



FORUM WASCHEN

Platform for a constructive Dialogue between Experts

How Industry, Stakeholders and Researchers are working together to make Consumer Behaviour Patterns more sustainable



What is FORUM WASCHEN? (I)

- A dialogue platform in Germany – founded in 2001
- Topics: washing, dishwashing and cleaning.
- History: A follow-up of a sustainability initiative of the industry association Industrieverband Körperpflege und Waschmittel e.V. [IKW]

What is FORUM WASCHEN? (II)



- **Participants:**
 - Federal and Länder authorities,
 - universities,
 - ministries,
 - consumer associations,
 - churches,
 - trade unions,
 - environmental associations
 - further NGOs
 - industry (detergents, appliances)

FORUM WASCHEN: Starting points



- “How can consumers and industry do more for sustainability?”

3 fields in a balance:

- environmental
- economical
- social



- We explain the rather abstract term of “sustainability“ with comprehensible examples experienced in daily life
- We bring tips to consumers

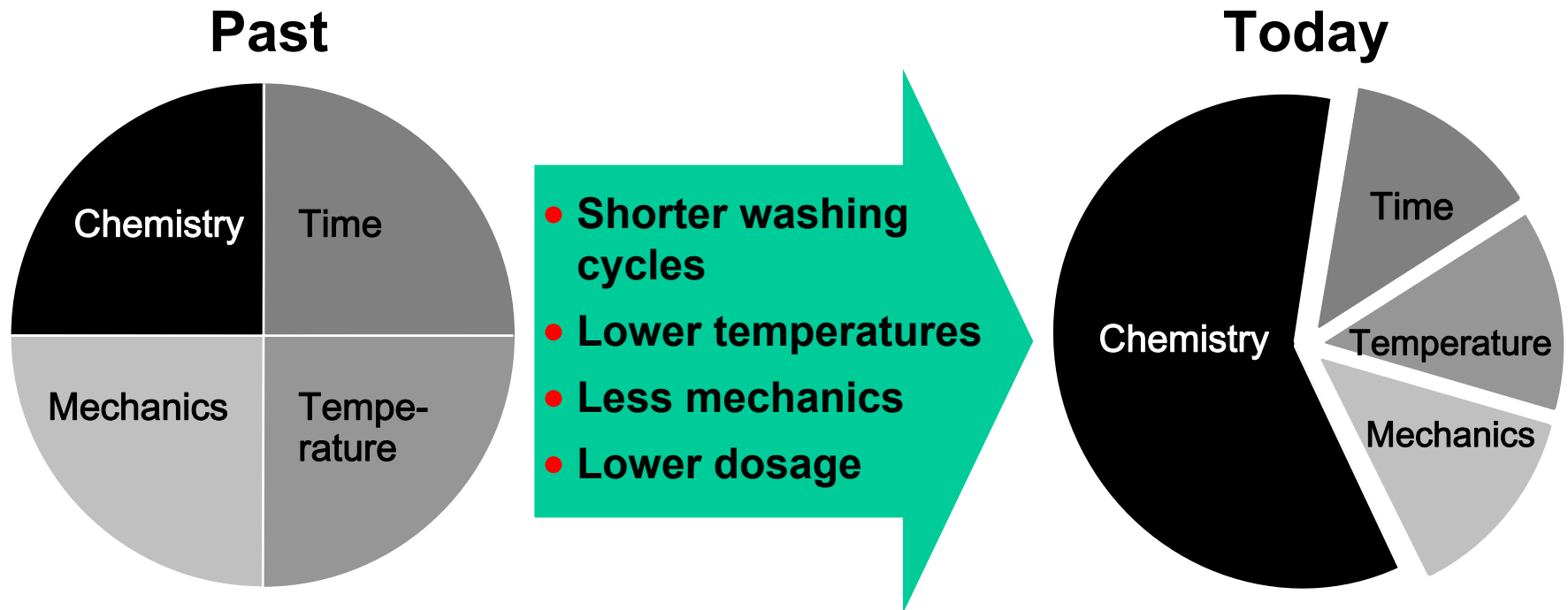
➔ www.forum-waschen.de

The Goals of FORUM WASCHEN

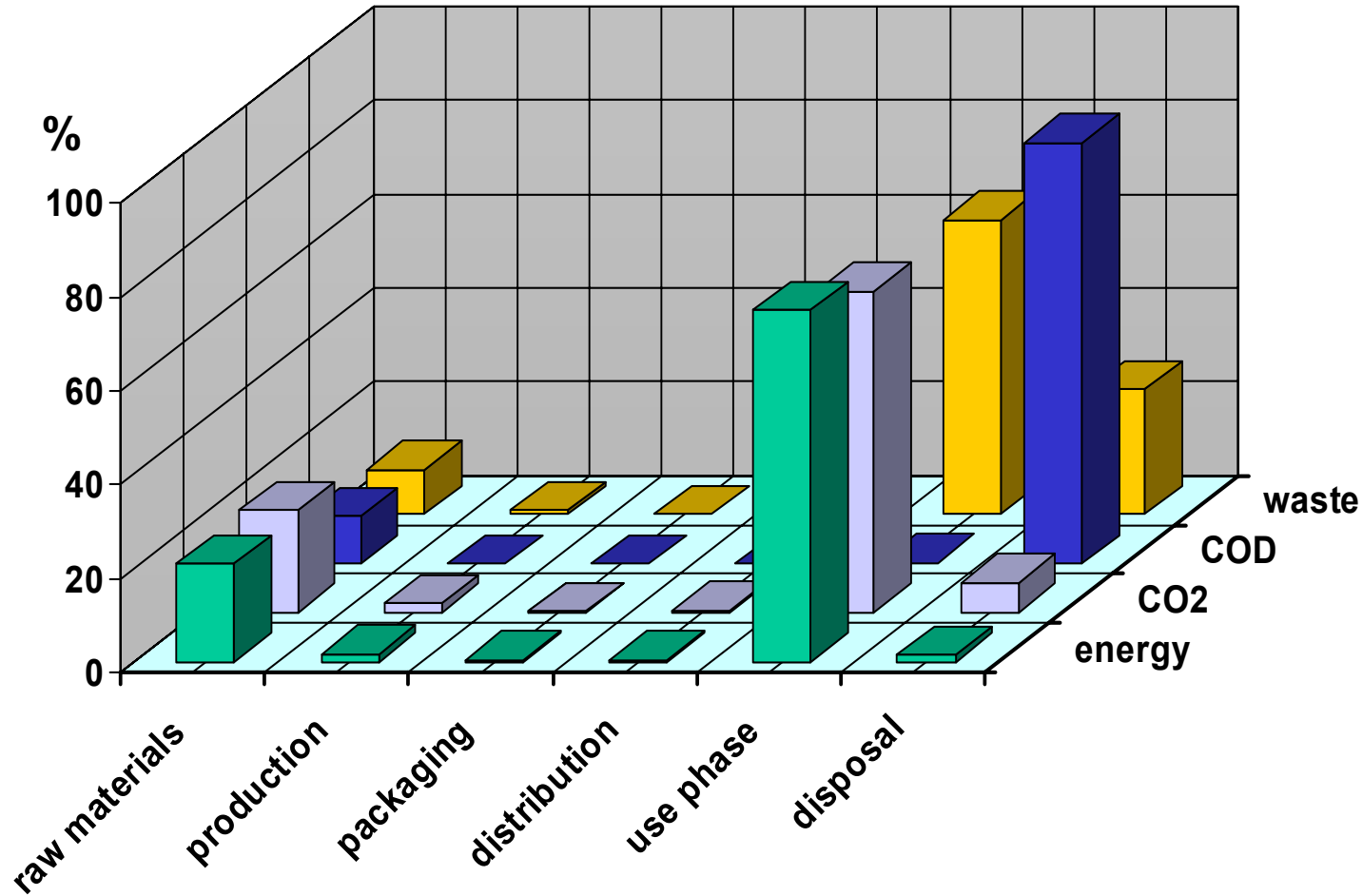


- Detecting “hot-spots“ for the improvement of sustainability in (dish-) washing and cleaning
- Motivation of consumers to consider a more sustainable use of resources in their daily housework
- Elaborating and distributing practicable tips and materials to give consumers at hand

The Sinner (Wash-) Circle (Dr. Herbert Sinner, 1959)



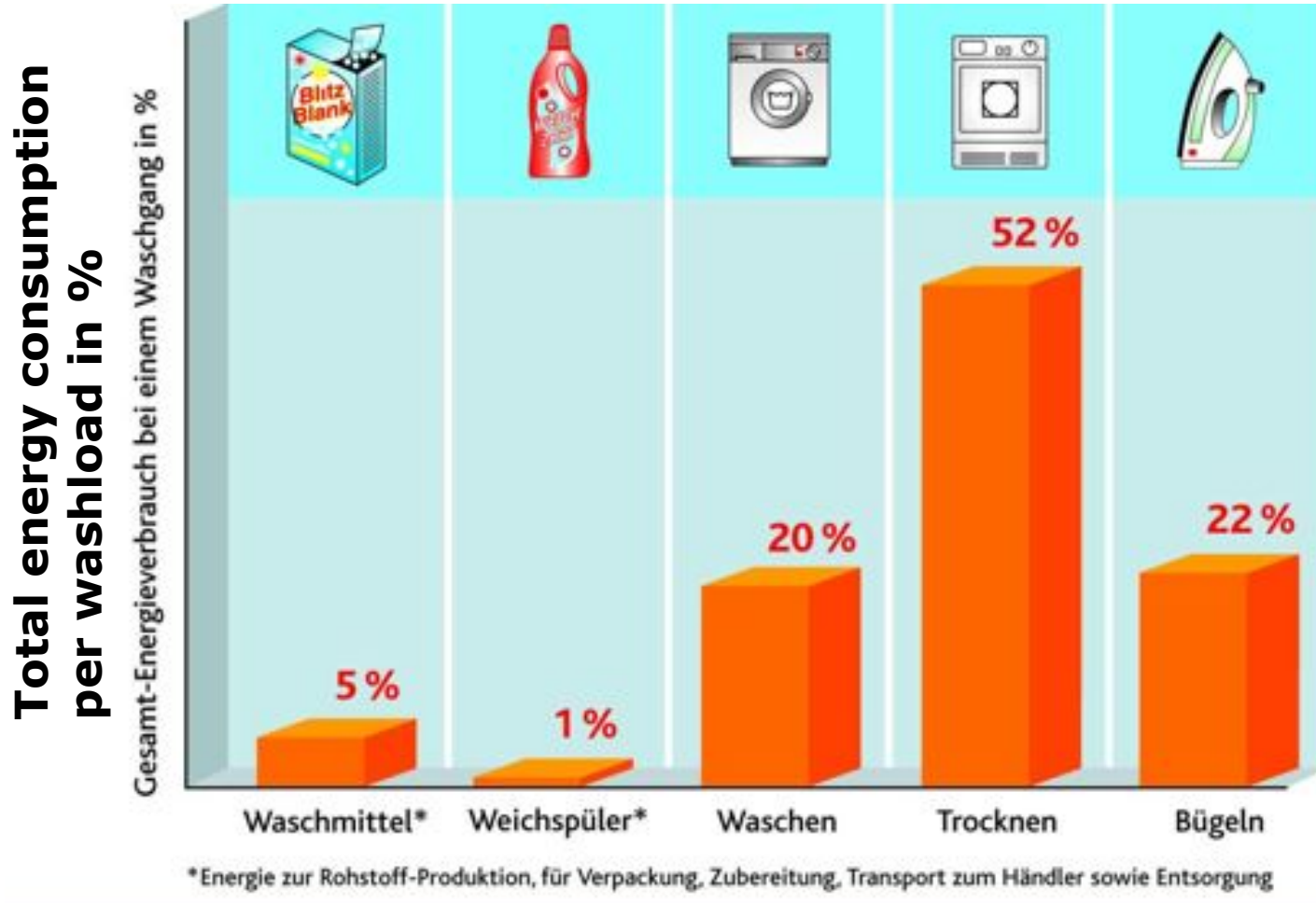
The Influence of Detergents on the Environment – a Life-Cycle-Assessment



Energy Consumption in the Washing Process

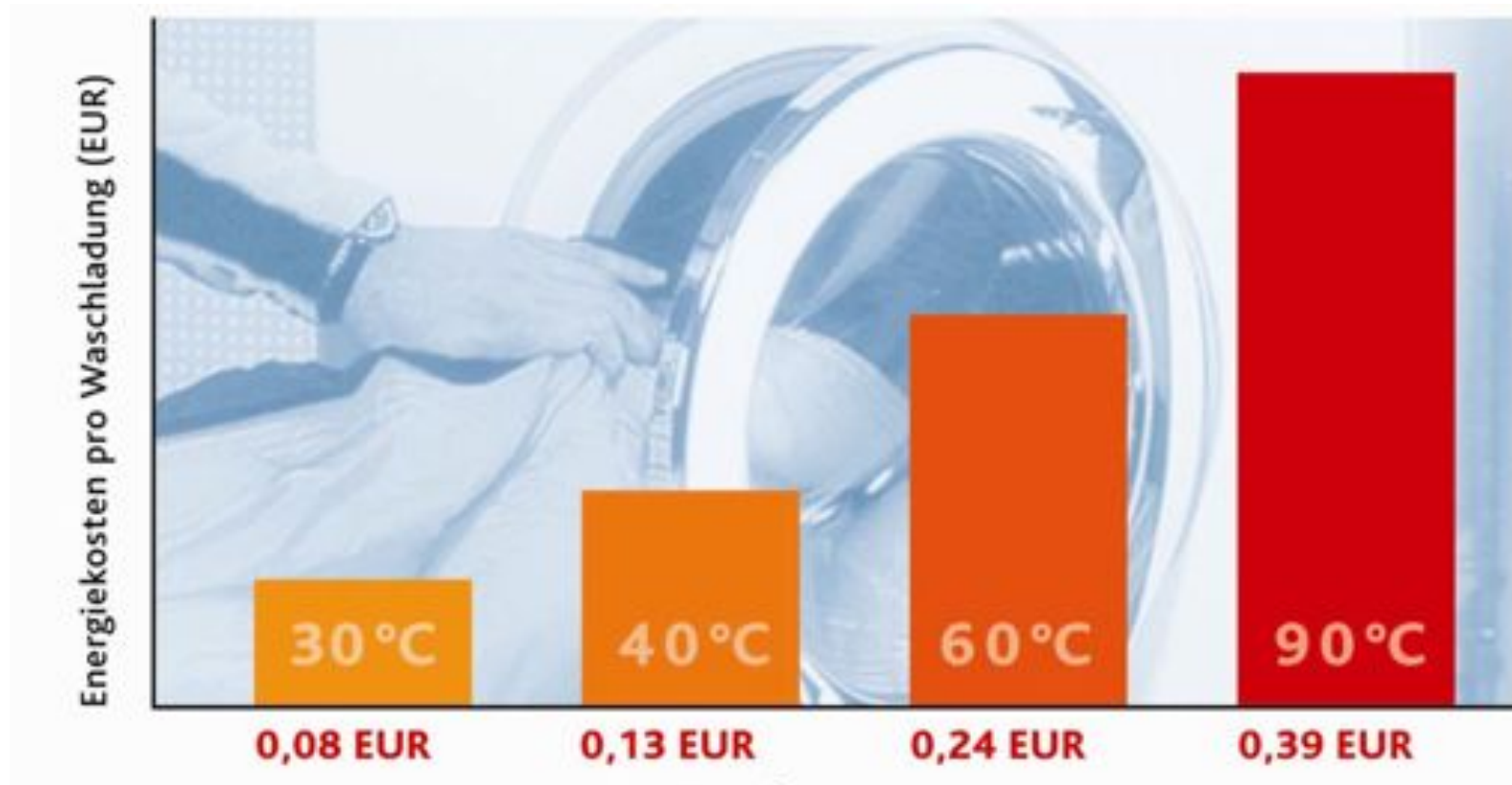


Laundry Detergent* Fabric Softener* Washing Drying Ironing



*incl. manufacturing of the ingredients, packaging, formulating, distribution, and disposal

How expensive is a single washload's energy?



Average washload: 4 kg laundry
Average energy price: 0,20 €/kWh (Germany)

The A.I.S.E. Charter for Sustainable Cleaning

(since 2005)



Overall objective: Improve the sustainability profile of the industry through voluntary action

- Sustainability Procedures across the product life cycle
- Independent verification
- Key Performance Indicators/Sustainability Report
- End user information
- Regular dialogue with stakeholders
- Successful roll out
- Committed to continual improvement → Charter 2010



Relevant Consumer Information: A.I.S.E. “WashRight” Campaign + ...

Since 1998 on millions of **detergent packages** throughout Europe - **Website** with tips and information

© AISE
Tips for saving water, energy, CO₂ and money

-  Avoid underfilling the machine
-  Dose according to soil and water hardness – use the dosing instructions
-  Wash at low temperature
-  Save packaging – recycle or refill

Safe Behaviour Tips

 Keep away from children.	 Keep away from eyes. If product gets into eyes rinse thoroughly with water.	 Rinse and dry hands after use.	 People with sensitive or damaged skin should avoid prolonged contact with the product.
 Do not ingest. If product is ingested then seek medical advice.	 Do not change container to store contents.	 Do not mix with other products.	 Ventilate the room after use.

www.sustainable-cleaning.com © AISE 2004



Save Energy and Water
try the 50°/55°/auto programs
www.saveenergyandwater.com

“Safe Use” Icons
(should be used by charter members)

“Save Energy and Water” (campaign for automatic dishwashing)

FORUM WASCHEN

Golden Rules for Drying and Ironing



1. Spin-dry laundry at the highest possible rotation speed, because the less water the laundry contains the less energy and time are needed for drying.
2. For many easy-to-clean laundry items it is sufficient to spin-dry them and to then put them on a hanger for further drying.
3. **Whenever possible, dry laundry outdoors in fresh air.**
4. Otherwise, dry laundry in an unheated room or in a tumble dryer, because in heated rooms more energy is consumed for drying than in driers.
5. Dry laundry only to the desired residual humidity; do not "overdry".
6. If possible, use a humidity-controlled tumble drier of energy efficiency class A or better

How does FORUM WASCHEN work?



- Platform for dialogue between experts
 - Yearly workshop for all members
 - Project teams for specific topics
- Elaboration of specific materials for consumer-information
 - » Brochures
 - » Website
 - » School projects

- Organisation of the

“Federal Action-day for Sustainable (Dish-) washing“

10th May each year

- Professional training of voluntary multipliers
- Preparation of questionnaires concerning consumer behaviour



FORUM WASCHEN: Organisation



One **Stakeholder Workshop** per year being the „steering committee“

- Representatives of all stakeholders
- Describing the agenda for the coming 12 months
- Realisation in **Project Teams and Groups**
 - **Consumer communication/Action day**
 - Cleanliness in the household
 - Drying / Ironing / Fabric Softeners
 - Fragrance
 - Dosage
 - **Schools**
 - **Sustainability Report (German detergents and maintenance products industry)**
 - **Dishwashing**
 - **Communications**

The “Federal Action-Day“



- Federal Action-Day Sustainable (Dish-) Washing, 10th May
 - First time launched 2004
 - Target: Transport sustainable behaviour in (dish-) washing directly to the people
- Patron always from the political environment (Ministries, Authorities, Federal Consumer Association)
- Seminar for multipliers with a professional training on all activities around the Action Day
- Up to 150 voluntarily organized activities all over Germany
- Action-days for schools (tenders via official journals)
- Reports – Competition – Awards
- Many “repeaters“
- Support by local “ambassadors“



Federal Action-Day on Sustainable (Dish-) Washing



- Activities in town market places, shopping centres, companies, schools, universities, ...

www.aktionstag-nachhaltiges-waschen.de



WASCHEN 05 1200

Federal Action-Day on Sustainable (Dish-) Washing



- “Home economics“ students:
 - „Day to Wash Cuddly Toys“ in kindergartens
- “Network home economics“ association [DHB]:
 - “The Chemistry of Washing“ at secondary schools
 - Crash course in ironing for students – in a shopping centre
 - Actions in urban districts with many immigrants: Improving their knowledge of the German language on the example of ironing and with information about sustainability





“Rural Women’s Association” [DLV]:

- “Washing like 100 years ago” / as compared with washing today
- Dish Washing competition in kindergartens



Münchener Topflight: München

Wahlberechtigte	Wahlberechtigte	Wahlberechtigte	Wahlberechtigte
11.05.2008	11.05.2008	11.05.2008	11.05.2008
11.05.2008	11.05.2008	11.05.2008	11.05.2008

Nachhaltiges Waschen bzw. Nachhaltig Waschen 1

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Nicht alles ist in einem Abwasch erledigt

Bundesweiter Aktionstag zum Geschirrspülen / Information rund um saubere Teller

München (Inf) Die heutzutage Tag ist ein Zeichen von Spätmoderne, Waschmaschinen, Geschirrspüler und Co. Die Verbraucherberatung der Bundeszentrale für gesundheitliche Aufklärung (BZgA) hat am 10. Mai 2008 den bundesweiten Aktionstag zum Thema Abwasch.

Nachdem diese Maschinen die im Alltag zu Hause auf dem Tisch, sondern auch im Unternehmen, sind, ist es wichtig, dass sie richtig genutzt werden. Die BZgA hat dazu eine Broschüre entwickelt, die Tipps und Tricks enthält, um das Abwaschen zu erleichtern und die Umwelt zu schonen.



Geschirrspülen per Hand ist nicht besonders umweltfreundlich

Wichtig: Geschirrspülen per Hand ist nicht nur für die Umwelt, sondern auch für die Gesundheit der Verbraucherinnen und Verbraucher ungünstig. Die Untersuchungen der Verbraucherzentrale zeigen, dass das Spülen per Hand im Vergleich zum Spülen in der Maschine weniger hygienisch ist.

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Heizener Allgemeine

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Reine Weste für wenig Geld

Kreuzbacher Handzangen informieren über nachhaltiges Waschen

Von Ingrid Stein

Die Kreuzbacher Handzangen informieren über nachhaltiges Waschen. Die Handzangen sind ein wichtiges Werkzeug für die Reinigung von Textilien. Sie helfen dabei, die Fasern zu lockern und die Schmutzpartikel zu entfernen. Dies ist besonders wichtig bei der Reinigung von Sportbekleidung und Outdoor-Ausrüstung.



Ans Große denken, klein anfangen

Erlanger beteiligen sich an bundesweitem Aktionstag „Nachhaltiges (Ab)Waschen“

STADT ERLANGEN

Auch der Abwasch will gelernt sein wie Bürgermeister Lewitzner (S.p.) bei einem Aktionstag erfahren mussten. F. Böhm

„Mit uns aus große denken und klein anfangen.“ Mit diesen Worten hat Bürgermeister Lewitzner (S.p.) bei einem Aktionstag erfahren mussten. F. Böhm



What has FORUM WASCHEN achieved?



- Open and trustful dialogue of controversial topics
- Avoiding inefficient public discussions
- Constructive atmosphere between experts
- Striving for common positions

→ A role model for sustainability initiatives

...worthwhile copying by other industry sectors?