		Federal Public Service of Health, Food Chain Safety and Environment	Belgian authority	BE
4		COMEOS	Retailers trade association	BE
5		COFREET	French Committee for Textile Labelling Care	FR
6		Ecolabelling Denmark	Responsible for the official ecolabels in Denmark	DK
7		Energy Saving Trust	Social enterprise with a charitable Foundation	UK,IT,FR,DK,BE,

* Signatories to « Core Campaign Leader » Commitment.
Option A = funding the IP30° media campaign.

8		National Union of Students (NUS)	Membership organisation of students and their unions	UK
9		Vedvarende Energi/Energitjenesten	Initiative under the Renewable Energy Association	DK
10		WRAP	Non profit organisation working with partners to promote sustainable use of resources	UK

Gold Partners

	Logo	Description	Sector	Campaign partner i
1		C.L.A.S.S.	Creativity Lifestyle and Sustainable Synergy- Network for sustainable fashion	UK,IT,FR,DK,BE,
2		WEAR	Trade association for the textile and fashion industry	DK
3		Danish Fashion Institute	Network organisation created by and for the Danish Fashion Industry	DK
4		Arcelik A.S. / BEKO	Appliance manufacturer	UK,IT,FR,DK,BE,
5		Dansk Mode & Textil	Trade association for Danish textile and clothing companies	DK
6		Electrolux/AEG	Appliance manufacturer	UK,IT,FR,DK,BE,
7		AUCHAN	Retailer	FR
8		IKEA	Furniture and decoration retailer	UK
9		FEHA	Trade Association for the appliances sector	DK
10		MAYAMIKO DESIGNED	Textile designer	UK,IT,FR,DK,BE,
11		INDESIT Nordics AB	Appliance manufacturer	DK
12		Sainsbury's	Private label detergents and retailer	UK
13		Automatic Industries	Laundry equipment manufacturer	BE

Corporate Supporters

	Logo	Description	Sector	Campaign partner i
1		DuPont	Industrial Biosciences sector	UK,IT,FR,DK,BE,
2		NOVOZYMES	Industrial Biotechnology	BE,DK,FR,IT,UK,

2.3.4. Regular communication with partners

A.I.S.E. organised regular communication with all the partners, including regular emails and updates of campaign progress and partners' activities. It was important to maintain the momentum of the campaign over the five countries, and over the two stages of the campaign, B2B and B2C, across nearly 18 months in total. Therefore the calendar of consolidated activities ran from June 2013 and throughout the whole of 2014. The communications highlights are shown below.

07 June 2013	Pan-European sustainable laundry campaign launched today - See more at: http://www.iprefer30.eu/partners#sthash.JI5mgoRI.dpuf
10 June 2013	Pictures of the "I prefer 30°" launch (Short video also available on the website under "Why Prefer 30°")
20 June 2013	"I prefer 30°" campaign enters DG Climates a 'world you like' challenge - See more at: http://www.iprefer30.eu/partners#sthash.Umdiv4RR.dpuf
24 July 2013	A.I.S.E. welcomes first partners to "I prefer 30°" campaign - See more at: http://www.iprefer30.eu/partners#sthash.Umdiv4RR.dpuf
11 October 2013	A.I.S.E. confirms geographical scope of low temperature campaign. Additional partners welcome to join! - See more at: http://www.iprefer30.eu/partners#sthash.Umdiv4RR.dpuf
10 January 2014	Multi-stakeholder low temperature campaign and consumer portal www.iprefer30.eu opens today in 5 European countries with 24 partners! - See more at: http://www.iprefer30.eu/partners#sthash.Umdiv4RR.dpuf
26 February 2014	I prefer 30° campaign continues to see partners grow! - See more at: http://www.iprefer30.eu/partners#sthash.Umdiv4RR.dpuf
7 March 2014	DG Climates "world you like" campaign publication now available - See more at: http://www.iprefer30.eu/partners#sthash.Umdiv4RR.dpuf
13 March 2014	Latest news on "I prefer 30°" campaign implementation activities
28 April 2014	The I prefer 30° campaign creates a real buzz as promotional activities get well underway - See more at: http://www.iprefer30.eu/partners#sthash.Umdiv4RR.dpuf
17 June 2014	A.I.S.E. national associations present "I prefer 30°" campaign activities at 10th A.I.S.E. General Assembly - See more at: http://www.iprefer30.eu/partners#sthash.JI5mgoRI.dpuf
1 September 2014	Partners update: "I prefer 30°" - still time to promote the campaign!
24 October 2014	"I prefer 30°" campaign Close Out Report - feedback on implementation activities undertaken by partners

2.3.5 Final campaign budget achieved for the region

Thanks to the different partners officially engaged in the campaign and, in particular, thanks to the funding provided by Core Campaign Leaders and Campaign Corporate Supporters, the following budget could be deployed to help support the campaign. To note, part of the budget for the campaign linked to the central toolkit development and general expenses came from the A.I.S.E central budget; only the budget for actual campaign implementation was covered by the Campaign partners.

The aggregated* costs of the I prefer 30° campaign are split in the different following groups:

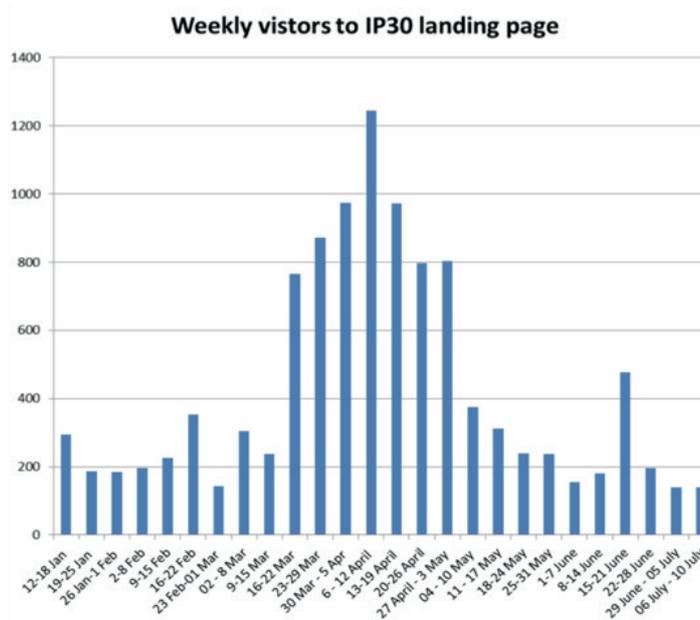
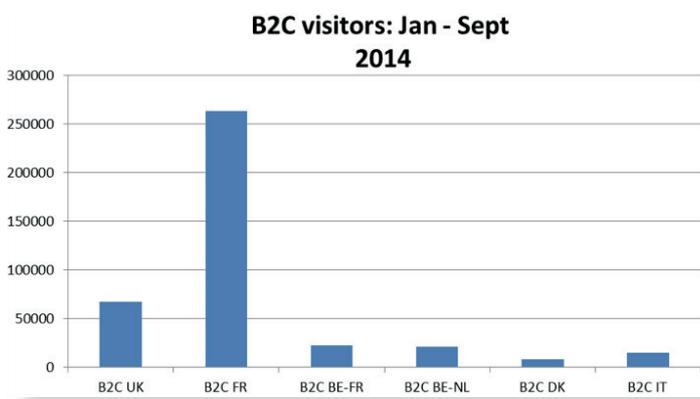
Type of costs	Budget	Source	Years
Central development of toolkit, websites and substantiation dossier/ consultations, Close out report	About 300 000 €	A.I.S.E. central budget	Essentially 2012-2013 2015
Budget for National Associations activities	170 114 € split in 5 countries	IP30° Campaign partners (detergent companies and suppliers) Through A.I.S.E.	2014
Media budget directly invested by Core Campaign Leaders for the central/neutral IP30° Media Campaign	Between 1 Mn to 1,5Mn €	IP30° Campaign partners (some detergent companies) Invested directly by partners	2014
Individual activities undertaken by the Campaign partners through their own communication channels.	Not available	IP30° Campaign partners Invested directly by partners	2014

* details per country cannot be provided for confidential reasons.

2.4 Business to Consumer engagement activities: the roll out and implementation

2.4.1 Key statistics and facts

The consumer engagement campaign, funded by the core campaign sponsors, ran in each country using exactly the same creative treatment, with the sponsors funding and planning the individual media bursts, ranging from women’s press, to outdoor posters, to street events, PR activities, dedicated websites and social media activities and sponsorships. Many of these activities directed consumers to find out more from the website; **the B2C site itself received over 345,000 unique page views**; from its launch on 10th January 2014, visits peaked in the middle of April 2014; this coincided with the peak of the advertising and promotional activities in the five countries.



2.4.2 Ambassadors

Ambassadors were selected to amplify the campaign in some countries. Well-known personalities were able to give the message an extra emotional and personal drive through use of PR, photography and personal visits. These were appointed both through promotion activities from A.I.S.E. in Brussels and through the 5 National Associations, as well as from partners themselves. The table below provides a summary overview of Key ambassadors of the campaign.

See Annex V Full list/pictures of IP30° ambassadors



"If we all make small changes to our daily habits, together we CAN make a big difference. Let's work together for a better climate - one machine wash at a time!"

CONNIE HEDEGAARD
European Commissioner for Climate Action



2.4.3 Achievements by country

2.4.3.1 Belgium



Overview of activities led in Belgium by DETIC



The national association in Belgium, **DETIC**, was already fully involved in the sectorial agreement with authorities, retailers and distributors that had been initiated in 2009. This provided the platform for the campaign in Belgium; the sectorial agreement requires there to be communication to consumers regarding washing at lower temperatures, so it was clear to the DETIC board that 'I prefer 30°' was a perfect mechanic to meet these goals. On the basis of this, DETIC invited stakeholders to join the campaign and succeeded with the Federal Public Service of Health, Food Chain Safety and Environment, Comeos (the Federation of Trade and Services in Belgium) and Automatic Industries.

DETIC's strategy for consumer engagement was based primarily on **digital communication**. DETIC chose to create two Facebook pages (in both Dutch and French) to communicate with the consumer. To provide these pages with content, DETIC asked a specialist agency for **creating events and activation**, WOW, to organise several events in the most important cities in Belgium. There were 13 of them in total. These events were designed to be used at two levels; they created the opportunity to get in close contact with the consumer on the one hand, and, secondly, resulted in lively photos of lots of people fully engaged with the campaign, which were then used as content for the two Facebook pages.

Secondly, DETIC chose to work with a PR agency, Cats Communication, to focus on **lifestyle** press. During the whole campaign (April - October), they achieved coverage for the campaign in consumer magazines. A second important PR activity was the collaboration of the city of Antwerp, Unizo and Antwerp ITCCO. The goal of these organisations is to promote sustainability in the city of **Antwerp**. During the week of 12-19 April, the city of Antwerp displayed clotheslines full of 'I prefer 30°' t-shirts, in one of the most important shopping streets in Antwerp, 'The Belgian city of Fashion'. In addition, 5.000 washing guides were provided in the shops for consumers to take.

Whilst DETIC was in charge of the overall coordination of the campaign in Belgium, the community management on social media and the reporting towards members and core campaign leaders, these two specialist agencies provided particular expertise in engaging consumers. DETIC set up a regular meeting or teleconference with the partners to ensure the coordination and roles were fully understood and delivered, as the campaign unfolded. DETIC funded in addition pay per click ads and Facebook-boosted posts. In total the reach was 6m from DETIC's activities.

DETIC were also able to engage the support of a significant number of other 'unofficial' partners (that is, those on board with the campaign, but not having signed the campaign commitment letter) who engaged and acted within the campaign once it started. **These included H&M, Oxfam, Lidl, the City of Antwerp, Unizo and Cora.** Between April and October 2014, **DETIC posts reached 2.4m people with a frequency of 50 per person and a total of more than 123m views, with 80,000 people 'engaged' through social media.** The collaboration with H&M is particularly worth noting; the company advertised many of the road show city visits and organised them in their shops. This gave a large increased reach for the events; **200,000 more followers on Facebook and 7,000 more followers on Twitter.**

As Core Campaign Leaders, both Procter & Gamble and Henkel implemented the IP30° Core campaign, with placement of web banners on women's websites during the month of March 2014, on sites such as aufeminin, Wewomen and Google and in May 2014 on sites such as flair.be, libelle.be, femmes d'aujourd'hui.be, styletoday.be, feeling.be and gael.be. In total, nearly **12m web impressions** were achieved from the Core Campaign Leaders' activities.

Also the board of essenscia , the Belgian Federation for Chemistry and Life Sciences industries, were very enthusiastic about the 'I prefer 30°' campaign. Lidl also used the 'I prefer 30°' logo through amplification activities in the promotional advertising for their Formil detergent brand.

Vert demain

Lessiver à 30 °C : plus écologique, moins cher

Quel est l'intérêt de baisser la température ? Obtenir un résultat performant en limitant sa consommation d'énergie et en préservant l'environnement.

Plus d'infos sur www.telépro.be

Selon les statistiques, un ménage belge fait 228 lessives en machine par an, consomme 40 kg de savon, 13.700 litres d'eau et 230 kWh d'électricité. Ce qui génère un impact environnemental non négligeable. De surcroît, les (mauvaises) habitudes ont bon dos et la majorité des Belges lavent leur linge à 40 °C voire à 60 °C (17 % des ménages). Or, le lavage à haute température rime avec gaspillage inutile ! En revanche, faire tourner sa machine à basse température (30 °C), en utilisant des lessives modernes, permet une économie d'électricité et d'eau considérable : on consomme presque deux fois moins d'électricité pour une lessive à 30 °C

plutôt qu'à 60 °C. Concrètement, on réduit la consommation énergétique de 40 %.

Adoptez l'attitude «I prefer 30°»

Cette nouvelle campagne de sensibilisation en Belgique, au Royaume-Uni, en France, en Italie et au Danemark, vise à promouvoir le lavage de linge à 30 °C. Chez nous, elle est soutenue par dix-sept partenaires dont le SPT Environnement et elle est menée principalement sur Internet. Plus de 110.000 personnes ont déjà pris connaissance de cette campagne. Faites comme elles et consultez le site www.iprefer30.eu qui vous donnera toutes les informations utiles et vous permettra de télécharger un guide pratique du lavage à basse température. La campagne «I prefer 30°» est également présente sur Facebook via une famille de conseils, de témoignages et de nouvelles.

Prenez soin de vos vêtements et de la planète

L'époque est aux économies et à la durabilité : pour que les vêtements que vous aimez durent plus longtemps il faut en prendre soin. Si vous les lavez à basse température, les couleurs ne vont pas pâlir et ternir trop vite, les fibres textiles s'useront moins vite. Les pulls seront impeccables et ne vont pas boulocher, les tee-shirts et les pantalons vont garder leur forme sans rétrécir. Sans compter les bénéfices pour la planète ! En réduisant de seulement 3 °C la température moyenne des lessives en Europe, les économies d'énergie réalisées correspondraient à l'élimination des émissions produites par plus de 700.000 voitures par an. À l'échelle belge, si tout le monde jouait le jeu, on pourrait économiser chaque année l'équivalent de la consommation énergétique d'une ville comme Liège. Non négligeable ! Et quand on dit réduction de la consommation énergétique, on dit diminution de la facture en fin d'année.

Barbara WITKOWSKA



2.4.3.2 Denmark

See Annex VI Overview of activities led in Belgium by DETIC



The national association in Denmark, SPT, organised the search for partners locally and received much enthusiastic support; the campaign message was received very well, since it was easy to understand, and fitted well with Partners' CSR strategies. SPT succeeded in gaining agreement from a wide number of active Partners; Novozymes, WEAR, Danish Fashion Institute, BEKO, Dansk Mode & Textile, AEG, FEHA and Indesit/Hotpoint. Each of these proved to be very motivated to amplify the campaign. SPT arranged regular meetings, which most of the Partners attended, which were used to coordinate information, activities and feedback throughout the campaign. A specialist PR agency, LEAD, were used for their expertise. The campaign included online banners, website, outdoor posters, print, distribution of more than 50,000 GoCards and PR activities. Editorial coverage was achieved in a wide variety of consumer press titles in Denmark, and in 2 professional trade magazines, estimated to total 3.3m impacts in total. Furthermore, the material that had been originated by A.I.S.E., as well as the concept of the campaign, based on gaining a maximum number of value chain partners, enabled the national association to have valuable dialogue with a number of relevant and concerned stakeholders. The Core Campaign Leaders in Denmark were Procter & Gamble, Unilever, COOP and Nopa Nordic. Procter & Gamble ran a 2-week campaign as part of the Core Campaign with the IP30° generic toolkit (non branded web banners) on popular Danish websites, such as ebay, BT.dk and Aller Internet, for 6 weeks from March to May; this was set to achieve more than 8 million impressions.



Unilever ran amplification activities with 2 weeks of national outdoor posters and 2 months of print advertisements for their Biotex brand, featuring the 'I prefer 30°' logo.

'I prefer 30°' also appeared prominently on the brand's webpage for 6 months and in a consumer brochure, Buzzador.



2.4.3.3 France



Overview of activities les in France by Afise



The national association, AFISE, led the campaign and selected a specialist communications agency, 'le bureau de com', to support and drive the PR/social media campaign. Sponsors of the Core Media Campaign were Procter & Gamble and Henkel. The notable participation of two major French retailers - Auchan and Carrefour - gave also high visibility to the campaign.

As a result, a major press campaign was organised, focused on women's, news and consumer press titles. The press kit was sent to more than 450 journalists early in 2014 and this resulted in substantial coverage; in total, the editorial campaign achieved more than **20 articles** in major media in France (TV, magazines, newspapers and webzines). There was also a **digital campaign**, through specialist journalists, and a dedicated Facebook page, with a timetable of campaign messages, 3 times a week, over the period from February to April, as well as Twitter activities. A test with **200 consumers** ('Le Club des Expertes') was

organised with the help of 'au feminin.com' from mid-February to mid-March. The experts were recruited with the help of an 'I prefer 30°' t-shirt and invited to test doing their laundry at 30° over the next week and then give their opinions back via the website. This resulted very good comments from the experts, and with feedback from 153 of them, it achieved an average score of 4.4 (out of 5) for washing at 30°. Activities from the Core Campaign Leaders resulted in advertising in a number of women's magazines (eg Femina etc) from March to May with a total circulation of 7.6m, as well as more than 50m website impressions.

In terms of amplification activities, Auchan featured 'I prefer 30°' in the promotion of 30 products suitable for low temperature washing from June to October 2014, including promotional displays in main drive aisles and shelf talkers in detergent aisles. Carrefour arranged a campaign across their stores, in both hypermarkets and supermarkets, from February to October 2014, and this included shelf talkers and display cards in detergent and appliance sales areas, 300,000 leaflets in entrance areas, together with direct mail to their millions of loyalty card holders. The campaign also featured in their catalogues and on web banners.



2.4.3.4 Italy

See Annex VI

Overview of activities led in Italy by ASSOCASA



The national association **Assocasa** selected a specialist web agency, Digital Mind, to spearhead the campaign. In May and June, an online 'selfie' competition was run. Assocasa also set up a dedicated Facebook page. **More than 1.35m people** saw content associated with this page and the campaign was featured in daily press.



Sponsors of the Core Campaign in Italy were **Procter & Gamble** and **Henkel**. The campaign was started mid-way through 2014 in Italy. **The highlight was an important event in Treviso, attended by more than 160 bloggers and journalists**, during the presentation of a book by a famous Italian blogger, **Domitilla Ferrari**. Assocasa also secured the agreement of **Tessa Gelisio**, a well known TV personality, to be the ambassador for the campaign, and she hosted the launch of the campaign in Milan in June 2013. She then went on to write about it in her blog (Ecocentrica) and for a magazine.

For advertising, the Core Campaign leaders arranged advertising in women's weekly press titles, such as *Donna Moderna* and *Grazia*, over May and June 2014 and this reached 54% of women aged 25 to 54. Google web display pages were also bought, over the same period, leading to **6m unique users from 14.6m impressions**.

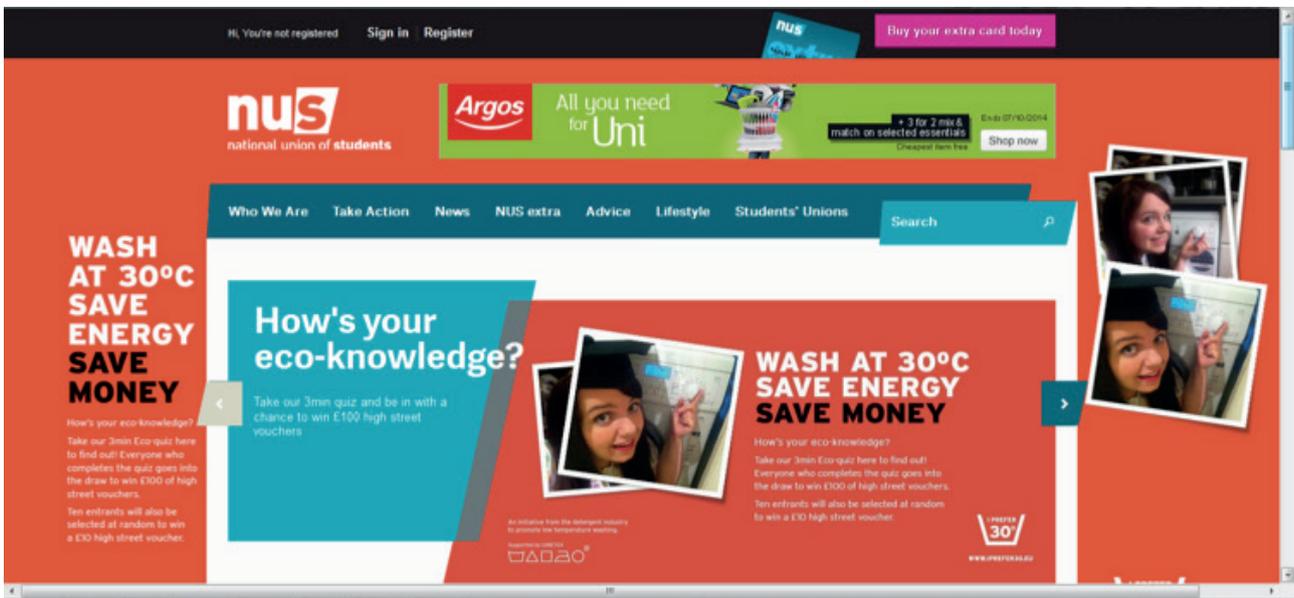
2.4.3.5 United Kingdom

See Annex VI

Overview of activities led in the UK by UKCPI



The main focus for the national association, **UKCPI**, was the partnership with the **National Union of Students (NUS)**. The aim was to increase the awareness amongst students of the financial and environmental benefits of washing their clothes at 30°. There were two phases to the approach, in May/June and in September/October 2014. Some 20,000 samples of low temperature detergent brands (supplied by Unilever and Procter and Gamble) were distributed during the campaign. Additionally a competition was run encouraging students to submit a "low temperature" selfie to win prizes. Also 2,200 'I prefer 30°' Fairtrade goodie bags were distributed during 'freshers' weeks at five Students' Unions and the message was promoted to all UK students via a combination of the NUS Extra e-mail list (500,000 students), NUS home webpage, via individual Students Unions and Universities and via the NUS Facebook page. The online campaign with the 'selfie' competition drove more than **500,000 impressions alone**.



An example of the campaign from the NUS website

The NUS, uniquely, undertook their own survey amongst students to assess the campaign's effectiveness against this target. They ran a questionnaire twice, in June and again in November 2014, enabling a comparison before the campaign started and then at its end. Their findings suggested that the raised awareness had an impact on behaviours with 40.5% of respondents stating that they always washed at 30 degrees in November 2014 compared to 33.2% in June 2014.

How often do you personally wash clothes at 30 degrees or less?	Always	Quite often	Some-times	Occa-sio-nally	Never	Don't know	Not applica-ble	Total
June 2014 %	33.2	20.3	13.4	13.9	9.6	5.8	3.8	100 (395)
Nov 2014 %	40.5	25.2	12.2	8.6	7.2	5.9	0.5	100 (222)



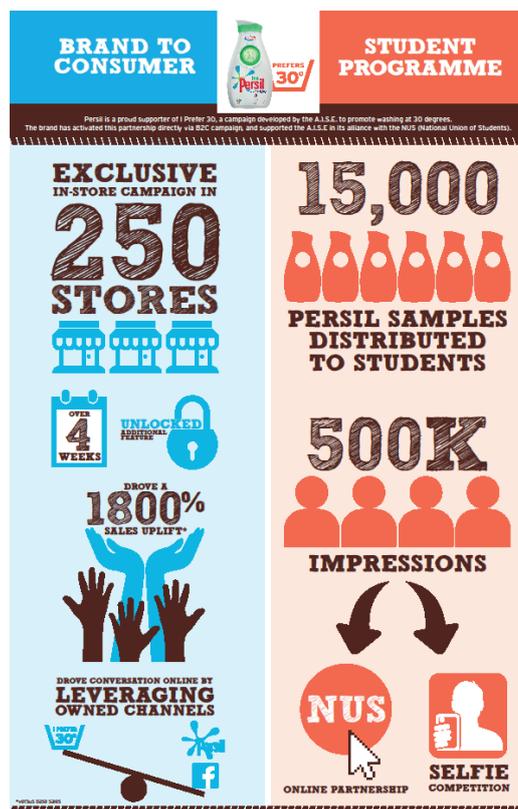
The winning photograph, from the University of Cambridge.

Sponsors of the Core Campaign in the UK were Procter & Gamble and Unilever. Institutional supporters were 'Love Your Clothes' (an initiative from the UK government department DEFRA), the National Union of Students (NUS), the Energy Saving Trust and Global Action Plan. A leading grocery retailer, Sainsbury,

was also a partner in the campaign and promoted it through their own brand clothes range.

For a full list of sponsors, see section 2.3.3.

Unilever, through the Persil brand, created a unique campaign in 250 Wilkinson's stores, supported on its own website, to promote the 'I prefer 30°' message and its benefits and this led to increased sales in the stores. Core campaign leaders also arranged for both print and digital advertising in March and April 2014.



2.4.4 Activities by EU wide partners

There were also six EU-wide partners: AMFEP, CLASS, BEKO/Arcelik, AEG/Electrolux, Novozymes and Dupont.

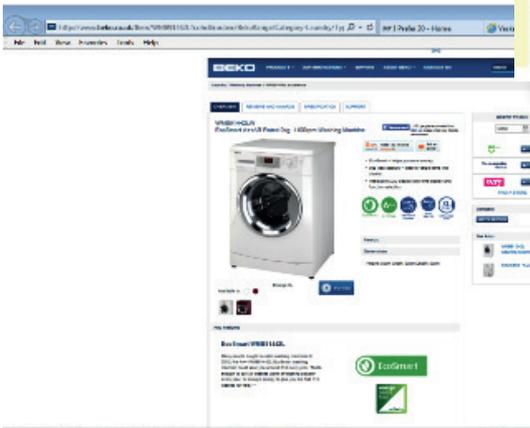
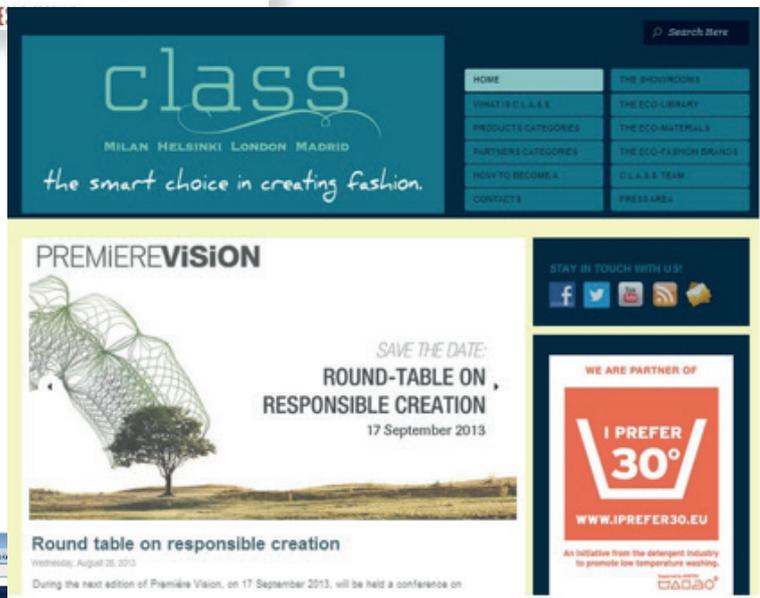
AMFEP, the European Association of Enzymes manufacturers, contributed a lot of its expertise at the early stage of the campaign, notably through the substantiation dossier (explaining the valuable role of enzymes in enabling low temperature washing and good performance). They featured the IP30° logo also on their www.amfep.org website. Similarly, **CLASS**, as sustainable fashion consultant based in Milan, involved in the development of new fabrics, sustainable materials and working with many fashion designers, also promoted their commitment to the campaign via their website and by organising the joint launch event in June 2013.

Novozymes arranged for a high level presentation to be given about the campaign at the Copenhagen Household Care Sustainability Summit, which was hosted by them in December 2013 and this included leading detergent producers and value chain partners.

Dupont organised, in June 2014, an internal employee challenge for as many DuPont employees as possible to pledge to wash their clothes at 30°C for 30 days and hosted a dedicated website to this aim. Nearly 600 employees took part in the challenge and uploaded information on the website. Nearly 200 took part in the consumer panel survey.

Internet

- Dedicated website for DuPont employees



2.5 Achievement and learnings

This section of the report reviews the campaign performance and results. Following the analysis of the 2014 consumer habits data, a more qualitative overview to how the campaign performed overall is provided later in this section.

2.5.1 The evolution of consumer habits

2.5.1.1 EU summary of key indicators

Every 3 years starting in 2008, then in 2011 and again in 2014, A.I.S.E. commissioned a consistently designed, online, **consumer research** study by InSites Consulting about household laundry and cleaning habits. The sample sizes of each of these studies were 4740 respondents with an average of 200 respondents in each of the 23 countries, nationally representative in terms of age (18-65 year old) and gender. The survey covered laundry habits and loading of the wash machines. The last one was undertaken in October and November 2014, timed in order to assess if the campaign effect could be detected at macro level, even though it had been less than a year since it had been running. The participants were asked about their behavior with washing machines and laundry drying and about their opinion about energy issues in general. The summary of this research is provided in Annex.

See
Annex
VII

Summary of Insites consumer research findings 2014

What have we found?

Sustainability

- **A clear decline in sustainability attention** can be recognized in whole Europe, except Eastern Europe where sustainability and needs for information about that increased there towards the general European standards. These days, it is **more about meeting economic standards** instead of sustainability standards. This can be proven by different results in this study:
 - **Labels** about the impact on environment ecology (as well as user safety) are **less important**, when shopping for laundry detergent! Compared to 2011 for all types of labels the importance has decreased.
 - The **importance attached to efforts to be more sustainable, declined** compared to 2011, especially washing at lower temperatures, avoiding using a lot of water or detergents, or using concentrated detergents when cleaning the laundry is at steep decline. However, this is not the case for doing the dishes with a dish washer. On the contrary, efforts to avoid under filling the machine, using water-saving program and doing dishes at low temperatures has significantly increased over the past years, mainly driven by the Eastern European consumers.
 - Moreover, **less** consumers agree that the **current consumption level is too high** compared to 2011. Especially in Eastern European countries, consumers want to further increase their consumption.
 - This drop in sustainability attention is also clear from **whom should be involved and responsible** in the sustainability of laundry, cleaning and maintenance products: industrial, innovation or personal **responsibility** concerning sustainability **decreased** significantly. It also less influences consumer's buying behavior. One of the reasons is that consumers **believe less** that sustainable products can **limit environmental impact** or can **encourage companies to attract consumers**.

The 2014 survey showed overall a lower interest for sustainability information and behavior by European consumers as compared to 2011.

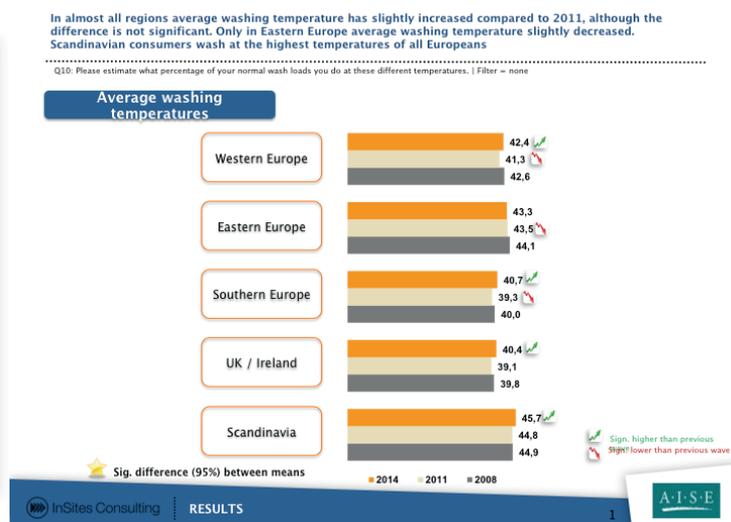
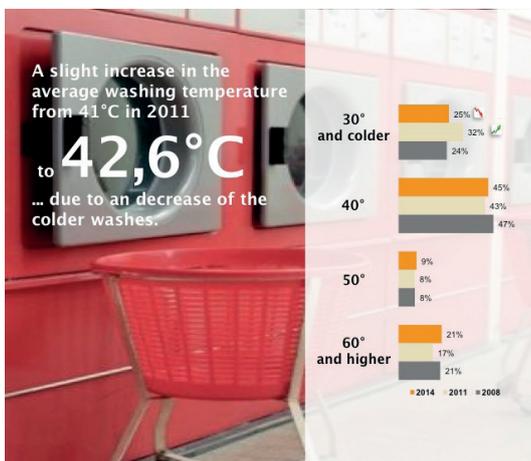
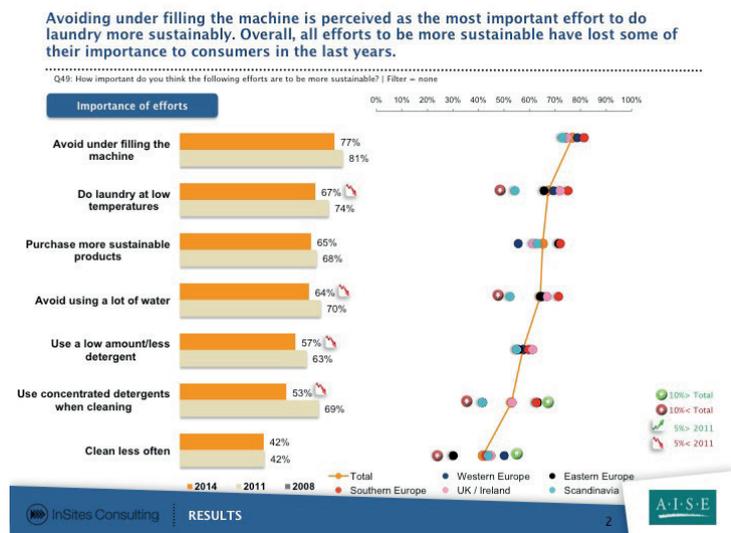
This can partly explain the limited influence of the IP30° campaign for lowering the wash temperature. The challenging economic period during which the survey was conducted is also reflected to some extent in several indicators from the survey results.



In terms of laundering trends, there has been a continuing decline in the number of washes done per week, on average, from 3.4 (2008), to 3.2 (2011) to 3.1 (2014). Across Europe, the UK has the highest number of washes per week, at 3.8, indicating that this was a good country to have selected to run the campaign. The average washing machine across Europe is claimed to be 84% full, meaning that there is still some way to go to persuade consumers to fill the machine to 100% for every wash.

The latest survey results show that both the messages about the importance of not underfilling the machine and washing at lower temperatures are substantially agreed by survey respondents.

The graph aside shows that overall, the efforts to be more sustainable seem to have lost some of their importance for consumers versus 2011.



The graphs herewith also indicate that the slight average temperature increase in 2014 (versus 2011) is overall general to several countries (except Eastern Europe). The average wash temperature noted via this 2014 survey across the whole of Europe is 42.6°C (versus 41° in 2011 and 41.6°C in 2008). This is due to a decrease in the number of colder washes since 2011. These slight differences may also be due to the margin of error as people are asked to record by memory the average wash temperature that they have been using over the last two weeks.

The Insites quantitative consumer research did not allow more in depth analysis as regards the reasons for such changes of habits. Reliability of the consumer panel was not questioned by the consultant but maybe more in depth qualitative analysis would be needed to better understand if the apparent slight increase in the average wash temperature has been done consciously or if it is due to the way the survey is done.

Complementary analysis of the results did not allow to draw any specific conclusion with regard to the impact of age, gender, social groups on this average wash temperature. It is interesting to note however that this increase seems to be observed for most of individual countries, and not only in a specific regional cluster.

In most countries average washing temperature has slightly increased compared to 2011. The lowest average washing temperatures (under 40°) are still in Spain and Portugal and the highest in Sweden, Norway and Finland (above 46°).

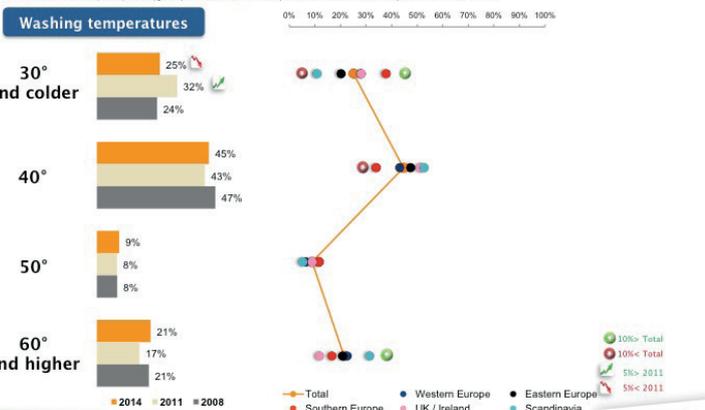
Q10: Please estimate what percentage of your normal wash loads you do at these different temperatures. | Filter = none | N = 4748

Average washing temperatures			
	2014	2011	2008
Spain	36,6	33,9	34,2
Portugal	38,9	36,6	38,9
France	39,8	39,7	40,8
Ireland	40,2	39,7	40,1
United Kingdom	40,7	39,1	39,5
Netherlands	41,6	41	41,2
Italy	41,9	40,4	41,3
Belgium	41,9	41,2	42,3
Greece	42,3	41,5	41,4
Romania	42,7	42,9	44,4
Poland	42,8	44,1	44,6
Hungary	42,8	41,9	42,8
Bulgaria	42,9	42,4	45,1
Germany	43,1	42,3	43,3
Switzerland	43,8	42,8	44,3
Turkey	43,9	42,5	43,9
Austria	44,0	43	43,9
Denmark	44,2	43	43,2
Slovakia	44,2	43,5	43,9
Czech Republic	44,5	44,3	44
Sweden	46,0	45,3	45
Norway	46,3	45,2	46,6
Finland	46,3	45,1	44,5

InSites Consulting RESULTS 5 A-I-S-E

The majority washes at a temperature of 40°. After an increase in 2011, the proportion of washes at 30° has decreased again to levels of 2008. The proportion of 60° washes is also back at the level of 2008.

In Scandinavia proportions differ from European average, more washes are done at 40° and 60°. Southern Europe mostly washes at 30°.



InSites Consulting RESULTS 6 A-I-S-E

Evolution of wash temperatures :

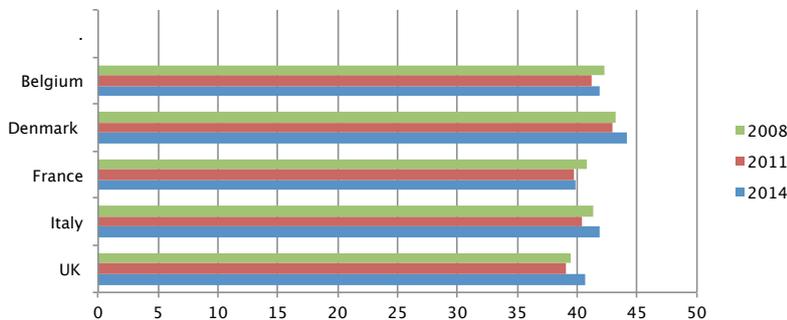
When comparing the 2008, 2011, and 2014 data, the average wash temperature is found to vary in the range of 41-42.6°C at EU level. There are slight differences in average wash temperature when comparing 2008, 2011, and 2014 data. **There continues to be important regional differences** (for example with Spain washing still at the lowest average with 36.6°C), versus Scandinavia (with for example Finland having the highest average wash temperature at 46.3°C). Trends can be observed when comparing the 2011 and 2014 data sets - in some cases, slight increases of the average temperature can be observed (eg Portugal, UK, Turkey); in other cases, slight decreases (eg Poland). Overall, the country or regional average temperature varied between 2011 and 2014 within a range of 0.2 to 2.7°C.

Throughout the 3 survey period, the most often used wash cycle in each market continues to be the 40°C cycle. The 60°C cycle is also commonly used. The newly promoted 20°C cycle is not yet commonly used. This may be due to a very recent penetration on the market of appliances offering this cycle.

These data continue to indicate that habit change is a slow process and that insights from the IP30° campaign can be used to accelerate the move to more sustainable laundry washing behaviour.

2.5.1.2. Country temperature evolution in the 5 campaign countries

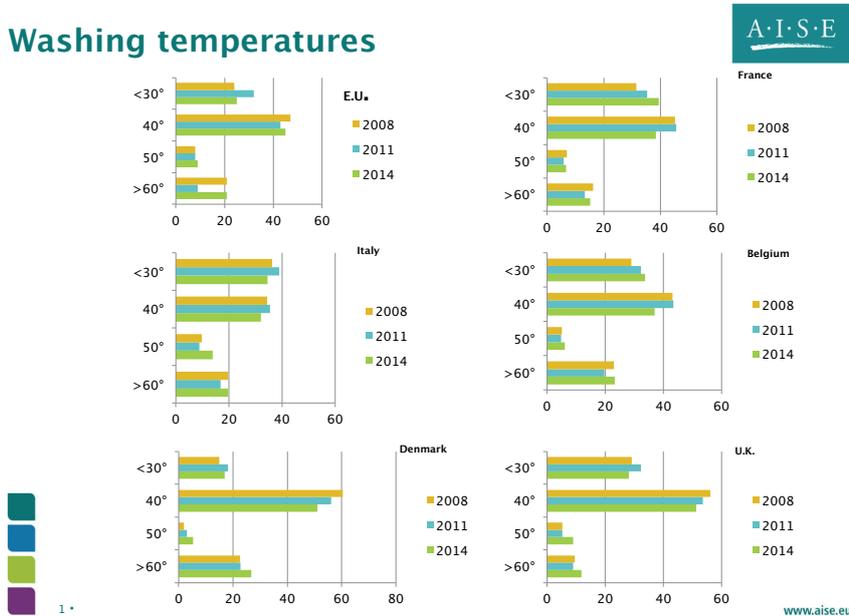
The results of the average wash temperature used in the 5 campaign countries the results are shown in the graph below.



2014 average wash temperatures (source Insites 2014):

UK: 40,7°
 Italy: 41,9°
 France: 39,8°
 Denmark: 44,2°
 Belgium: 41,9°

Evolution of average washing temperatures, by country, between 2008, 2011, 2014



Evolution of the temperature distribution in the 5 campaign countries between 2008, 2011 and 2014

Insites has also been analysing more in details whether the group of people who said they had seen the campaign had overall a different trend in washing habits versus the one who said they did not see it but this did not show specific information. The sample though (on average 15% of a country sample of 200 so about 30 per country) was relatively limited.

The tables above provide more details as to how the split of temperatures has evolved between 2008, 2011 and 2014 in EU and in the specific 5 campaign countries. Whilst it is not possible to draw generic conclusions, we tend to see an increase in most regions of the share of washes done at 30°, but also an increase of the ones done at 60°, with still 40°C being the preferred cycle.

This confirms the need to continue education over time on the opportunities brought by low temperature washing, but shows as well that such habit changes are extremely challenging to drive. Campaigns driven in a multi-stakeholder way and on longer periods should thus be further encouraged and organised.

2.5.1.3 The campaign itself

Looking to the detail of the 'I prefer 30°' campaign itself, **15% the respondents claim to have seen the logo. More** than half of the respondents recognize the international care label design. The fact that the campaign used an already well known symbol for its creative platform means, naturally, that it is more difficult to attribute logo recognition for the 'I prefer 30°' logo itself, but this is to be expected.

But when asked whether consumers appreciate this multistakeholder initiative, **more than 70% do think that it is good for several partners to work together in such a way on such an initiative.** A.I.S.E. intends to continue to repeat its surveys on a regular basis, since it is recognised that consumer behavior and habits take a long time to change.

2.5.2 Feedback from Partners

A questionnaire was sent to each of the national associations, together with all the Partners and Sponsors, to gather their views about the campaign. **Seventeen responses** were received (representing 44% of the possible responses).

The feedback in general was positive:

- 100% of respondents agreed that the concept of the campaign was very good, good or fair.
- 93% of respondents agreed that good, or very good, support was given by the national associations for the campaign.
- Once again, 100% of the respondents found the website good or very good.
- 100% found the Toolkit very good, good or fair.
- Nine of the sixteen sponsor responses indicated they would like the campaign to continue.

The international coordination role of A.I.S.E. was very much appreciated: 'a strong relationship between A.I.S.E. and AFISE has been set up very quickly and A.I.S.E. prepared the job well beforehand' (AFISE, France)

Many of the people involved were very busy with other aspects of their roles, but generally appreciated the planning and creativity of the campaign ideas: 'Partners were always keen to work with us on 'I prefer 30°' and most of the time communication between both parties went smoothly. As 'I prefer 30°' was not always top priority to partners and due to hierarchy in partners' organisations, from time to time communication went a bit slow' (1 National Association). 'Internal changes of staff responsibilities in the core campaign companies also hindered continuity....' (1 National Association)

'The combination of paid media campaign with activities by partners is an efficient way to enhance visibility with limited budget' (FPS, Belgium)

Some of the best activities happened when partnerships were formed with partners having complementary resources: 'Best partner in our country was the NUS - shared similar objectives (student switch off campaign) and we worked in true partnership i.e. we provided funds and materials they provided audience and campaigns' (UKCPI, UK)

It was interesting that the NUS survey results indicate that timing of the messages to tie into changes in young peoples' lives could be built on in the future: 'The survey nevertheless indicates that this may be a fruitful time to be trying to influence behaviours - when students adopt habits in their new accommodation.' (NUS, UK)

There was enthusiasm for the campaign even from other, unexpected areas: 'A few but very well-known ... companies helped us spread the word without signing any contract' (1 National Association).

2.5.3 Potential learnings for future campaigns

The “I prefer 30°” campaign led by A.I.S.E. has been an unprecedented multi-stakeholder campaign in the detergent sector and possibly, in other sectors too.

A campaign fitting well with the political agenda: Due to the synergies between IP30° and the “World you like with a Climate you like” campaign, this concept developed by A.I.S.E. has been extremely valuable in the sense that for common societal topics, the more actors behind one message, the more powerful - and thus, understood- your message will be. The example of the Belgian sectorial agreement also demonstrated the pertinence of this initiative vis à vis local stakeholders.

Stakeholder outreach : with more than 30 partners (and other “unofficial” partners), the campaign has been rather successful in getting a vast and representative number of partners from the detergent value chain and from related interested stakeholders. It is perhaps the case that more direct partners from the textile industry and the appliance industry would have been welcome, as well as from retailers in the five countries.

In terms of **substantiation of the message**, special attention was taken by A.I.S.E. beforehand to consult with leading scientific experts about the right advice and guidance to give to consumers. This may have delayed the delivery of the toolkit (by 3-4 months) but was essential. This preparatory work was extremely well appreciated by partners and by the scientific community. It also showed that not only was the “call for action” for consumers (to encourage them to wash at low temperatures) possible, but also it needed to be communicated with adequate nuanced messages, as there are certain conditions for which it is not appropriate to wash at low temperatures (cf infographic on B2C IP30° site).

In terms of the creativity and deployment of the Toolkit, it is clear that, in building on a consistently designed toolkit and guidelines, individual companies and national associations have been able to find a range of very good creative, yet different, ways to get the message across, each appropriate for their market conditions. This approach, then, has recognised and capitalised on the diversity of the number of partners involved with the campaign; from street events, to Facebook, to press advertising and to in-store events and display materials. But this was only feasible through the customisation of the message for each market, led by the National Association, and this gave it a strong “**national**” spirit, whilst respecting its pan-European nature. All this could be done through specifically devoted National Association (NA) PR budgets, obtained thanks to the financial support of several partners (particularly so as this project was additional to other NA work). The fact that the very strong campaign visual could also be customised with the partners’ name proved also to be very good and successful, allowing the common message to be deployed but still allowing, for those who wished, some “**appropriation**” by brands, at least to an extent, whilst remaining true to the campaign guidelines.

In terms of reach, its rolling out in the **media and among stakeholders**, the campaign was successful in the sense that it was aired and written through several media channels. But **less amplification than expected** was organised, and due to limited media budget available, it is perhaps the case that more efficient visibility could have been gained. However, it can be said that in the 5 campaign markets, it is women aged 25 to 50, who usually take the main responsibility for washing clothes in a family house. However it is also the case that younger people responsible for laundering their own clothes, such as students living away from home, were reached in the case of the NUS campaign in the UK. As has been shown in the individual countries, many millions of people have seen the campaign during 2014.

Partners search/Contract : For some partners and potential partners, the campaign contract (which in principle, had to be signed by each individual partner) was perceived by some as somewhat complex and

burdensome. This proved to be a barrier to speed and to sign up, in some cases. A future solution to this would be to seek to simplify, or negate the need for, such a contract in the future. (Note: in this event, A.I.S.E. needed to establish this contract particularly due to the creative route which was subject to an agreement with GINETEX on the use of the trademark, as well as the contract being required for Core Campaign Leaders in order to secure the financing of the initiative). It might be possible for a shorter version of the contract, designed for partners “amplifying” the campaign, could be devised for the future. In addition, some partners would have preferred exclusivity to this campaign versus others (who had already signed), in a given sector. But the campaign was planned so that it would be as broad as possible, with as many partners as possible, even if they were from the same competitive segment.

Partner search/Timing : From June 2013 and up to Jan 2014, when the B2C campaign started officially, there was a relatively short period of time for the B2B engagement, and for getting prepared for the implementation. This was also not easy, as the B2B opening was the same as the opening date for the commitment period for the detergent companies (and sponsors), who had to commit in sufficient number in each market for that market to be formally confirmed. As this deadline (set at end Sept 2014) needed to be extended by another 2 weeks, it placed some of the National Associations searching for partners in a somewhat challenging situation, despite the fact that confirmation was still possible. Furthermore, some brand manufacturers felt that, in order to get retailers' support, there would have needed to have been a promotional mechanic.

Core Media Campaign and Amplification delivery : It proved to be tricky for some of the Sponsors to deliver the consumer communication campaign within their countries, because the campaign was not part of their usual system or process for advertising, and also due to some challenges in internal communications/buying in to the campaign locally vs centrally. The solution to this may be to allow more time for the creative development, media planning and buying to take place within each market. However, difficulties developed, once the campaign was underway, on behalf of detergent brands (and for some retailers for their own label brands), because they would have had to include a logo that was also being used by their local competitors. Furthermore, their own internal processes were more time consuming than had been initially expected. The fact that there can be turnover of key people within marketing/communication over the vital planning period was also a challenge in some countries. Overall, it is felt that more amplification activities could have been undertaken, especially by detergent manufacturers/brands.

The website was innovative in its design, well used and very much appreciated by people who used it ; however there was a technical limitation because it used one long page format only and several partners indicated that they would have preferred a more flexible approach using different url's so that there could be links to other websites and better use of extended social media opportunities.

Some partners mentioned that it might have been more impactful and effective for end consumers, if there had been a specified, tighter, consumer target market for the campaign, because this would have focused the limited resources to changing the behavior of a particular target, and therefore the message may have been more strongly perceived through increased frequency for that target group. Equally, it might have been better to associate the logo more frequently with well-known brands, for better impact. However, in some instances, the fact that this was a multi stakeholder campaign prevented some companies from joining as fully, because it was against their branding policy to include another logo within their own materials. This remains a judgement issues of how best to reach consumers both effectively and cost-efficiently.

Lastly, the time for the campaign vis à vis consumers was over just a few months (Jan-Sept 2014), with a focus of the media campaign across just 2 months. In order to change consumer habits, it is accepted that **longer periods of consumer communication** would be necessary. However, A.I.S.E., having adopted this proposed campaign format (namely running the core campaign then, having partners amplifying it), and developed this project in a “pilot” way, needed to take the learnings from this activity, and the approach it used, before expanding it further.

2.6 Conclusions

The A.I.S.E. multi-stakeholder “I prefer 30°” campaign has been an extremely successful campaign in a number of ways:

- Firstly, **the excellent collaboration** within the A.I.S.E. network, between the A.I.S.E. team in Brussels, the European Working Group in charge of the project and the 5 National Associations, who were deeply involved in deploying the project locally. The dynamic generated by this cross industry campaign and the learnings gained from it, pave the way for potential future campaigns.

-Secondly, **collaboration between the detergent industry and the different actors across the whole value chain, such as appliance manufacturers, clothing retailers, Authorities, NGOs, supermarket retailers etc**, all of whom contributed through becoming partner companies or organisations, and successfully implemented this campaign across five European countries. The communication that the combination of partners generated was **extremely positive and demonstrated the complementary roles** and comprehensive approach that together can drive the sustainability agenda forward, through this type of dialogue and collaboration. The way that the project was organised **showed the value of working across the value chain to address the challenges around driving consumer behavioral change.**

-Thirdly, the evidence gained from the consumer habits research showed the long term nature of the challenge to change habits and therefore **the need to work in the long term to succeed in delivering such changes.** The research also shows that, whilst environmental matters are of interest to consumers, currently their biggest preoccupations are those linked to economic pressures. This knowledge could enable stakeholders, in the future, **to explain both the economic benefits and the environmental/climate change issues**, for a better balance between what can be seen only as “long term” problems and the “short term” needs of consumers/citizens.

This multi-stakeholder campaign has proved to be workable, and a great deal has been learned that can provide a platform for future campaigns across these linked industry groups, institutions, associations and governance bodies.

A.I.S.E. and its National Associations are delighted to have been able to deliver all this work and thank warmly all the partners for their trust and fantastic work in leveraging the I prefer 30° message. We look forward to continuing the journey towards sustainable consumption patterns with you and will continue to welcome your views to this end.





“ Thanks to all our campaign partners for joining I prefer 30° !! We look forward to pursuing the journey toward sustainable consumption with you... and many more ! ”

For further details on the campaign, please contact :

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