

## PROJECT DESCRIPTION

### **A.I.S.E. Low Temperature Washing Campaign**

UPDATE – 14 DECEMBER 2015

This document provides details of the continuation of a Sustainability initiative launched by A.I.S.E. (the International Association for Soaps, Detergents and Maintenance Products), specifically addressing detergents<sup>1</sup> used for household laundry in Europe (i.e. in the EU 28+ Iceland, Liechtenstein, Norway and Switzerland). This continuation of an existing project is promoted by A.I.S.E. and will be implemented with the support of its local National Associations.

#### **1. Introduction**

Sustainable Development was defined by the Brundtland report<sup>2</sup> as “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs” and was translated by the UK Government into the more understandable concept that “it is about ensuring a better quality of life for everyone now and for generations to come”. Importantly, Sustainable Development comprises the balance of the three pillars: Economic Development, Social Responsibility and Environmental Protection. Since its foundation in 1952, A.I.S.E. and its members have been committed to act responsibly in a consumer-oriented way. 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 of the sector.

A.I.S.E. has always been proactive in engaging in constructive and continuous dialogue with the EU stakeholders and in the Member States at local Government and NGO level via the network of National Industry Associations both: -through its expertise on activities linked to policy and regulatory developments; -and through its commitment to drive proactively the sustainable production, design and consumption agenda in the sector, through voluntary projects, developed in close dialogue with key stakeholders.

#### **The A.I.S.E. “Low Temperature Washing Campaign”**

A.I.S.E. together with its National Associations members launched in June 2013 in several European countries a new initiative to further drive progress and promote sustainable consumption of household laundry detergents: the A.I.S.E. “**Low Temperature Washing Campaign**”.

Recognising that a number of different measures can be undertaken to achieve the above objective and thus decrease the environmental burden of household laundry



<sup>1</sup> As defined in Annex VIIB of the EU Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents.

<sup>2</sup> Our common Future (World Commission on Environment and Development – 1987 – Oxford University Press – Oxford, U.K.)

detergents in the use phase and help address the climate change issues, the objective of this project was to focus on the biggest potential area of environmental savings and raise awareness of consumers on the environmental benefits of washing at low temperatures (such as 30°) where possible.

The initiative was developed based on the experience that an Industry Association-led initiative is a very efficient way to make consumers' habits switch to more sustainable patterns as it can achieve greater recognition by consumers being led by the whole industry sector specially if also organised jointly with other stakeholders. Such an approach can build on and benefit from a coordinated communication campaign that can only be possible in such a context; the current washing habits survey (showing an EU wash temperature average of 41°C), as well as potential environmental savings associated with the campaign are provided in Appendix 1.

**Project Extension, Dec. 2015:**

This document also provides details of a sequel of this initiative to be run in Belgium, France, Denmark and the UK. This project is promoted by A.I.S.E. and will be implemented with the support of its local National Associations and project partners.

**2. The concept – the participants – criteria of participation**

**2.1. The concept**

A.I.S.E., through detergent companies, has been running a consumer engagement campaign ('core campaign') to drive low temperature washing. This campaign was deployed in a specific time window and was based on a communications toolkit centrally designed by A.I.S.E. (see summary overview in Appendix 2). The campaign tag line was "I prefer 30°".

The concept of the campaign was that the core campaign was led by detergent companies, based on the "I prefer 30°" communications toolkit. The toolkit has also been made available to other potential partners of related industries (eg textile, appliance industry, retailers) as well as other relevant stakeholders (e.g. consumer and environment NGOs, National energy agencies), based on the Campaign Design Guidelines (provided in Appendix 3). Detergent companies as well as additional partners complemented the core campaign by using the communications toolkit through their own communication channels. In total, the campaign was used in different communications channels (paid and additional media-as laid out in Appendix 4), during the same timing window (January-October 2014).

The Campaign had as core feature the [www.iprefer30.eu](http://www.iprefer30.eu) web portal. Upon commitment to the project, participants were granted access to the Toolkit through a password protected area. The website was a key communication vehicle for stakeholders, media and consumers. It was developed in two stages:

-First, from June 2013 onwards, for the "Business to Business" communication; the final elements of the communications toolkit were provided via the password protected section of the site to partners no later than 15 October 2013. This site was available in English only (except for the toolkit area as tools were provided with their translation).

-Second, from January 2014 onwards, for the "Business to Consumers" communication. This site was available in the relevant languages where the project has been implemented (based on 15 October 2013 confirmation).

**Project Extension, Dec. 2015:**

The proposal is to continue the campaign for B2C activation as from January 2016 onwards. For the “Business to Business” communication and partners’ engagement, the communications toolkit will be provided via the password protected section of the site to partners as from 15 December 2015. The “Business to Consumer” B2C site will be available in the relevant languages where the project will be implemented.

**2.2. The participants/criteria of participation**

The commitment of each of the category of participants is detailed in point 5.

**i. Core Campaign Leaders**

This category is open to companies manufacturing and/or placing on the market household laundry detergents (either branded or private label products) within the defined geographical scope. This includes, if all the other applicable conditions are met:

- members and non-members of A.I.S.E.
- members and non-members of the National Associations of the countries

By “household laundry detergents” it shall be understood any detergent product in any form intended for household laundry use, with the exception of auxiliary products (intended for soaking/pre-washing, rinsing or bleaching clothes and fabric) and fabric softeners (intended to modify the feel of fabrics in processes which are to complement the washing of fabric).

**ii. Gold Partners**

This category is open to companies active within the geographical scope of the project in a ‘Business to Consumers’ industry *related* to the detergent industry, such as appliance (washing machines) manufacturers/retailers, textile industry/retailers, fashion houses, retailers. This category is not open to companies active in the detergent and maintenance products industry.

**iii. Corporate Supporters**

This category is open to ‘Business to Business’ companies not falling in the “core campaign leader” category but which may be related to this sector (eg suppliers), and see an opportunity in helping the successful roll out of the campaign. This category is not open to companies active in the detergent and maintenance products industry.

**iv. Institutional Supporters**

This category is open to organisations such as Non-Governmental Organisations, Academia or National Authorities, with a link or an interest in driving further the sustainability profile of household laundry detergent products. Institutional Supporters will support the campaign and agree to have their logos featured in the project’s communication material/website. Industry associations may also wish to apply to this category.

**2.3. Ambassadors**

Ambassadors are individuals selected by A.I.S.E. or its National Associations, on the basis that they would have a link or an interest in driving further the sustainability profile of household laundry detergents products in the context of the specific A.I.S.E. low temperature campaign (“I prefer 30°”). Ambassadors may come from: Senior representatives from EU or national

authorities, detergent industry representatives, consumer and/or environmental organisations, detergent test institutes, academia, consumers or any other individual motivated by the promotion of sustainable consumption patterns and the A.I.S.E. low temperature campaign in particular.

Please see Appendix 5 for specifications on Ambassadors' role.

### **3. Geographical Scope**

The A.I.S.E. Low Temperature Campaign initiative was opened in 2013 for the following countries: Belgium, Denmark, France, Italy, United Kingdom. Whilst centrally developed by A.I.S.E., the campaign was rolled out through the network of A.I.S.E. National Associations in those countries (see list and key contact persons in Appendix 7).

Participants selected the country(ies) in which they wished to implement the campaign.

**Notes: -The final geographical scope of the campaign (and details of the campaign) was confirmed by A.I.S.E. to all partners no later than 15 October 2013 based on commitment of partners (Core Campaign Leaders) due by end Sept. 2013.**

*-The project was opened for the above countries in a first phase.*

#### **Project Extension, Dec. 2015:**

This campaign will be extended till end 2016 in Belgium, France, Denmark and the UK. The project is opened for these countries in a second phase, a sequel to the original campaign run in 2014.

### **4. Timing**

#### **Opening:**

The initiative was "**opened**" officially by A.I.S.E. on **7 June 2013**.

**7 June 2013:** Official public launch with European Commission/DG Climate at public event in Milano and opening by A.I.S.E. of the [www.iprefer30.eu](http://www.iprefer30.eu) business to business web portal.

**7 June 2013 -30 September 2013:** Period during which Core Campaign Leaders could commit to the project by signing the corresponding "Commitment Letter" with A.I.S.E.

**7 June 2013 -30 March 2014:** Period during which Gold Partners, Corporate and Institutional Supporters could commit to the project by signing the corresponding "Commitment Letter" with A.I.S.E. Notes: Corporate Supporters were invited to indicate their commitment preferably before 30 September 2013; A.I.S.E. could not guarantee that Gold Partners or Corporate/Institutional Supporters committing after November 2013 could be included in the final printed communication material of the campaign. Inclusion on the online portal would be possible though.

**7 June 2013 -30 November 2013:** Period during which Ambassadors could express their willingness to take part in the project to A.I.S.E. or its National Associations. Agreements between A.I.S.E. and each Ambassador were treated on a case-by-case basis.

**15 October 2013 latest:** Confirmation by A.I.S.E. of the final territory/campaign details for the campaign to all partners, based on Core Campaign Leader applications received. Final elements of the communication toolkit were made available for partners via the campaign website/extranet.

**15-30 October 2013:** Communication by A.I.S.E. to each Core Campaign Leader of their respective budget/media commitment

**Activation:**

The Toolkit could be publicly used during the Activation period by the project's participants in the framework of implementation of the campaign, provided they respected the design guidelines provided by A.I.S.E. and specified in Appendix 3 thereof. The Activation period lasted from 6 January 2014 until 30 September 2014.

**6 January 2014:** Opening by A.I.S.E. of the [www.iprefer30.eu](http://www.iprefer30.eu) business to consumers web portal

**6 January 2014 – 30 September 2014:** Activation of campaign with focus during period 1 February 2014 -31 April 2014 for the Core Campaign. (see Appendix 6).

**October 2014 onwards:** Exhaustion of stocks using "I prefer 30" communications toolkit (e.g. Points of sale material)

**Reporting:**

**September – November 2014 (latest):** Reporting by participants on their use of the toolkit

**December 2014 -April 2015:** Aggregation and reporting by A.I.S.E. on campaign's overall performance.

In addition, A.I.S.E. undertook at its own costs a consumer habits survey in fall 2014 in order to evaluate the evolution of temperature habits change; this was also used for the final report released by A.I.S.E. in October 2015. The reporting includes elements of the Toolkit used, frequency, reach, number of visitors to web portals, GRPs, etc.

The final project's report has been made publicly available by A.I.S.E. on 2 November 2015 via [www.aise.eu](http://www.aise.eu).

**Project Extension, Dec. 2015:**

**Opening:**

The initiative will be "**opened**" officially by A.I.S.E. on **2 November 2015**.

**2 November 2015:** Announcement by A.I.S.E. via the [www.aise.eu](http://www.aise.eu) portal of the proposal to extend "I prefer 30" and call for Core Campaign Leaders and Corporate Supporters.

**2 November 2015-1 March 2016:** Period during which Core Campaign Leaders and Corporate Supporters can commit to the project by signing the corresponding "Commitment Letter" with A.I.S.E.

**10 December 2015 latest:** Confirmation by A.I.S.E. of the final territory/campaign details for the campaign to all partners, based on Core Campaign Leader applications received. The communication toolkit will be available for partners via the campaign website/extranet as from that date.

**15 December 2015-1 October 2016:** Period during which Gold Partners, Corporate and Institutional Supporters can commit to the project by signing the corresponding

“Commitment Letter”, Addendum or written proof of commitment respectively with A.I.S.E..

#### **Activation:**

The Toolkit can be publicly used during the Activation period by the project's participants in the framework of implementation of the campaign, provided they respect the design guidelines provided by A.I.S.E. and specified in Appendix 3 thereof. The Activation period will last from 1 January 2016 until 31 December 2016.

**1 January 2016:** Re-Opening by A.I.S.E. of the [www.iprefer30.eu](http://www.iprefer30.eu) business to consumers web portal

**1 January 2016 until 31 December 2016:** Activation of campaign by A.I.S.E National Associations and by Companies/organisations and Partners having committed to run the campaign.

#### **Reporting:**

**January to March 2017 (latest):** Reporting by participants on their use of the toolkit. Tracking and metrics to measure use and reach of the toolkit will be provided by participating organisations.

**March 2017- July 2017:** Aggregation and reporting by A.I.S.E. on campaign's overall performance. Key campaign metrics (KPIs) will include traffic to campaign website.

### **5. Participants' Commitment (also applies to Project Extension, Dec. 2015)**

Each Participant adhering to the *project* will commit to take concrete specific steps towards achieving the objectives of the project. They are invited to confirm their commitment on a per country basis.

=> **Core Campaign Leaders:** they commit to:

- Finance the initiative as spelt out under
- Make optimal use of the toolkit during the activation period as per the guidelines provided through their communication channels at their cost and according to the communication opportunities that they have during the timing window of the campaign. Additional rules on activation of Toolkit per country are outlined in Appendix 6.

Note: They will be allowed to use the official A.I.S.E. Ambassadors' messages available from the toolkit, upon finalisation of the local communications toolkit by the A.I.S.E. local National Association. Use of the Ambassadors' messages should be solely for the purpose of the Project (cf Core Campaign) and shall not be used to promote own brands.

- See Appendix 2, 3 and 4 on Toolkit and use for additional details.
- Report on the use of the toolkit.

=> **Gold Partners:** they commit to:

- Make optimal use of the toolkit (to which they will have free access) during the activation period as per the guidelines provided through their communication channels. They are encouraged to use the generic and customisable elements of the Toolkit and use as see fit. They are also allowed to use the tools provided by the National Associations.
- See Appendix 2, 3 and 4 on Toolkit and use for additional details.
- Report on the use of the toolkit.

=> **Corporate Supporters:** they commit to:

- Sponsor the initiative by indicating to A.I.S.E. the amount of their choice that they are keen to contribute, to help the successful development and implementation of the project.
- Make optimal use of the toolkit during the activation period as per the guidelines provided through their communication channels (see Appendix 2, 3 and 4 on Toolkit and use). They are encouraged to use the generic and customisable elements of the Toolkit and use as see fit. They are also allowed to use the tools provided by the National Associations.
- Report of the use of the toolkit.

=> **Institutional Supporters:** they commit to:

- Allow A.I.S.E. and/or its National Associations to use their institution name/logo in the final local communications toolkit on website and in final communication toolkit.
- Make optimal use of the toolkit (to which they will have free access) during the activation period as per the guidelines provided through their communication channels (see Appendix 2, 3 and 4 on Toolkit and use). They are encouraged to use the generic and customisable elements of the Toolkit and use as see fit. They are also allowed to use the tools provided by the National Associations.
- Report of the use of the toolkit.

A.I.S.E. has set a dedicated website where it communicates on the Campaign and listed the participants to the project. This list is provided by name; partners are also invited to provide their logo for use on the [www.iprefer30.eu](http://www.iprefer30.eu) website and on other relevant communication material (leaflet).

*Note: depending on the number of partners on board, A.I.S.E. reserves the right to select the partners to be featured on printed materials.*

## **6. Financing the initiative**

A.I.S.E. has established a dedicated budget to support the central expenses related to this project in 2013/2014. This budget covered all the expenses concerning the development of the strategy, the core media plan, development of the communication materials of the Toolkit, and the project management. This budget linked to the activation of the Core Campaign (see Appendix 6) was financed by each participating Core Campaign Leader on the basis of its estimated "National Value Market Share" ("NVMS") of the household laundry detergents' market during year 2012 for each of the countries they commit for. Companies with a "NVMS" in 2012 below 5.0% contributed to the campaign costs with a flat fee of 2,000 euro per country of participation to be paid to A.I.S.E. by 15 February 2014 at the latest. Companies placing on the market private label detergent products (i.e. retail companies) may be exempted from the financial contribution in case they are able to demonstrate upon commitment that they will put in place a set of actions with a significant potential to reach consumers.

Categories of participants other than Core Campaign Leaders were not requested to participate to the financing of the initiative.

Reference data for the calculation of financial participation have been obtained for 2012 from independent source. The fair share of each Core Campaign Leader was communicated in full confidentiality by A.I.S.E. no later than 15 October 2013, together with its corresponding budget.

The financing of the initiative by the Core Campaign Leaders had two parts:

- 1- Contribution to media spending: the company invested its fair share in a given country based on the media plan centrally provided by the media agency Zenith (see details in Appendix 6).
- 2- Contribution to the costs incurred by National Associations involved in the coordinated/implementation of the campaign in each country (see Appendix 6 and 7).

In Denmark and United Kingdom Core Campaign Leaders had the choice between 2 options A and B, as defined in Appendix 6. Companies choosing option A contributed financially according to the rules set out hereof for the media spending and the National Associations fees. Companies choosing option B did not contribute to the media spending but contributed to the National Associations fees.

The buying of the media for the Core Campaign was organised directly by each Core Campaign Leader company based on the media budget of the country, the media plan centrally provided, and the share that A.I.S.E communicated to the company. The media budget investment was organised based on the net amount to be invested and/or estimated minimum reach vs the target audience (F18-45) per specific medium (to be communicated by A.I.S.E.) Reporting of actual media bought had to be sent by Core Campaign Leaders to A.I.S.E and/or its National Association prior to 1 Feb 2014, based on a central template provided by A.I.S.E. (including per channel, the title / site selected, the circulation (for magazines), total impressions, total insertions and overall reach).

#### **Project Extension, Dec. 2015:**

The sequel of the first "I prefer 30°" campaign is based on the re-use of the toolkit developed and the elements below.

A.I.S.E. is calling for the funding of a central budget to be used for central expenses as well as the provision of PR budgets to be split per country (see below) to cover local PR activities. These costs are to be covered by the Core Campaign Leaders – and further complemented as/when feasible by Corporate Supporters – on the basis provided below.

Only the budget committed by Core Campaign leaders and Corporate Supporters will be used by A.I.S.E. and the NAs. The invoicing will be handled centrally by A.I.S.E.

#### **For Core Campaign Leaders:**

- **PART ONE: For the central A.I.S.E. budget**, estimated at a total 40.000 euros (20.000 euros as a minimum + 5.000 euros per country confirmed), the European Market Value Share will be used by A.I.S.E. to invoice the companies for their fair share to cover such costs.  
If a Company has a European market Value Share below 5%, then a flat fee of 2 000 euros will apply to cover these central costs for the minimum part, and then, a budget of 500 euros per country committed.



The details of invoicing are spelt out in the below table.

### Financing rules for IP30<sup>o</sup> wave 2 – 14 Dec. 2015 – PART ONE

CENTRAL PROJECT MANAGEMENT COSTS FOR A.I.S.E.		Invoicing rule	Rules
MINIMUM NEEDED	20 000 €	EUMVS 2014	<p>Minimum 1 country needs to be firmed up in order for A.I.S.E. to invoice these central costs.</p> <p>Then, the invoicing is subject to: MINIMUM costs + 5K per country confirmed, to be covered only by the Core Campaign Leaders.</p> <p>A detergent company signing to IP30<sup>o</sup> wave 2 will be invoiced:</p> <p><b>PART ONE:</b> its EUMVS share for the 20 K minimum budget + its EUMVS share in each country for where it has signed.</p> <p><b>PART TWO:</b> its fair share for the NA PR budget</p> <p>NB: A.I.S.E will need to secure that 100% of the needed central budget will be covered. As a consequence, a possible « rounding up » of the EUMVS may need to be done on the basis of the actual companies committed per market; this will be done proportionally to their EUMVS overall.</p>
Belgium	5 000 €		
France	5 000 €		
Denmark	5 000 €		
UK	5 000 €		
<p>EUMVS: EU28 Market Value Share – if share is below 5%, then, Company to pay minimum 2 000 € (except retailers) Source Euromonitor data 2014 for the market « household laundry detergents »</p>			

- **PART TWO: For the local National Associations costs**, this budget needs to be financed by each participating Core Campaign Leader on the basis of its estimated “National Value Market Share” (“NVMS”) of the household laundry detergents’ market during year 2014 for each of the countries they commit to. Companies with a “NVMS” in 2014 below 5.0% will contribute to the campaign costs with a flat fee of 2.000 euros per country of participation.

Costs will be invoiced to Core Campaign leaders no later than 20 December 2015 and should be paid to A.I.S.E. by 1 March 2016 at the latest. Companies placing on the market private label detergent products (i.e. retail companies) may be exempted from the financial contribution in case they are able to demonstrate upon commitment that they will put in place a set of actions with a signification potential to reach consumers.

The required budget thresholds for each participating country are as follows: Belgium: €55.000; France: €60.000. See details in the table below.

December 2015 update: The campaign will be organised with PR budgets for National Associations only in BE and FR for wave 2. UK and DK are also opened for wave 2 but only with brand amplification there (which also applies for BE/FR).

### Financing rules for IP30° wave 2 – 14 Dec. 2015 – PART TWO

COUNTRY	NA PR budgets	Invoicing rule	Rules
Belgium	55 000 €	NMVS BE 2014	Minimum 2 detergent companies, having sufficient coverage of the market, need to commit per country so that A.I.S.E. can confirm the campaign in this country. Only the budget committed will be then provided to the NA (proportional to each companies').  If additional budget is provided by Corporate Supporters, this will be granted to NAs for their PR activities
France	60 000 €	NMVS FR 2014	
Denmark	Not available		
UK	Not available		

NMVS: National Market Value Share – if share is below 5%, then, Company to pay minimum 2 000 € (except retailers)  
Source Euromonitor data 2014 for the market « household laundry detergents »

### 7. Quantification of the Benefits

A.I.S.E. drafted a close-out report regarding the outcomes of the first “I prefer 30°” campaign at the end of the project (mid 2015). It was made available to all stakeholders and campaign partners in autumn 2015.

The close-out report was based on data collected from participants of the project. Participants were requested to provide an overview of the communication activities they have carried out for the campaign, using the dedicated toolkit, the GRPs (or equivalent) reached, number of visitors, etc.

#### Project Extension, Oct. 2015:

A second close-out report will be organised by A.I.S.E. for release in mid 2017, based on input provided by partners of this sequel of “I prefer 30°” for 2016.

## Appendix 1

## Potential Sustainability benefits

(\*) Questionnaire: Please estimate what percentage of your normal wash loads you do at these different temperatures. (\*\*) Data for 23 European countries.

Wash temperature	Wash load temperature repartition (%) For Europe					
	Belgium	France	Denmark	Italy	UK	
60°C and higher	16.8	13.3	22.7	16.8	8.9	
50°C	7.9	5.8	3	8.9	5.2	
40°C	43.1	45.6	56.2	35.4	53.5	
30°C and below	32.3	35.3	18.1	38.9	32.3	
Total (Population)	100	100	100	100	100	

  

	Wash Temperature (average 2011)	Current Laundry Energy Consumption (Washing, GWh/yr)	Savings Based on a reduced temperature of
Belgium (11 Mns)	41°	459	-11,1%
France (63 Mns)	40°	2589	-11,5%
UK (61 Mns)	39°	2988	-20,1%
Italy (59 Mns)	40°	2833	-11,5%
Denmark (5 Mns)	43°	259	-10,4%
<b>TOTAL</b>		<b>9129.5 GWh (set at 100%)</b>	<b>1307.9 GWh/y i.e. 14.3% savings energy in 5 car</b>

[Project Extension, Dec. 2015:](#)

SEE ALSO LATEST 2014 CONSUMER HABITS SURVEY DATA ACCESSIBLE VIA [www.aise.eu](http://www.aise.eu)

## Campaign toolkit

### CAMPAIGN TOOLKIT : CORE VISUAL/TYPES OF FILES/ACCESSIBILITY:

The core campaign visual is outlined below:



In addition, it is accompanied by a number of other tools; those as well as the core campaign visual may be “customised” with the name/brand of the company/partners. The customisation and use of any element of the toolkit will need to strictly comply with the design guidelines provided by A.I.S.E. (see Appendix 3).

Tool	Customisable	Accessible to all Partners	Availability
Core campaign visuals	No (but may be complemented by brand or company logo)-cf design guidelines)	Yes	June 2013
Web banners (standard)	Yes (one screen only)	Yes	Oct 2013
Print ad (neutral)	Yes	Yes	Oct 2013
Print ad (template for ambassador*)	Yes (except for official A.I.S.E. core campaign material)	Yes	Oct 2013
Leaflet (neutral)	Yes	Yes	Oct 2013
Point of Sale guidance	Yes	Yes	June 2013

#### Project Extension, Dec. 2015:

For the IP30° toolkit for use in 2016, this one will be made available via the extranet to campaign partners as from end December 2015. Most of the campaign elements from Wave 1 will continue to be made available expect for the ones featuring individuals.

## Campaign design guidelines

To access the full campaign design guidelines, please visit [www.iprefer30.eu](http://www.iprefer30.eu)



### Project Extension, Dec. 2015:

Remains applicable under the same conditions.

## Appendix 4

### Campaign communication channels

The table below provides a non-exhaustive list of potential tools/communication channels that:

- Were used by the detergent industry as part of the core campaign ("Paid Media") in the first Wave of the "I prefer 30°" campaign.
- Could be used by partners through their "owned media" or packaging artwork (whether detergent companies, gold partners or institutional supporters) based on their access to the toolkit and their contribution to amplify the communication campaign ("additional media")

#### PAID MEDIA:

**CORE MEDIA CAMPAIGN (FUNDED BY DETERGENT COMPANIES)**  
based on media briefing centrally provided by Zenith including:

Print advertising, advertorials  
Digital campaign (web banners placed on key portals ; bloggers outreach)  
+  
PR activities by National Associations (press release, leaflets etc)

#### ADDITIONAL MEDIA:

**ADDITIONAL MEDIA OUTREACH GENERATED BY OPTIMAL USE OF THE CAMPAIGN TOOLKIT BY BOTH DETERGENT COMPANIES AND 'GOLD PARTNERS' organised at their cost, through their own channels including for example:**

Use of web banners on brand/corporate/e-commerce websites  
Briefing of consumer carelines, Leaflets  
Stickers, Leaflets (eg in washing machines)  
Point of sales activities, sales tickets  
'Super' of « I prefer 30° » on advertisings (TV, print, billboards), Retailers magazines, PR activities

(NB: Non exhaustive list- All uses to match the legal/design/timing)

Project Extension, Dec. 2015:PAID CAMPAIGN:**CORE CAMPAIGN (FUNDED BY DETERGENT COMPANIES):**

PR activities by National Associations (press release, leaflets etc)  
(valid for BE/FR for wave 2)

ADDITIONAL MEDIA:**OPTION A:****ADDITIONAL MEDIA – PART ONE: BY DETERGENT COMPANIES’ organised at their cost, through their own channels including**

Mandatory Use of web banners on brand/corporate/e-commerce websites of laundry detergent brands as well as social media

**OPTION B:**

**ADDITIONAL MEDIA – PART TWO: OUTREACH GENERATED BY OPTIMAL USE OF THE CAMPAIGN TOOLKIT BY BOTH DETERGENT COMPANIES AND ‘GOLD PARTNERS ’ organised at their cost, through their own channels on a voluntary basis including for example:**

Use of web banners on brand/corporate/e-commerce websites  
Briefing of consumer carelines, Leaflets  
Stickers, Leaflets (eg in washing machines)  
Point of sales activities, sales tickets  
‘Super’ of « I prefer 30° » on advertisings (TV, print, billboards), Retailers magazines, PR activities

(NB: Non exhaustive list- All uses to match the legal/design/timing)

## Appendix 5

### Ambassadors

Ambassadors are individuals selected by A.I.S.E. or its National Associations, on the basis that they would have a link or an interest in driving further the sustainability profile of household laundry detergents products in the context of the specific A.I.S.E. low temperature campaign ("I prefer 30°").

They contribute to the campaign by:

#### OPTION 1: Web and PR use only:

- Providing a positive, constructive key quote on "why they prefer 30°", associated to the messages of cleaning performance, clothes care, energy/environment or economical savings (NB: non exhaustive list)
- Agreeing that their picture, title/position, company be used and featured in the campaign website [www.iprefer30.eu](http://www.iprefer30.eu) for the duration of the project and for PR purposes in the context of this campaign
- According to their availabilities, Ambassadors may participate to PR events organized by A.I.S.E. or its National Associations for the promotion of the campaign.

#### OPTION 2: Web/PR and Print advertising:

- Option 1+ Agreement to use the above as possible basis for the core industry campaign to be used /aired by the detergent industry (cf print ads/advertorials)

Notes:

- 1) Ambassadors could come from: Senior representatives from EU or national authorities, detergent industry representatives, consumer and/or environmental organisations, detergent test institutes, academia, consumers or any other individual motivated by the promotion of sustainable consumption patterns and the A.I.S.E. low temperature campaign in particular.
- 2) Individuals interested to become Ambassadors as part of the first Wave of the "I prefer 30°" campaign indicated their willingness to do so by 30 Nov. 2013 to A.I.S.E. or the concerned National Association. They could be an Ambassador for the whole region of the campaign (6 countries), or for a/several specific countries. Deadline for applying was 10 April 2014 at the latest.
- 3) Ambassadors agreed to provide their contributions on a non-remunerated basis. The conditions of use of each Ambassador's contribution were specified in a contractual agreement with A.I.S.E.
- 4) A.I.S.E. or its National Association reserved the right to select/accept potential ambassadors and use them (or not) in the final print advertising campaign and/or on the IP 30 website. A.I.S.E. covered the costs associated with the production of the



retained Ambassador.

- 5) The use of the contributions from Ambassadors was solely available for A.I.S.E. and/or its National Associations. Other partners did not have the possibility to exploit the material provided by A.I.S.E. featuring Ambassadors other than:  
By referring to the official list of Ambassadors available on the public website [www.iprefer30.eu](http://www.iprefer30.eu)
- 6) Any participant to the Project could also select his own “ambassadors”, i.e. individuals they selected outside the pool of A.I.S.E. Ambassadors, and who could be used through their own communication channels. In such cases, the proposed name, picture, title and quote from these selected individuals was submitted for prior written approval to A.I.S.E. or its National Association, and their contribution should be in good spirit with the objective of the campaign. Costs associated to such Ambassadors were not covered by A.I.S.E.

**Project Extension, Dec. 2015:**

For the extension of the campaign only Option 1 above may apply as no neutral print advertising campaign is foreseen. However, individual Ambassadors coming from members of the Campaign partners’ organisation may apply, in case this specific organisation would be keen to fund a specific print campaign through their channels.

NB: Adequate liaison with Ambassadors of Wave 1 will be organised so as to seek their support for Wave 2. The [www.iprefer30.eu](http://www.iprefer30.eu) website will also be updated so as to reflect who was ambassador for Wave 1, when applicable.

## Appendix 6

## Media Plan Outline for the first Wave of “I prefer 30°” campaign including total campaign budget per country

### Media spend and allocation (draft/estimation)

	CAMPAIGN BUDGET (media) €	CAMPAIGN BUDGET (National Associations) €	MEDIA TOOLS
BE	96.351	55.000	Print woman magazines On line rich and standard media banners Blogger outreach Mobile/Tablet rich media banners SEM (search) <b>+ COORDINATION BUDGET:</b> Budget for A.I.S.E. National Associations to cover coordination costs (eg local design, translations, local activation and coordination (staff), PR activities.
F	709.728	80.000	
I	634.850	55.000	
UK	671.964	60.000	
DK	46.912	33.000	
<b>TOTAL</b>	<b>2.159.805</b>	<b>283.000</b>	

  

↓	↓
Invested directly by CCL on fair share basis No transit via A.I.S.E./NAs	Invoiced by A.I.S.E. to CCL (and potential other partners); then credited by A.I.S.E. to local NAs (early 2014 latest)

#### Notes:

The final campaign budget was subject to the number of Core Campaign Leaders joining the project. The final campaign territory/budget was firmed up on 15 October 2013 latest by A.I.S.E.

In Denmark and United Kingdom, where communication activities have already taken place in the past on this topic, Core Campaign Leaders had 2 options to commit to the campaign:

- Option A: Core campaign support + Activation of toolkit through owned media/packaging
- Option B: Activation of toolkit through owned media/packaging only

As indication, the split of media that was used per country includes, on average: 40% for magazines, 45% for on line (banner display, editorial, blogger outreach, 15% mobile tablet).

The detailed guidance for Media buying has been prepared by ZENITH and was made available by A.I.S.E. to Core Campaign Leaders.

**Project Extension, Oct. 2015:**

Total campaign budget outline:

<b>Country</b>	<b>PR budget (or operational)</b>
A.I.S.E.	40 000 €
Belgium	55 000 €
France	60 000 €
<b>TOTAL</b>	<b>155 000 €</b>

Notes:

The final campaign budget has been subject to the number of Core Campaign Leaders joining the project prior to 1 Dec 2015.

In the 4 campaign countries, Core Campaign Leaders have 2 options to commit to the campaign:

- **Option A:** Core campaign support\* + Activation of toolkit through Brands websites communication channels (web/social media)
- **Option B:** Option A + Activation of toolkit through owned media/packaging and brands communication channels on a voluntary basis

See also section 6. **Financing the initiative** of the Project Description, notably for the details on the central A.I.S.E. budget.

*\* December 2015 update: The campaign will be organised with PR budgets for National Associations only in BE and FR for wave 2. UK and DK are also opened for wave 2 but only with brand amplification there (which also applies for BE/FR).*

## Contacts and list of A.I.S.E. National Associations

Organisation	Contact person and details
<b>Helpdesk</b>	<b>info@iprefer30.eu</b>
<b>Overall EU coordination: A.I.S.E.</b> <i>International Association for Soaps, Detergents and Maintenance products</i> 165 Boulevard du Souverain BE- 1160 Brussels <a href="http://www.aise.eu">www.aise.eu</a>	<b>Valérie Séjourné</b> - Director Communications & Sustainability <a href="mailto:valerie.sejourné@aise.eu">valerie.sejourné@aise.eu</a> <b>Ellen Heinrich</b> - Communications Manager <a href="mailto:ellen.heinrich@aise.eu">ellen.heinrich@aise.eu</a> <b>Caroline Dubois</b> - Communications Assistant <a href="mailto:caroline.dubois@aise.eu">caroline.dubois@aise.eu</a> Tel: + 32 2 679 62 69
<b>Belgium: DETIC/Essencia</b>  <i>Association Belgo-Luxembourgeoise des producteurs de Savons, Cosmétiques, Détergents, Produits d'Entretien</i> Boulevard Reyers 80 BE-1030 Brussels <a href="http://www.detic.be">www.detic.be</a>	<b>Françoise Van Tiggelen</b> -Secretary General <a href="mailto:FVantiggelen@detic.be">FVantiggelen@detic.be</a> <b>Frédéric Warzée</b> - Head of Communications & Corporate Social Responsibility <a href="mailto:fwarzee@detic.be">fwarzee@detic.be</a> Tel : + 32 2 238 98 39
<b>France: AFISE</b> <i>Association Française des Industries de la Détergence, de l'Entretien et des Produits d'Hygiène Industrielle</i> 2 Rue de Sèze F-75009 PARIS <a href="http://www.afise.fr">www.afise.fr</a>	<b>Valérie Lucas</b> -Director General <a href="mailto:Valerie.lucas@afise.fr">Valerie.lucas@afise.fr</a> Tel: + 33 1 40 98 19 19
<b>ITALY: ASSOCASA</b> <i>Associazione Nazionale Detergenti e Specialita per l'Industria e per la Casa</i> Via G. da Procida, 1 I-20149 MILANO	<b>Giuseppe Abello</b> – Director General <a href="mailto:g.abello@federchimica.it">g.abello@federchimica.it</a> <b>Daniele Tarenzi</b> -Communications Officer <a href="mailto:d.tarenzi@federchimica.it">d.tarenzi@federchimica.it</a> Tel: + 39 02 34 56 52 35
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