



I prefer 30° Campaign

Joint network implementation activities

General Assembly, 12 June 2014

OUR GOAL

Aspiration yet realistic



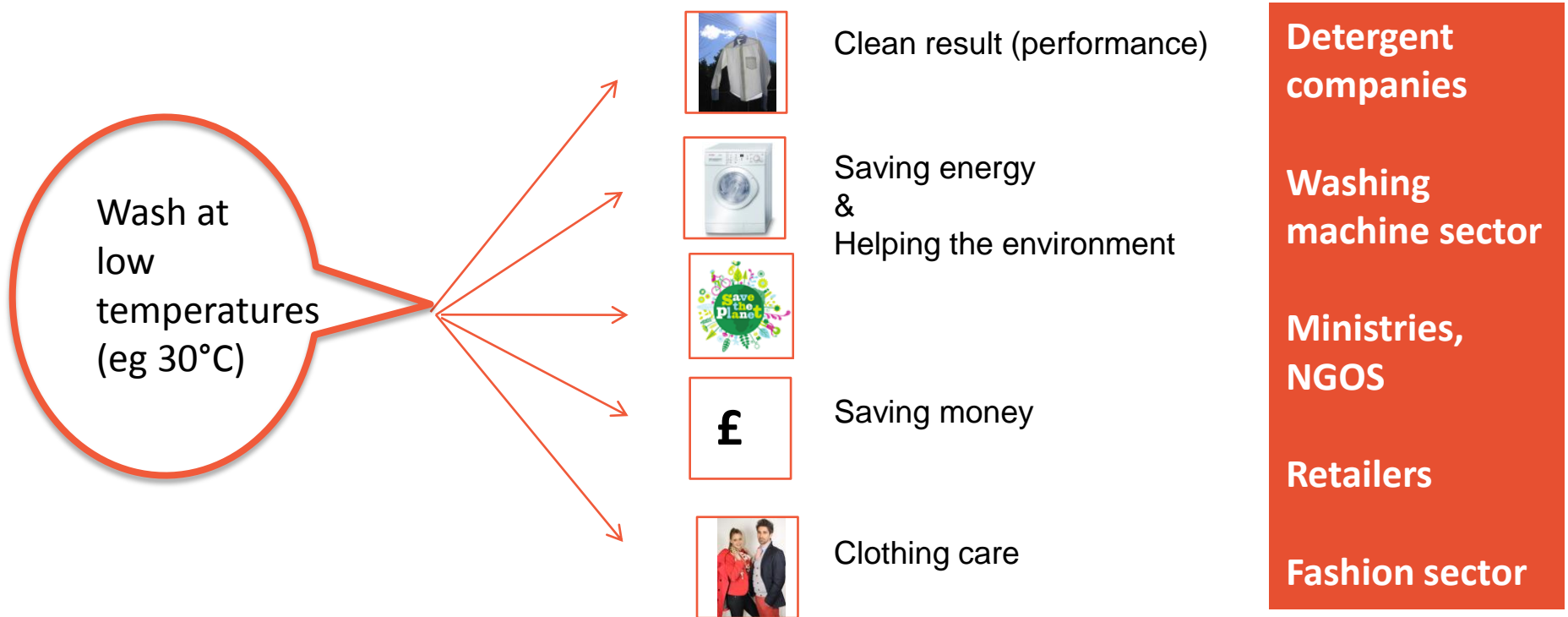
To promote low temperature washing (30° or below) and reduce the average EU wash temperature, now at 41°C

FOCUS COUNTRIES:

BE, F, I, UK, DK

STRATEGY

Reassure about the benefits of washing at low temperatures eg 30°, by communicating TOGETHER



CAMPAIGN 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

Other partners signed up (as at June14)

> 30 PARTNERS
PREFER
30°
WWW.IPREFER30.EU





SPT - Denmark

LOCAL PARTNER ENGAGEMENT



Miljømærkning
www.ecolabel.dk



INDESIT



DanishFashionInstitute

LOCAL AMBASSADORS



"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

LOCAL IMPLEMENTATION & AMPLIFICATION



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



Danskernes vaskevaner går ud over miljøet

Danmark halter gevaldigt bagefter andre europæiske lande, når det handler om bæredygtige vaskevaner. Vi er nemlig blandt de europæere, der vasker ved de højeste temperaturer. En ny kampagne, som lanceres i dag, skal få os til at ændre denne kedelige vane, der går ud over miljøet og slider på tøjet.

Den nye kampagne hedder I prefer 30° og har til formål at få danskerne til at skrue ned for temperaturen, når de vasker tøj - fordi det gavner miljøet og skåner tøjet. Det er brancheforeningen for vaskemiddelproducenter, SPT, Unilever og Procter & Gamble, der står bag kampagnen, der støttes af en række virksomheder, herunder Coop Danmark, Miljømærkning Danmark, Novozymes og Danish Fashion Institute.

Og der er plads til forbedring:



Press release
launching the
campaign in
Denmark





Afise - France

PR ACTIVITIES



1. Press Release sent to 700 Journalists
Press coverage: 20 articles in major media

TV

M6 – 12h45 – 5 MARCH 2014

RADIO

RTL - 3 MARCH 2014

EUROPE 1 – EUROPE 1 BONJOUR – 17 MARCH 2014

NEWSPAPERS FOR CONSUMERS

LE PARTICULIER PRATIQUE – FEBRUARY 2014

METRONEWS – 12 FEBRUARY 2014

LE PARISIEN – 3 MARCH 2014



Energie

Et si vous passiez à 30°. Laver à basse température, c'est la possibilité de faire des économies d'énergie, de prendre soin des fibres textiles de votre linge et de l'environnement. Pour savoir dans quelles conditions laver à 30° est suffisant, rendez-vous sur www.jeprefere30.eu.

WEBZINES – CONSUMER PRESS

BIENCHOISIRMONELECTROMENAGER.COM	22 JANUARY 2014
LEPARTICULIER.FR	1 FEBRUARY 2014
TERRAECO.NET	8 FEBRUARY 2014
ACTUALITE.PORTAIL.FREE.FR (reprise de terraeco.net)	8 FEBRUARY 2014
NEWSHUB.ORG	3 MARCH 2014
RTL.FR	4 MARCH 2014
LEMONDE.FR	4 MARCH 2014
TF1.FR	4 MARCH 2014
YAHOO.FR (REPRISE DU MONDE.FR)	4 MARCH 2014
ARGENTDUBEURRE.COM	5 MARCH 2014
LES NUMERIQUES.COM	9 MARCH 2014
NEOPLANET.COM	17 MARCH 2014
EUROPE1.FR	18 MARCH 2014



BLOGS

ACTEURDURABLES – 27 FEBRUARY 14

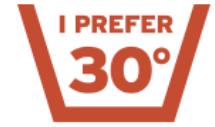


Europe1.fr

2 millions de visiteurs uniques/mois
Chronique « Je préfère 30° » en ligne depuis le 17 MARCH 2014

2. FACEBOOK "JEPREFERE30"

Création de la page le 14.02.14 – Fin du Community Management le 25.04.14



**Je prefere
30 –
France**
1 665 J'aime · 42
personnes en
parlent

Actualiser les infos sur la Page **3**

✓ J'aime ▼

✓ Abonné(e) * ▼

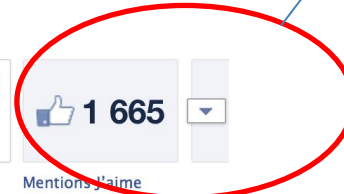
1665 J'aime
Le 2.05.2014

Organisation
Bienvenue sur la page officielle facebook de la campagne "Je préfère 30°" - France

À propos



Photos



Mentions J'aime

3. WEB TEST: PARTNERSHIP WITH AU.FEMININ.COM

X Forum News Mode Beauté People Maman Psycho Déco Cuisine Société Culture Vo
Maquillage Soins visage Soins corps Solaires Cheveux Parfums Ethnique Bio Beauté de star

Nombre d'expertes

Nous avons **79122** utilisatrices dans le Club Expertes

Nombre de produits

Nous avons testé **234** produits



Club Expertes

L'Experte c'est vous :

Chaque semaine, testez des produits gratuitement et donnez votre avis !*

Je participe

Comment ça marche ?

*Un tirage au sort est effectué sur l'ensemble des inscrites au test en fonction du volume disponible

Commencez à tester

Inscrivez-vous avant le : 17/02/2014



JE PREFERE 30°
Lavage > Linge
de Maison
Guide de Lavage

Produits récemment disponibles à l'inscription

200 experts selected

156 comments: average note 4,8/5

Les avis des expertes

Lindalam



Bonjour, Tout n'est pas lavable à 30 mais mon linge courant oui et je vais continuer cette pratique qui fait gagner du temps et diminuer ma facture d'électricité. Merci à vous de cette démarche Cordialement Belle journée

nailartn1



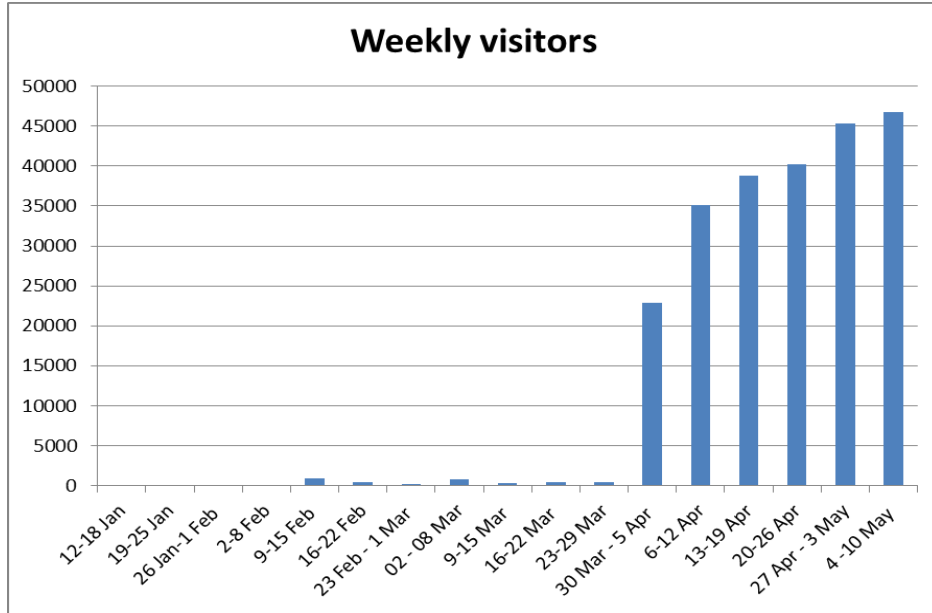
J'ai depuis longtemps lavé mon linge à 30° et j'en ai toujours été satisfaite sauf pour les vêtements très sales (genre tache d'herbe et tache tenaces). Je recommande à tout le monde de laver à 30° pour le linge courant. Les vêtements sont moins agressés, le linge ressort tout aussi propre qu'un linge lavé à plus haute température. Et on fait de l'écologie et des économies

lilixcvb1



oui mes habitudes on complètement changer je suis convaincu sa protege mon linge je respecte l environnement et je fait des economie je suis conquise

PUBLICITY - MAGAZINES



Impact on traffic to FR B2C website





FEDERCHIMICA

ASSOCASA

Associazione nazionale detergenti
e specialità per l'industria e per la casa

Assocasa - Italy



"Meglio 30°: perché lavi bene, mantieni più a lungo i tuoi capi, risparmi denaro e tuteli l'ambiente."

Maria Somer

Mamma di due bimbi

PARTECIPA AL CONCORSO!

#MEGLIO30

*Scatta
e vinci*



AMBASCIATRICE
#MEGLIO30

PARTECIPA
AL CONCORSO!



NOME

COGNOME

E.MAIL

acconsento al trattamento dei dati personali ai sensi del d.lgs n. 196/2003

Pre-registrati



IL CONCORSO

PARTECIPA IL REGOLAMENTO I PREMI INVITA UN AMICO

A partire dal 26 maggio fino al 20 giugno, per te in palio ogni settimana un cofanetto regalo Total Wellness di Boscolo per un weekend all'insegna del totale relax in percorsi che coinvolgono i 5 sensi e che rigenerano l'equilibrio psico-fisico.

...e per il vincitore finale, il premio è ancora più speciale: una gift box Eco Charme di Boscolo per un fine settimana indimenticabile nei migliori centri benessere europei.

CHE ASPETTI?

[CLICCA QUI](#) PER PARTECIPARE
AL CONCORSO



AMBASSADORS & FACEBOOK FANS



MEGLIO 30°

Home Il progetto #MEGLIO30 Il concorso Gli ambasciatori [segui](#)

“ SPERANZA E TEE-SHIRT SEMPRE LIVE GRAZIE AL #BUONSENSO: CORAGGIO PER LA PRIMA E LAVAGGI A 30° PER LA SECONDA! ”

www.lessisexy.com

Gloria Vanni

MEGLIO 30°

Meglio 30
2,239 likes · 99 talking about this

Like Follow Message

Organization
La campagna Meglio 30° ha l'obiettivo di aumentare la consapevolezza dei benefici conseguibili riducendo le temperature del lavaggio in lavatrice.

About - Suggest an Edit

Partecipa AL CONCORSO #MEGLIO30

Photos Likes

SOCIAL MEDIA



Me  #MEGLIO30

 **milaorlando** @milaorlando · May 12
#meglio30 il lavaggio a basse temperature aiuta l'ambiente e mantiene belli i vestiti. facebook.com/Meglio30/photo...
Expand  

 **alfemminile.com** @alfemminile_com · May 12
#meglio30: come risparmiare sui lavaggi e rispettare l'ambiente! ow.ly/wJlit
View summary  

 **Tabbid** @Tabbid_Tabbid · May 10
un dolce messaggio anche da un amico speciale di #meglio30
Grazie Grazisssssssime!
#Tabbid #lavoretti... fb.me/6v6mUyo0J
Expand  

 **Campioni Omaggio** @CampOmaggio_it · May 9
Su #Campioni #Omaggio #meglio30: vinci un Cofanetto Boscolo goo.gl/bGW9o1
Expand    

MEGLIO 30°

Home Il progetto #MEGLIO30 Il concorso Gli ambasciatori 

Meglio 30

#MEGLIO30
MEGLIO 30°
Benvenuti

Benvenuti nella pagina facebook Meglio 30. Questa pagina ha l'obiettivo di informare e sensibilizzare sui vantaggi che si possono ottenere abbassandola temperatura di lavaggio in lavatrice e utilizzando, quando possibile,

Read more...
9 Apr
www.facebook.com

Share

Meglio 30

#MEGLIO30

Daniele Tarenzi @DTarenzi

#Meglio30: una campagna a tutela dell'ambiente e del risparmio
kosmeticanews.it/una-campagna-a-...
7 hours ago   

Un piccolo cambiamento può fare una grande differenza!

È arrivato! Siamo prontissimi con la campagna europea #meglio30!
www.meglio30.it
#staytuned



#meglio30 #staytuned
9 Apr
dtarenzi
via.instagram.com

Share

Daniele Tarenzi @DTarenzi

Campagna europea #Meglio30 per un corretto mantenimento



Detic - Belgium

ROADSHOWS & STREET MARKETING



22.03.2014
ANTWERPEN
GRAND BAZAAR

29.03.2014
LIÈGE
BELLE-ILE

12.04.2014
ANTWERPEN
H&M MEIR

19.04.2014
BRUXELLES
H&M RUE NEUVE

26.04.2014
K IN KORTRIJK
KORTRIJK

03.05.2014
LUXEMBURG
H&M LUXEMBOURG

10.05.2014
GENT
H&M VELDSTRAAT

17.05.2014
LIÈGE
H&M ÎLOT ST MICHEL

24.05.2014
WAASLAND SHOPPING
SINT NIKLAAS

31.05.2014
LOUVAIN-LA-NEUVE
ESPLANADE

News

Soleil sur la cité ardente

19 May 2014

Le soleil illumine la campagne I prefer 30 pour son retour à Liège. Un gage de succès ... une centaine de photos pour votre plaisir !
[Cliquez ici.](#)



ROADSHOWS & STREET MARKETING



On dorlotte la planète à Luxembourg

07 May 2014

"I prefer 30" a convaincu les Luxembourgeois. C'était ce samedi 3 mai au H&M. Vous aussi, suivez le mouvement, [cliquez ici](#) !



Le Luxembourg passe à 30°C

30 April 2014



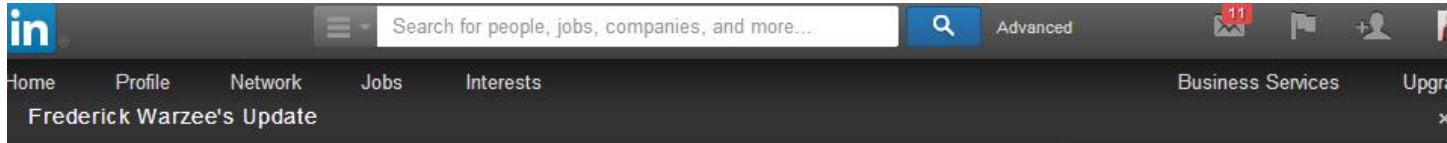
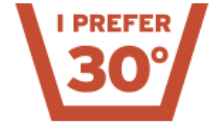
Un long weekend se profile ... Envie d'évasion, ... Pourquoi pas un peu de shopping à Luxembourg ? Le Shop H&M de Luxembourg invite "I prefer 30" ce 3 mai dès 13h00.

Alors pas d'hésitation :-)



WWW.IPREFER30.EU

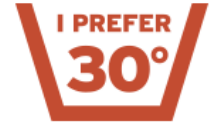
SOCIAL MEDIA (FACEBOOK & LINKEDIN)



Frederick Warzee
I prefer 30 campaign : small press kit for the lifestyle press (Laundry bag, laundry guidance, visuals, press release, USB stick) but we



LOCAL PARTNERS



**Belgian Sectoral Agreement partners
support I prefer 30°**

J'épargne l'environnement, j'épargne de l'argent.

Roland Moreau

Directeur général Environnement
SPF Santé publique, Sécurité de la Chaîne alimentaire et
Environnement



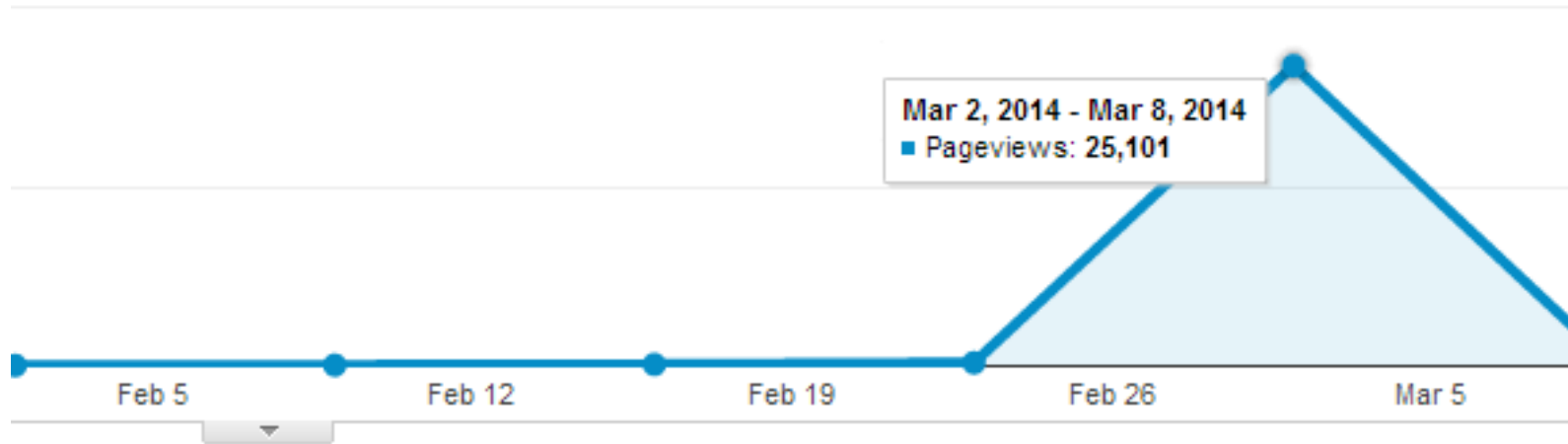


UKCPI - UK

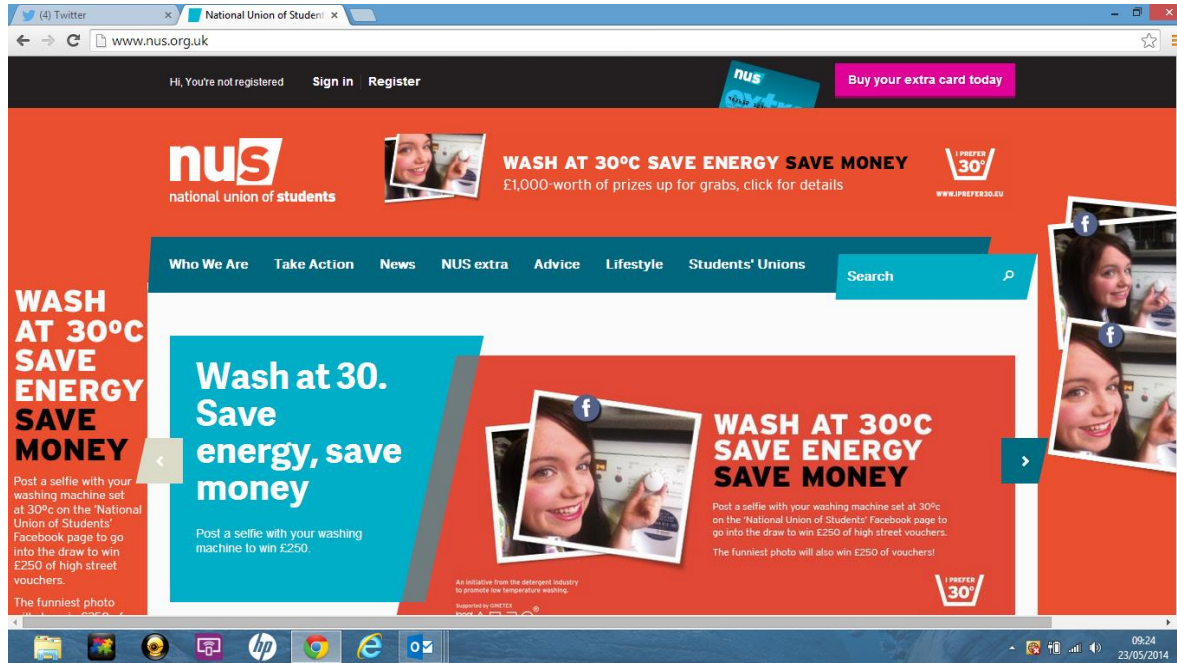
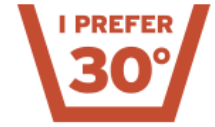
JOINT PARTNERSHIP WITH NATIONAL UNION OF STUDENTS



25,000 visitors to UK B2C site as a result of UKCPI joint press release with National Union of Students partnership in the UK during March!



JOINT PARTNERSHIP WITH NATIONAL UNION OF STUDENTS




Student Selfie competition Win £250!



JOINT PARTNERSHIP WITH NATIONAL UNION OF STUDENTS




f National Union of Students Caroline Home 20+ Find Friends



WASH AT 30°C SAVE ENERGY SAVE MONEY

Post a selfie with your washing machine set at 30°C on our wall to go into the draw to win £250 of high street vouchers.
The funniest photo will also win £250 of vouchers!


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



National Union of Students
43,098 likes · 180 talking about this

Non-Profit Organization
NUS champions students to shape the future of education – and create a better world.

About – Suggest an Edit



Photos Likes

43,098

More Pages You May Like [See More Suggestions](#)

Create Page


Sponsored

Road Safety Authority...
Cyclists are one of the most vulnerable road users on our roads. Though there are a number...



Like Page

Vintage Dresses Low to \$8
rosewholesale.com



Elegant Vintage Dresses Low to \$8, Free Shipping On Selected Items, Order \$50+ Get 10% Off
1,529,902 people like this

JOINT PARTNERSHIP WITH NATIONAL UNION OF STUDENTS



NUS Newsletter
reaching out to
500,000 students



FW: Newsletter -May - all content [TEST] - Message (HTML)


Tue 13/05/2014 15:47
Nazmeen Malik <Nazmeen.Malik@nus.org.uk>
FW: Newsletter -May - all content [TEST]

To: Neil Jennings; 'philp.malpass@ukcp.i.org'; Eibhlin Boydell (eibhlin.boydell@ukcp.i.org)
Cc: 'Jason Nye' (jase@jasonnye.co.uk); Russell Warfield; Jordan McDowell

You replied to this message on 13/05/2014 16:46.

**WASH AT 30°C
SAVE ENERGY
SAVE MONEY**

£1,000-worth of prizes
up for grabs, click for details



www.iprefer30.eu


Enter for your chance to win £250 worth of high street vouchers

Spread the word about washing your clothes at a lower temperature. Take a selfie with your washing machine set at 30°C, and **upload it to our Facebook page** for your chance to win.

Read more...

Don't cook JUST EAT

Win **FREE** takeaway for a year*



*Terms Apply

Win £500 to spend on takeaway at JUST EAT

JUST EAT is the UK's leading takeaway ordering service and that means we take nights in pretty seriously. That's why we're giving **one lucky winner £500 to spend** on takeaway at JUST EAT.

Enter Competition

Nazmeen Malik RE: I prefer 30c campaign

13:37 15/05/2014

AMBASSADORS





More info: www.iprefer30.eu