



**ADDENDUM TO THE LETTER OF COMMITMENT FOR CORE  
CAMPAIGN LEADERS**

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

**Addendum to the Letter of Commitment dated .....**by ..... (the “*Company*”) with a principal place of business at ..... (“*Headquarters Address*”) to the “Low Temperature Washing Campaign” of **A.I.S.E.**, the Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien A.I.S.E. aisbl (“A.I.S.E.”) with its legal seat at Bd du Souverain 165, 1160 Brussels, Belgium (“A.I.S.E.”), dated \_\_\_\_\_, \_\_\_\_.

**WHEREAS**

- In 2014 A.I.S.E. together with its National Associations ran an information campaign with the aim to raise awareness of consumers on the environmental benefits of washing at low temperatures (such as 30°C), thereby decreasing the environmental burden of household laundry detergents. The campaign is entitled the “Low Temperature Washing Campaign” (the “*Project*”);
- The campaign ended on 30 September 2014;
- It was decided to run a second wave of the Project of one year, opening on 2 November 2015;
- Whereas the terms and conditions of the Project are maintained and will apply to the extension, with a need for a new budget to finance PR activities of A.I.S.E. and the National Associations supporting the Project;
- Whereas the *Company* has committed to the Project as Core Campaign Leader and has signed the Letter of Commitment, thereby agreeing to the terms and conditions of the Project;

**Whereby the Letter of Commitment is modified as follows:**

- The second wave of the *Project* shall open on 2 November 2015 and will end on 31 December 2016;



- The *Project* will officially open as of 2 November 2015 for *Core Campaign Leaders* and *Corporate Supporters*, and 10 December 2015 for others including, *Gold Partners* and *Institutional Partners*. Signing up to the *Project* for *Core Campaign Leaders* remains possible from 2 November 2015 until 1 December 2015. The *Project* will be activated as of 1 January 2016 when companies are allowed to start making public use of the *Toolkit*. The *Project* will last until 31 December 2016 ("*Term*"), after which the *Company* will only be allowed to exhaust stocks of communication material specifically produced for the *Project*. Additional information in the *Project's* schedule is laid down in point 4 of the *Project Description*;
- The *Project* is intended to run in Belgium, Denmark, France, Italy, Sweden and United Kingdom (the "*Territory*"); the final geographical scope of the *Territory* will be officially confirmed by *A.I.S.E.* on 10 December 2015 at the latest on basis of the commitment made by *Core Campaign Leaders*;
- The *Company* shall select in which countries of the *Territory* to participate in the second wave of the *Project* ("*Nominated Countries*") and communicate it to *A.I.S.E.* by filling in the table of "*Countries of interest*" annexed in Appendix 1.
- Contribute to its fair share of the costs related to the *Project* following the principles established for the second wave of the *Project* in Section 6 and Appendix 6 of the *Project Description*.
- The *Company* acknowledges that the final campaign budget will be subject to the number of *Core Campaign Leaders* participating in the second wave of the *Project*. The final geographical scope and the budget will be firmed up on 10 December 2015 at the latest by *A.I.S.E.*.

All other elements of the Commitment remain into force.

Signed by:

Signature:.....

Name:.....

Position:.....

For and on behalf of the *Company*

Please indicate name, position, telephone number and e-mail of a contact person for communication between *A.I.S.E.* and the *Company* throughout the project:

.....



.....

.....



## Appendix 1

**Countries of interest for the Company (“Nominated Countries”)****Company:** .....

Please tick the relevant boxes to indicate:

- The country/ies for which the *Company* commits to support financially the second wave of the *Project* in order to cover National Associations’ costs associated with the implementation of the *Project*. Please note that the contribution to the A.I.S.E. central *Project*’s budget is additional and mandatory.
- The selected options for deployment of the *Project* at *Company* level.  
For reminder :
  - o **Option A** includes Core campaign support + activation of toolkit through brands websites communication channels (web/social media)
  - o **Option B** includes Option A + activation of toolkit through owned media/packaging and brands communication channels on a voluntary basis.

#	Country	Commitment (tick which option is retained for the countries)
1	Belgium <input type="checkbox"/>	Option A <input type="checkbox"/> Option B <input type="checkbox"/>
2	France <input type="checkbox"/>	Option A <input type="checkbox"/> Option B <input type="checkbox"/>
3	Italy <input type="checkbox"/>	Option A <input type="checkbox"/> Option B <input type="checkbox"/>
4	Sweden <input type="checkbox"/>	Option A <input type="checkbox"/> Option B <input type="checkbox"/>
5	Denmark <input type="checkbox"/>	Option A <input type="checkbox"/> Option B <input type="checkbox"/>
6	United Kingdom <input type="checkbox"/>	Option A <input type="checkbox"/> Option B <input type="checkbox"/>



***Project description***

