



Greener Living

“Reducing the Environmental Impact of Clothes Cleaning”

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defra

Department for Environment
Food and Rural Affairs

Clothing Road
Map
Steering Group

Industry Working Groups

Demonstration
Projects

Sustainable
Fibres
and Fabrics

Clothing
Reuse and
Recycling

Clothes
Cleaning

Public
Understanding
of Sustainable
Clothing

India/UK
Supply
Chains



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- Clothes Cleaning Sustainability task Group Aim.....
 - To bring together retailers and other stakeholders
 - Combine Individual stakeholder initiatives
 - Provide a stronger message to consumers
-



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Defra commissioned this project
because....

Existing evidence shows the impact of clothes
cleaning stage of the clothing lifecycle has the
highest environmental impact

Potential to reduce;

Energy

Water

Chemical Intensity



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- Key identified by study;
 - Wash at 30°
 - Line drying
 - Wash at full load
 - Spin speed
 - Dosage
-

Specifically...

Unless it's very dirty, wash at 30° or below.

Do

- ❑ Remember the care label recommended temp. is the maximum you should use

You can go lower and get it clean

- ❑ Detergent. Use the correct dosage – more is not better
- ❑ Always fully load the machine
- ❑ Use suitable detergent & laundry aid when dealing with heavy soiling or stains.

Don't

- ❑ tumble, spin or dry outside
-



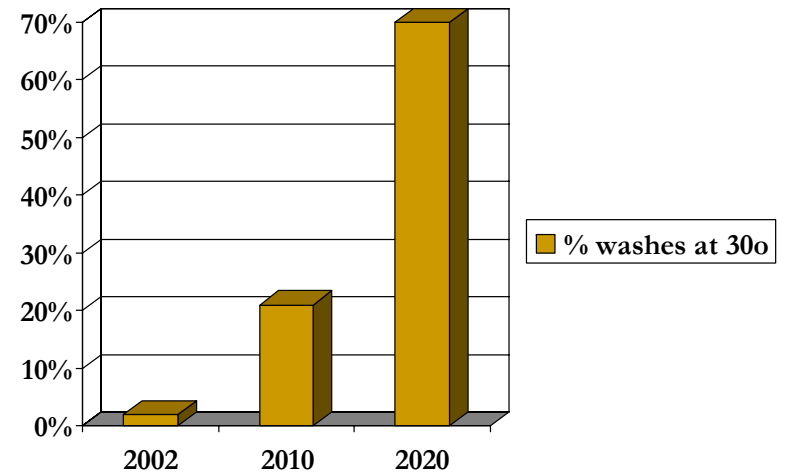
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- Key Challenge & Group Focus.....
Successful communication of....

**“Unless it’s very dirty, wash at 30°
or below”**

To the consumer

Specifically....



- **Develop a collaborative action to drive increase in washes at 30° from 21% to 70%**
 - **Define a way to measure delivery of the improvement**
-



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Embrace Customer Bs & Cs....

Benefits

- Energy efficiency
- Reducing Carbon Footprint

Concerns

- Effective cleaning at low temps.
 - Use suitable Detergent/Laundry aids
 - No health compromise to garment wearer
 - Bacteria/germs
-



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- Initiatives already in place at Tesco ...
 - Carbon Foot printing on selected detergents packs
 - 'Wash at 30° unless it's dirty' Campaign
 - In clothing labels
 - Statements on selected packs
 - Hints and tips on Tesco Website
 - AISE Sustainability Charter logo on packs



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01 July 2011

- Activation date for A.I.S.E. Charter 2010 logos on detergent packs by members





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- Initiatives together with other Stakeholders

‘Wash at 30° unless its dirty’ – Posters
Unilever posters outside Tesco
Stores



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■ Next Steps at Tesco....

Method of assessing delivery of the Wash at 30° unless its really dirty campaign.

- Customer questionnaire to gauge customer behaviour now and at defined point in the future



Next Steps For the Group...

- Work together to





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- Summary Group Aim.....
 - To bring together retailers and other stakeholders
 - Combine Individual stakeholder initiatives
 - Provide a stronger message to consumers

“Unless it’s really dirty, wash at
30°”

Contact Details & Links

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Sustainable Clothing Roadmap

<http://www.defra.gov.uk/environment/buisness/products/roadmaps/clothing.htm>

Next Group Meeting: 31 March 2011, 2pm at

Defra offices, Horseferry Road, London

Questions

